

THE RISE OF VOICE

Gimlet

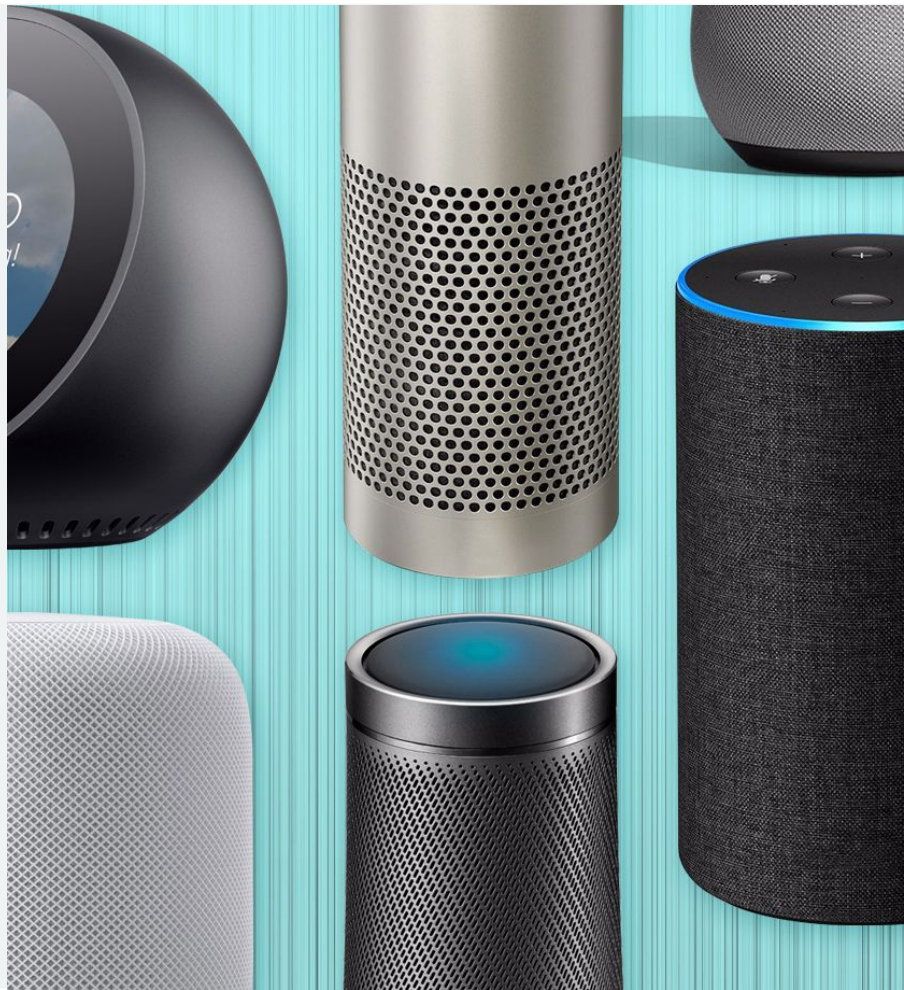


THE AGENDA

Why Voice?

Voice Case Studies

Q&A

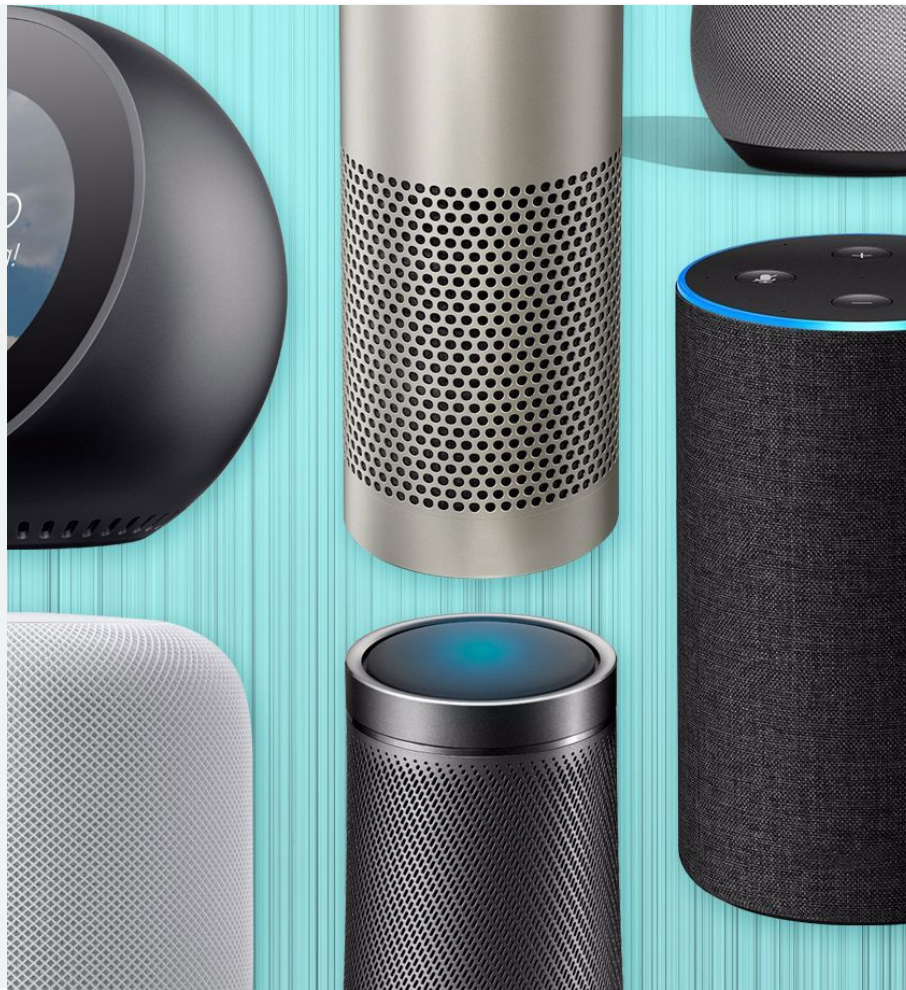


THE AGENDA

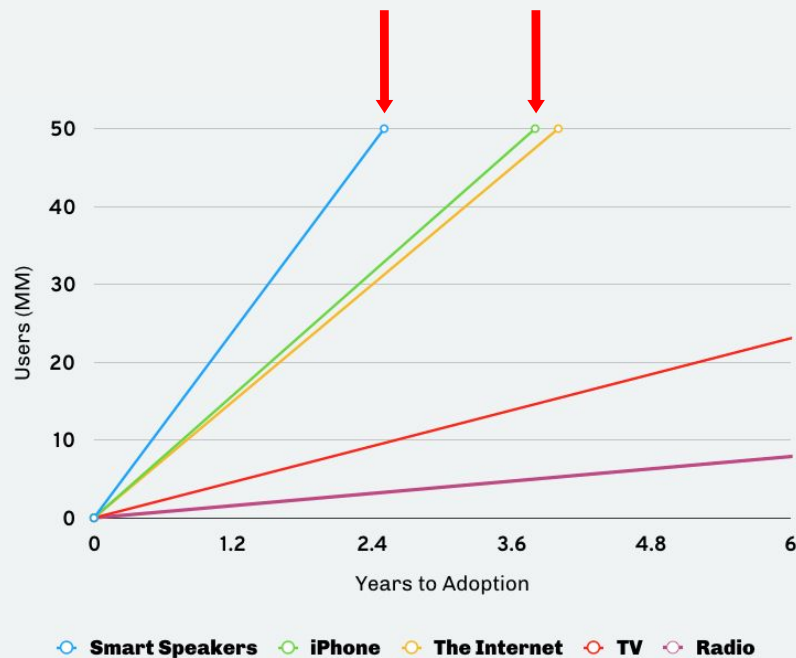
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SMART SPEAKER OWNERSHIP IS GROWING FASTER THAN THE IPHONE



KEY PLAYERS



Amazon



Google



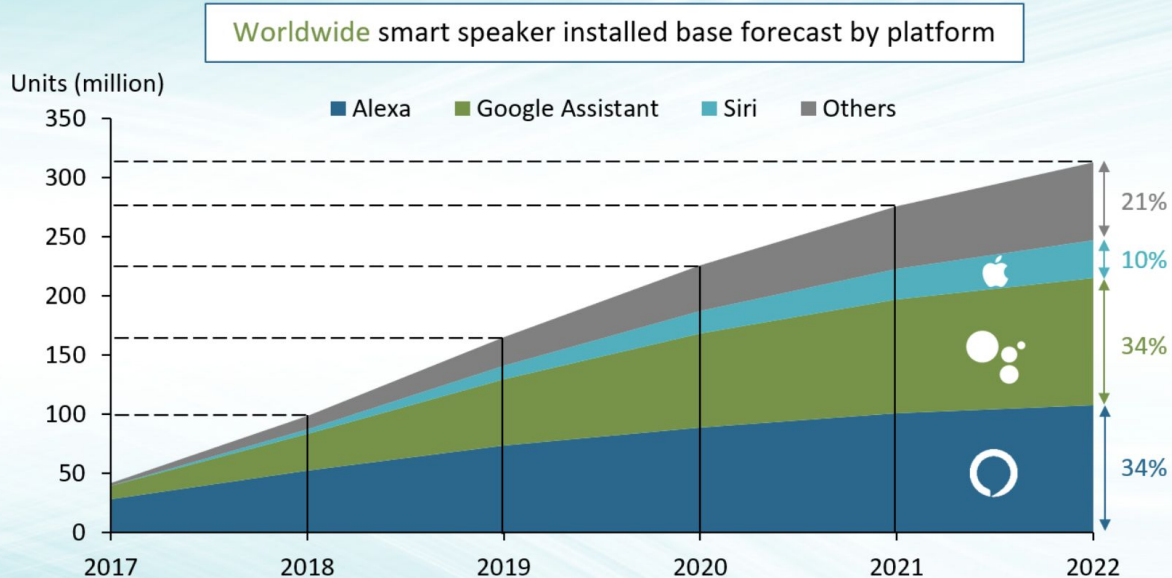
Apple



Microsoft

VOICE MARKET SHARE

Smart speaker installed base to reach 100m in 2018



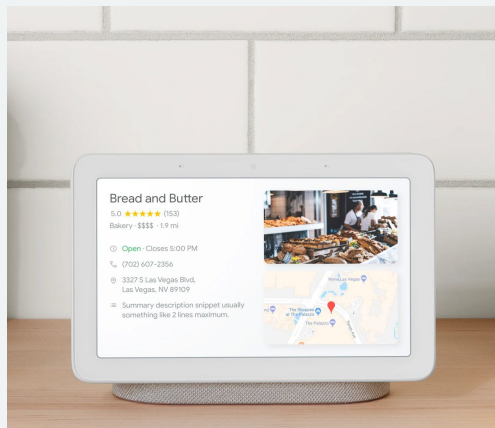
Source: Canalis estimates and forecasts, Smart Speaker Analysis, May 2018



KEY NEW DEVICES



Amazon Fire Cube



Google Home Hub



Amazon Echo Auto

BUT DON'T FORGET PHONES



CURRENT VOICE USAGE

32%

OF AMERICAN CONSUMER
HAVE A SMART SPEAKER

45%

OF SMART SPEAKER
OWNERS WHO EXPECT TO
BUY ANOTHER ONE THIS
HOLIDAY SEASON



CURRENT VOICE USAGE

71%

OF SMART SPEAKER OWNERS
USE THEIR SPEAKER AT LEAST
ONCE A DAY

8%

OF SMART SPEAKER
OWNERS REPORT USING
THEM ALMOST NEVER



CURRENT USE CASES



Swiss Army Knife



Q&A



Device Management

We bring storytelling and sound design to the primary voice uses.

CURRENT USE CASES



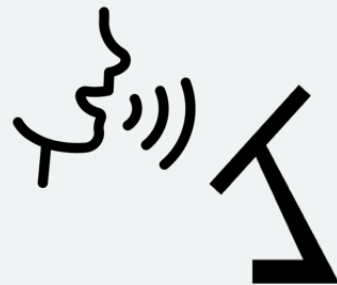
Swiss Army Knife



Q&A



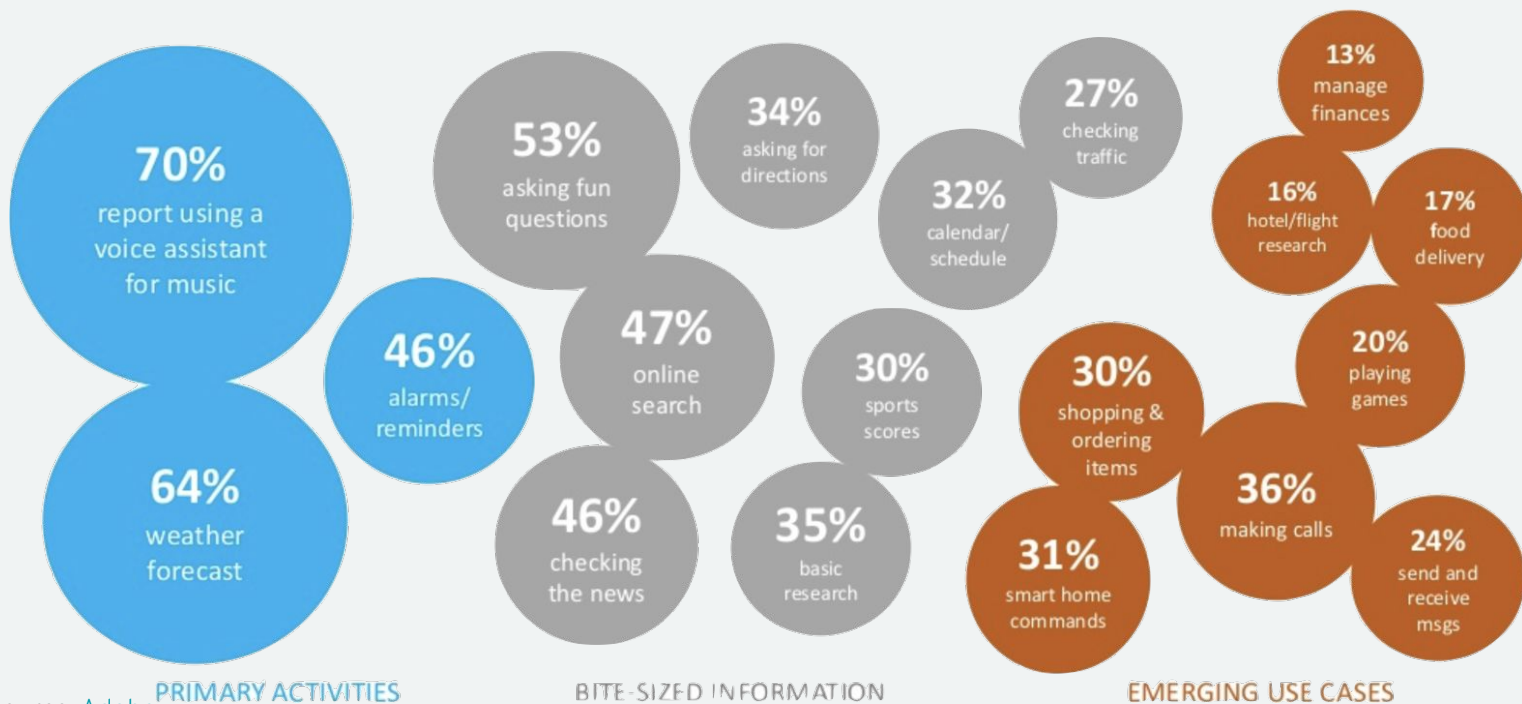
Device Management



Interactive Entertainment

We are leading the charge in developing an unrealized use of voice.

CURRENT VOICE USAGE



PROJECTED 2020 GROWTH

75%

OF HOUSEHOLDS WILL HAVE
SMART SPEAKERS

>50%

OF SEARCH WILL BE DONE
THROUGH VOICE

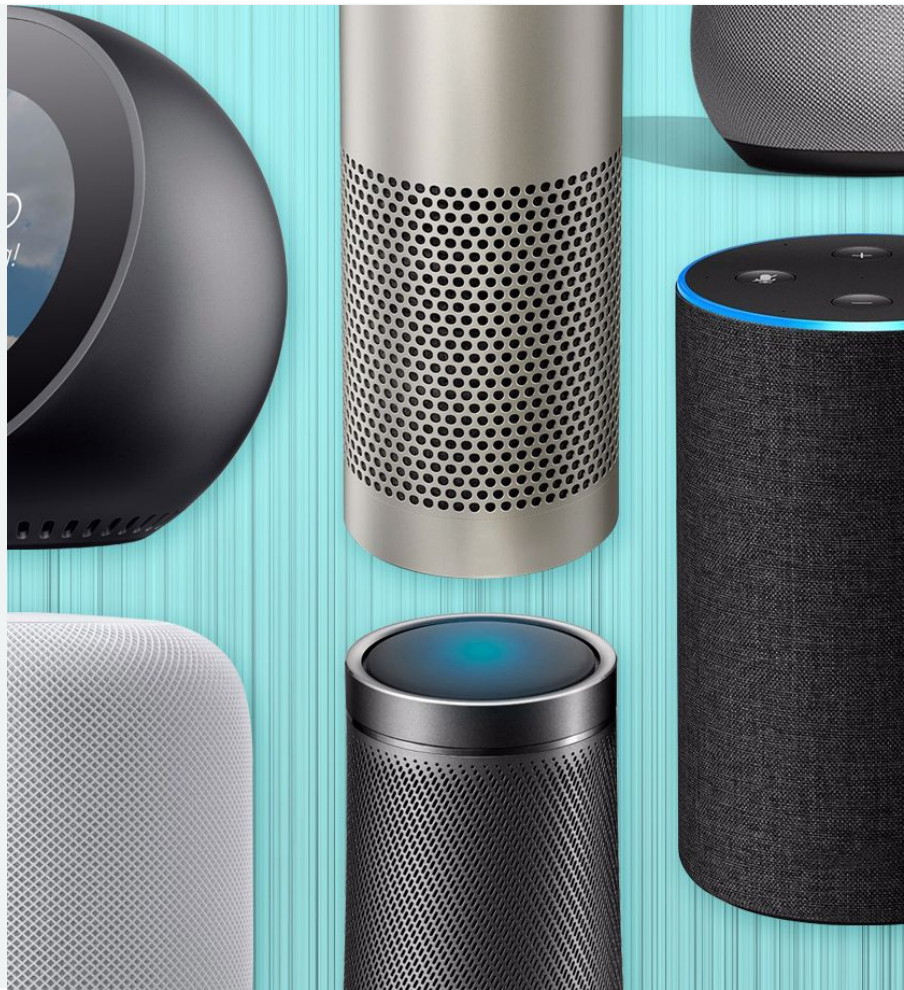


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VOICE CASE STUDIES



CHOMPERS RESULTS

97%

OF PARENTS REPORTED THEIR KIDS WERE BRUSHING MORE AFTER USING CHOMPERS.

67%

OF PARENTS SAID IT WAS "VERY EASY" TO GET THEIR KIDS TO BRUSH AFTER USING CHOMPERS. ONLY 6% SAID THE SAME BEFORE CHOMPERS

5X

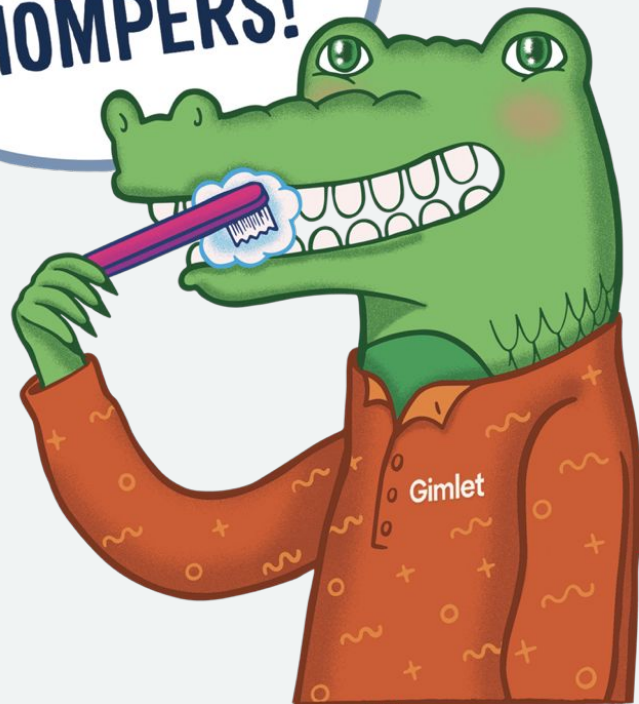
RETENTION RATE THAN THE AVERAGE ALEXA SKILL



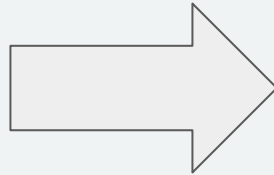
CANNES LION WINNER FOR BRANDED CONTENT - AUDIO

MEDIA PLAN OF THE YEAR WINNER FOR "BEST USE OF VOICE."

ALEXA, START CHOMPERS!



FROM PODCAST TO SKILL



QUESTIONS TO CONSIDER

- What is my brand doing to prepare for voice commerce?
- How do I optimize my media for voice search/discovery?
- What is the sound of my brand?



NEW SHOWS THIS FALL!

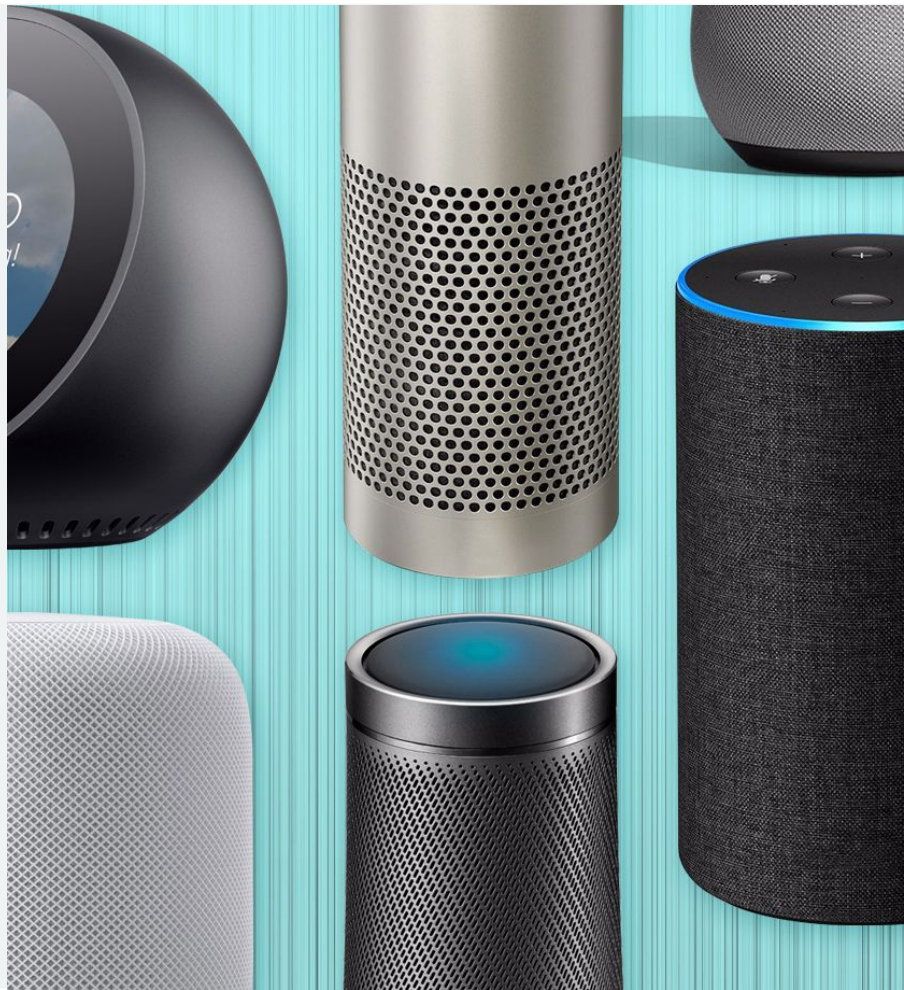


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THANK YOU!

NOVEMBER 2018