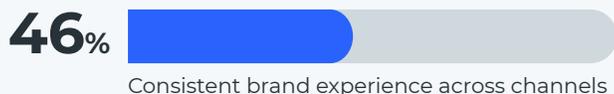
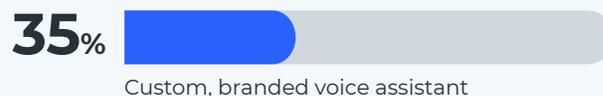
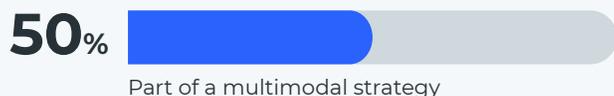


# Consistent User Experiences Top Entertainment & Media Voice Roadmap

Having already entered the voice-first era, top companies are finding more ways to encourage brand engagement. Multimodal interactions including voice, touch, gesture, and gaze deliver the ultimate in hands-free convenience, and custom voice assistants are providing consistent user experiences.

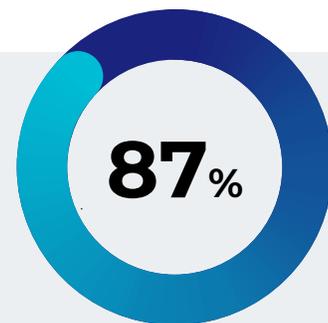


## Voice Assistant Strategy



## Future Outlook for Voice

- Consistent customer experiences
- Gather more user data to inform company roadmap
- Launch custom, independent voice assistant
- Expand voice into multimodal experience
- Increase number of voice-enabled channels



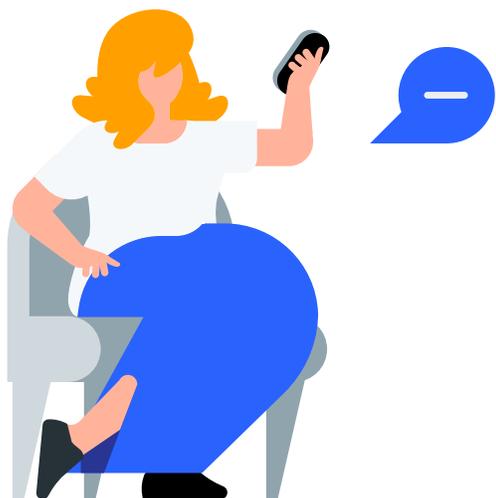
of respondents feel a custom wake word is important

“We can predict around 2 to 3 times more users in the future will be using voice technology. With the increase in development of AI, more of these technologies will be used on a daily basis and that will make life for our consumers simple.”

Opus Research Entertainment/Media Respondent

### Greatest End-User Benefits

- Better customer experience
- Increased accessibility
- Customer satisfaction
- Ask for things more naturally
- Hands-free access

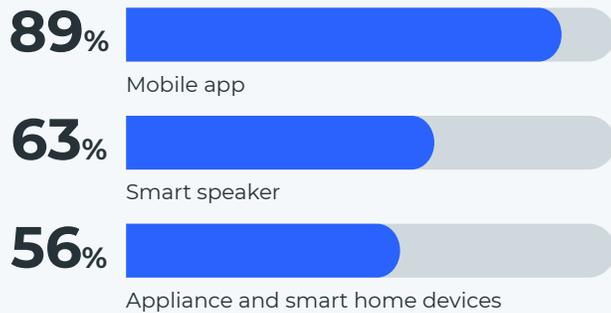


### Top 3 Business Functions of Voice Assistants



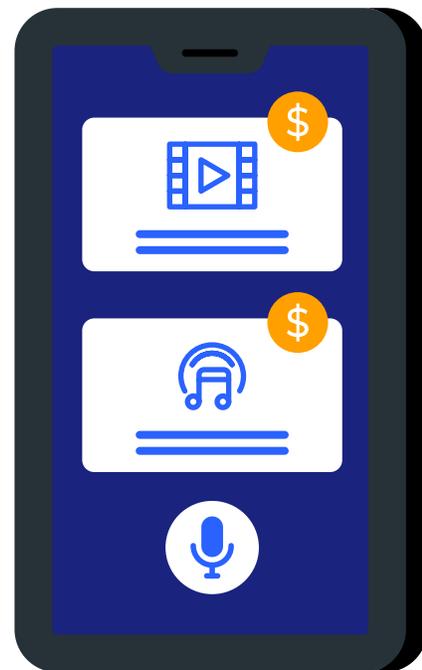
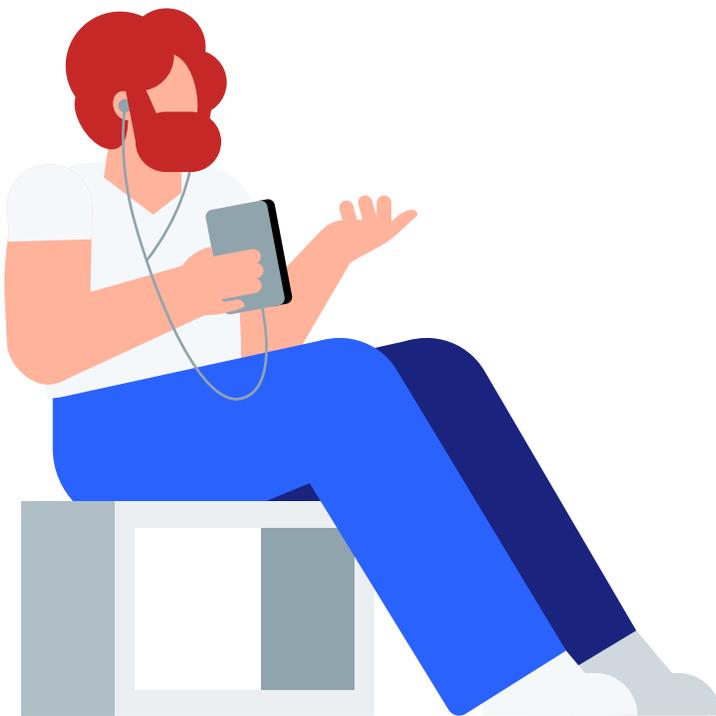
No longer in the nascent stages of voice implementation, long-term roadmaps and strategic partnerships are guiding future efforts, including custom voice assistants for omnichannel experiences.

## Where Voice Assistants are Deployed



## Top Voice Investment Considerations

- Fit with long-term roadmap
- Choosing the right provider
- Other technology priorities
- Vendor with an end-to-end solution
- Return on investment



## Who is Building Your Custom Voice Assistant?



While uncertainty about the voice AI roadmap and concerns over the time required to implement are common, leaders in the entertainment/media industry are focusing on more opportunities for monetization.

## Top Business Challenges

- Security, data privacy, consumer trust
- Creating a long-term voice strategy
- Uncertainty about the role/benefits of voice AI
- Uncertainty about a custom assistant vs. Alexa/Google

## Challenges Implementing Voice AI

- Need for continuous improvement
- Profitability & monetization opportunities
- Time commitment & lack of easy wins
- Quick start & rapid deployment via a third-party provider



“In general, better solutions, more accuracy, less response times and innovation are the main drivers which will help users and help the company as a whole to promote use of speech.”

**Opus Research**  
**Entertainment/Media Respondent**

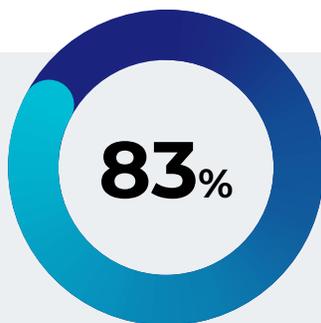
## Greatest Business Value From Voice

- Improve customer support
- Convenience & speed for users
- Operational efficiencies
- Stay competitive
- Controlling brand identity & UX

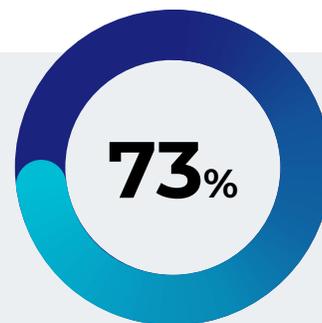
## Top Success Metrics



Maturity in the voice market has readied top companies to explore more opportunities for voice shopping, voice ads, and creative monetization models that positively influence the bottom line.



of respondents plan to invest in voice ads/shopping



feel monetization is either very important or important when compared to other goals

## The Business Value of Custom Voice Assistants

Find out how the entertainment and media industry compares to the top brands in 7 other key industries in the Opus Research report, "Global Survey: The Business Value of Custom Voice Assistants."

[Read the Report](#)

Learn more about Houndify's independent voice AI platform at [Houndify.com](https://houndify.com) and register for a free account, or [talk to us](#) about how we can help you bring your voice strategy to life.

