

Médiamétrie launches a study on “smart speakers”

Médiamétrie is launching a study on smart speakers among Internet users. What do they think of them? Do they own them or intend to buy them? How do they or how will they use them? What are their expectations of smart speakers? The results will be published at the start of December, accompanied by a focus on Christmas Buys reflecting intentions to purchase this gadget as a Christmas present or to order one for the holiday season.

A smart speaker is a wireless speaker with a built-in artificially intelligent voice assistant – Google Assistant, Siri, Alexa, etc. – that the user can interact with vocally.

They emerged in Europe in 2015, and today offer a multitude of services: they can be used to switch on lights, listen to music, check the weather, make online purchases, and so on.

This new study carried out by Médiamétrie has three main goals:

- to study **consumers’ awareness and perceptions** of smart speakers, by investigating their knowledge and understanding of these tools, as well as what drives them to buy one, or holds them back from buying one
- to measure **how prevalent these devices are and how widely they are used**, and find out about users’ motivations and experience
- **to build a profile for** the first people to adopt this technology and investigate **their media habits**.

The results, which will be published at the start of December, will include a **focus on Christmas Buys** that will analyse people’s intentions to buy a smart speaker as a Christmas present or order one for the holidays.

The study will allow brands and the media to gain a better **understanding of the added value of this novel equipment** and its services **for consumers** and, as the case may be, to:

- **choose** which applications or **skills*** to develop
- **adapt existing content** for **Search Engine Optimisation**
- **develop** or **sponsor** audio content created for these speakers

“The smart speakers market is booming in France, driven by major international players such as Google, Amazon and long-standing brands in the audio market like Sony, JBL, Sonos and many more. Time-saving, ease of use, and compatibility with home automation products are some of the promises that might attract consumers. This study will help us understand the emerging challenges for brands and their ecosystem that are associated with the development of smart speakers,” says Jamila Yahia-Messaoud, director of Médiamétrie’s Consumer Insights Department.

PRESS RELEASE



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About the study:

The Smart Speakers study was carried out on a population sample of 2,100 Internet users aged 15 and over, of whom around 200 used smart speakers. Consisting of 25 questions, the study takes into account the 7 models of smart speakers available on the French market today.

About Médiamétrie

The French industry leader in media research, Médiamétrie monitors, measures and analyses audience behaviour and market trends. Created in 1985, Médiamétrie is expanding its activities in television, radio, the Internet, cinema, mobile screens, and the cross-media sector in France and abroad. Médiamétrie generated a turnover of €93 million in 2017.

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