



# Mega-Conference 2018

**Jeremy Mims** | [jeremy@spokenlayer.com](mailto:jeremy@spokenlayer.com)

February 2018

# Good Morning, Fam!



# Bringing Audio to Life



# Ginger Neal Getting 🍌 Done at **H E A R S T**



# Chrissy Towle Making 🍌 Happen For Newspapers at Google

Audio-enabled  
experiences aren't  
the Next Big Thing.

**They're  
already here.**

Smart speakers **top** AR, VR and wearables  
to become fastest-growing consumer tech\*,  
**expecting 56.3M shipments in 2018\*\***



**It encompasses  
podcasts, radio,  
streaming audio, apps,  
and so much more.**



INTRODUCING  
**amazon** echo

Always ready, connected,  
and fast. **Just ask.**

Be more at home  
**Google Home**

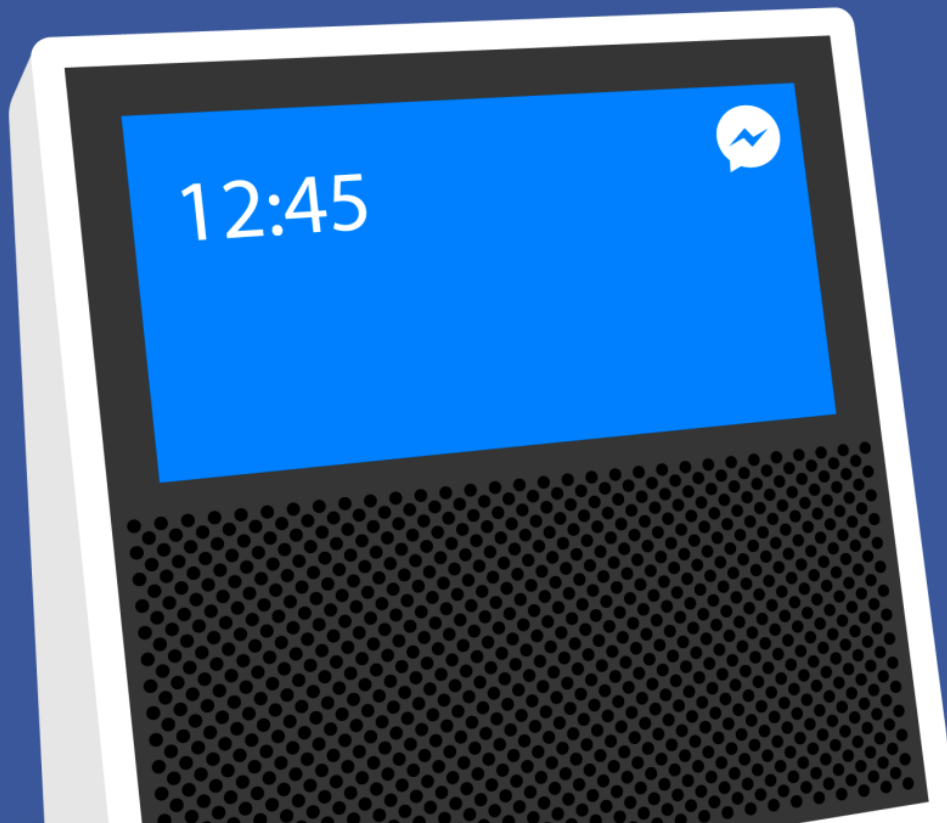






# Facebook reportedly building smart speaker with touch screen

Posted Jul 25, 2017 by [Josh Constine](#) (@joshconstine)



**Make it their  
best year yet.**

Get the latest speakers,  
headphones, wearables  
and more.

Shop now >

**verizon**✓



**Crunchbase**

# Amazon says Alexa device sales broke records over cyber holiday weekend

The Amazon Echo Dot and Fire TV Stick with Alexa Voice Remote were the top sellers.

## The Echo Dot topped Amazon's global sales from Thanksgiving to Cyber Monday

## Google Home Mini deal makes it cheaper than Amazon Echo Dot in US

Google Home Mini at Walmart® - Only \$29 Plus \$25 Coupon

 [www.walmart.com/GoogleHomeMini](http://www.walmart.com/GoogleHomeMini) ▼

★★★★★ Rating for walmart.com: 4.4 - Average delivery time: 1–4 days

Link your accounts and get \$25 to spend at Walmart via Express!

Top brands in Audio Video · Free shipping over \$35 · Top brands - low prices · Free in-store pickup

Ratings: Selection 9.5/10 - Product info 9.5/10 - Returns 9/10 - Shipping 9/10 - Seller info 9/10

[Home Automation](#) · [Smart Lights & Thermostats](#) · [Voice Assistant](#) · [Electronics](#)



# Amazon passes 10M Alexa-powered devices so survey says, with more models on the way

BY **NAT LEVY** on May 8, 2017 at 7:31 am

## 42 percent of smart speaker owners have bought a second device (or more)

Posted Jun 23, 2017 by **Sarah Perez** (@sarahintampa)

Amazon surpassed Sonos to become leader in Wi-Fi speaker sales ahead of Apple's HomePod

Jordan Kahn - Jun. 19th 2017 10:31 am PT  @JordanKahn









Eclair adapt i2  
Pause rec.   
16.5c





10:09

Danny Coster

INCOMING CALL



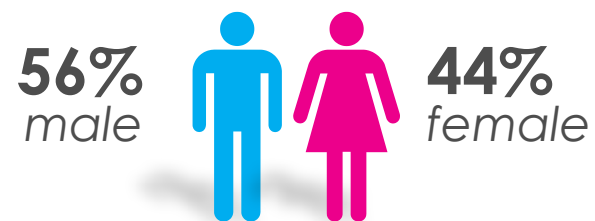


# In fact, it's really weird...

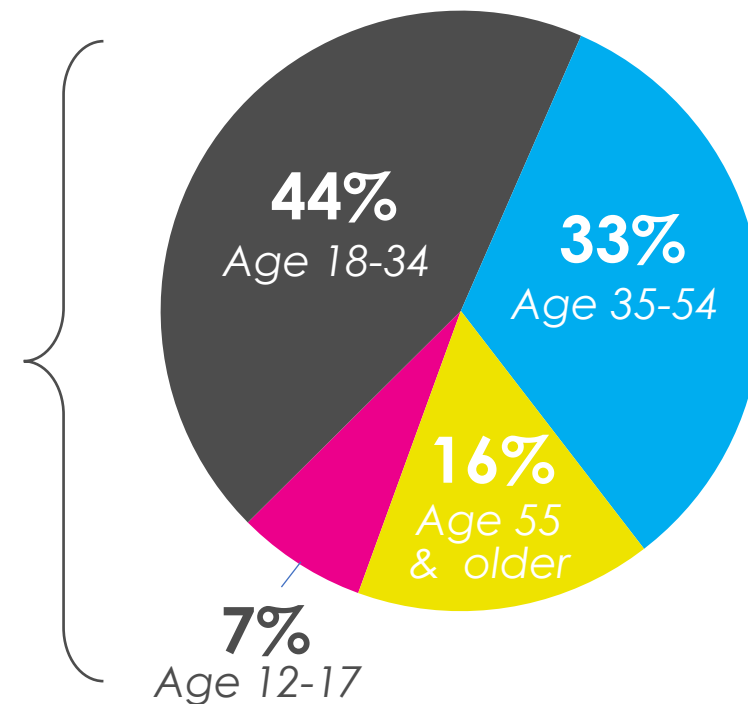
Unlike typical emerging technologies, growth is not coming just from bleeding edge, millennial gamers! There are no early adopters — it's 'mass'.

## Its audience is your audience. Because it's everyone.

Just take a peek at U.S. Podcast Listeners



HHI: 45% are 75K+\*





# Audio has become much more than music.



**Information**  
News, Weather, Sports



**Utility**  
72%\* percent of smart speaker owners report using it as part of their daily routines



**Entertainment**  
"binge-listening"



**Purchase**  
Paid subscriptions, buying, adding to grocery list

“Amazon is all about driving [speaker prices] to the bottom because for them it's an entry point for e-commerce.

- Holger Mueller analyst at Constellation Research WSJ Dec 2017



# (Though there's a voracious appetite for music, too)

**% of US  
Population  
that listened  
in the last  
month to...**

*(Total Population 12+)*

**pandora 32%**

**Spotify 18%**

**iHeart  
RADIO 13%**

**SOUNDCLOUD 11%**

**Apple MUSIC 8%**

**amazon music 6%**

**Google Play Music 6%**

**npr one 3%**

**tunein 3%**

US population age 12+  
Brands lower than 3% not shown

\*Asked as "Apple Music, the paid music subscription from Apple"

% listened in last month  
The Infinite Dial © 2017 Edison Research and Triton Digital

We work with  
everyone.

Music dominated platforms that are adding spoken content



pandora



Voice-enabled hardware



Companies expanding into voice-enabled experiences

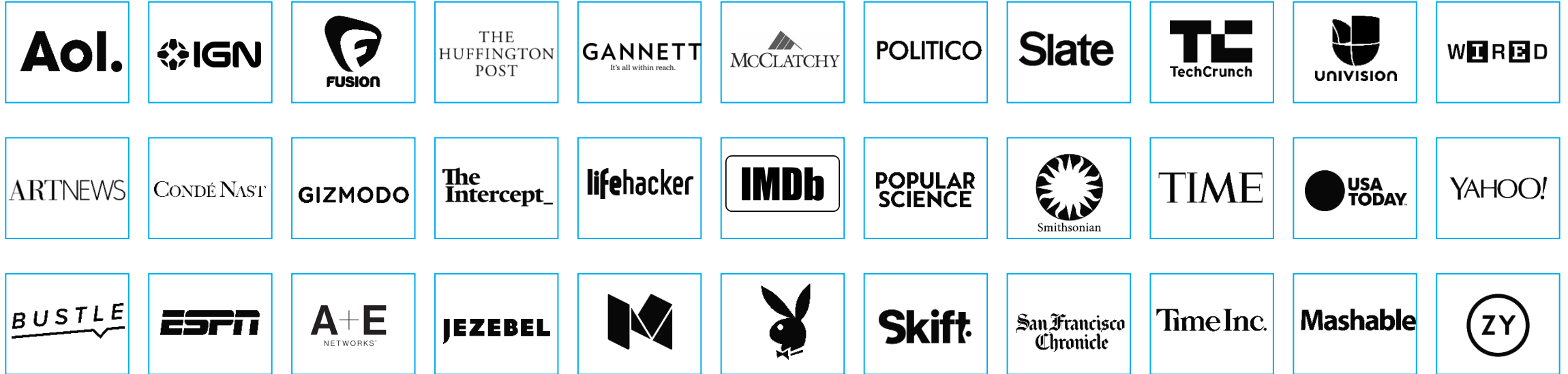
facebook.

SONOS



# Our Partners.

## PUBLISHERS on our audio network



## BRANDS + AGENCIES



# We're building the platform for Voice.

“

The team at SpokenLayer allowed us to venture into voice medium for the first time. Their flexibility and willingness to accommodate is only matched by the quality of content they produce. **Our partnership has done more for our advertisers and audience than any in recent memory**

— I can't recommend them enough!

...

**ROBBY MARSTON**

PRINCIPLE PRODUCT MANAGER, IMDB - AMAZON

# Our Mission...

# Work Together...

# With one voice...

**Right now.**





**Easy. Smart. Scalable.**



**Sound good?  
Let's Talk.**



**Jeremy Mims**

**SpokenLayer** | [jeremy@spokenlayer.com](mailto:jeremy@spokenlayer.com)

(203) 449-7447

**Hear more? Here's More.**

[www.spokenlayer.com](http://www.spokenlayer.com)