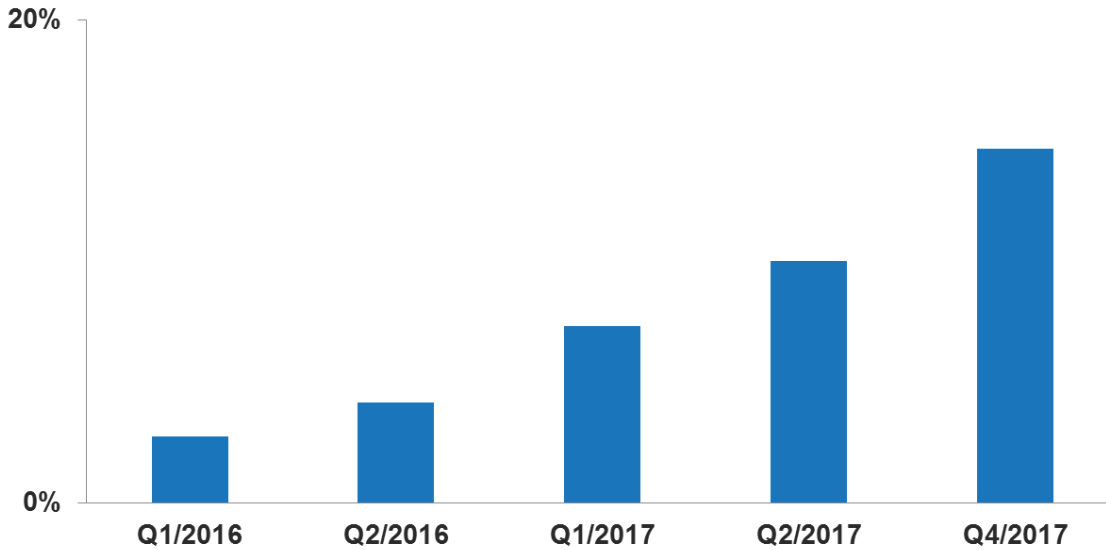


Smart Speakers with Personal Assistant Ownership
U.S. Broadband Households



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SYNOPSIS

Amazon Alexa has changed the game. As additional voice platforms like Siri and Google Assistant shift their models to the connected home industry, consumers now have the opportunity to connect with the digital world in a more seamless way than ever before. This **360 Deep Dive** assesses the current market for voice-enabled technologies including consumer access to content access, e-commerce, and digital living, and identifies the market opportunities for stakeholders in the connected home industry.

ANALYST INSIGHT

“The voice-first consumer market continues to rapidly innovate. Stakeholders continue to announce new moves and product roadmaps. Integrations and partnerships are regularly being made. New entrants, seeking the opportunity in the intensifying appeal of voice-enabled technologies, are placing their bets with their own offerings.”

— Dina Abdelrazik, *Research Analyst*, Parks Associates



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Executive Editor: Jennifer Kent

Published by Parks Associates

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