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## Adobe Survey Shows Voice Ads are More Engaging than Other Formats

**Hong Kong — 16 May, 2019** — Adobe (Nasdaq: ADBE) has announced key findings of their "State of Voice 2019", a study based on a survey of 1,000 U.S. consumers aged 18 and older regarding ownership and usage of smart speakers. This study provides insights into the proliferation of voice-activated technology in audio-based advertising.

Conducted by Adobe Digital Insights, an Adobe research institute, in February 2019, the study shows over a third (38%) of consumers find voice ads on smart speakers to be more engaging and less intrusive compared to online, print, TV, and social media ads. 39 percent find these advertisements to be more engaging than those on other channels yet only 25 percent of respondents had heard an advertisement on a smart speaker before.

#### Increase in Ownership and Usage of Smart Speakers

According to the Adobe Digital Insights February 2019 survey, 36 percent of consumers said they owned smart speakers, up from 28 percent in January 2018. It is also found that the 35- to 54-age group owns the largest number of smart speakers, with the devices particularly popular with millennial men - than any other generation or gender.

Of those surveyed, 75 percent of respondents said they were using smart speakers at least daily, up 6 percent since August 2018. 59 percent said they are using smart speaker more in 2019 when comparing to 2018, with a 10 percent year-on-year increase driven by smartphones and smart speaker. Strong Daily Usage shows that the smart speaker is gaining in popularity

#### Voice Trends

Improvements in performance and experience, driven in part by the usage of voice assistants, is helping to increase the utilization of voice over device keyboards and traditional methods of initiating a search. Voice Assistant Usage for tasks like setting alarms (58%) and basic research (40%) is growing, however, utilization for tasks like managing finances (5%) and making travel reservations (11%) are significantly down, compared to figures in 2018.

74 percent use voice technology for playing music, followed by the weather forecast (66%) and asking fun questions (58%). However, more complex applications such as food delivery (14%) and shopping (26%) have yet to gain significant traction.

Nearly half (47%) of consumers said they use voice assistants on smartphones the most, with smart speakers coming in second (31%), followed by car (8%), tablet (7%), laptop (5%), and wearables (3%). Meanwhile, 48 percent of consumers use smartphone voice assistants "at least daily". Interestingly, 18 percent of survey respondents reported owning a car with a voice-assistant enabled and 44 percent of them are using it "at least daily" or more.

Meanwhile, 64 percent of consumers report keeping a smart speaker in their living room, followed by the bedroom (46%) and kitchen (32%). Only 12 percent of respondent said they have smart speakers at their office.

### **The Future of Voice Functionality**

The Adobe Digital Insights survey highlighted that 42 percent of the consumers would like to enable voice functionality in TVs, followed by cars (29%) and thermostats (29%). 32 percent of respondents indicated voice control is an important feature when considering the purchase of a TV. The numbers are higher than that for music speakers (42%) and cars (37%). As for voice tech preferences, 38 percent of consumers said their smart speaker experiences would be enhanced with a touchscreen.

The Adobe Digital Insights *State of Voice 2019* can be downloaded [here](#).

### **About Adobe Digital Insights**

Adobe Digital Insights publishes research on digital marketing and other topics of interest to senior marketing and e-commerce executives across industries. Research is based on the analysis of select, anonymous, an aggregated data from more than 5,000 companies worldwide that use the Adobe Digital Marketing Cloud to obtain real-time data and analysis of activity on websites, social media, and advertising.

### **About Adobe**

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