Give digital consumers exactly what they’re looking for

While not yet as widespread as devices with embedded digital assistants, stand-alone DVA devices are used more often.

2 out of 3 of consumers who own and use stand-alone DVAs use their smartphone less

- 67% want to learn more about a place they are visiting
- 67% want to visualize how clothes might fit
- 61% want to view 3D manuals
- 58% want to shop for household items and furniture
- 58% want to play games
- 54% want to learn new skills or techniques
- 47% want to want to play games

INTEREST IN CONNECTED EXPERIENCES EXTENDS TO SELF-DRIVING VEHICLES

- 67% cite the ability to multi-task as a key advantage for self-driving personal vehicles
- 54% prefer tech brands as a supplier for self-driving vehicles
- 53% are willing to be a passenger in a self-driving personal vehicle
- 47% cite safety as an advantage of human-controlled driving
- 32% prefer tech brands as a supplier for self-driving vehicles

CONSUMERS WANT MORE THAN JUST FUN FROM AUGMENTED AND VIRTUAL REALITY (AV/VR)

- 56% believe they pay for content they don’t want
- 42% say they aren’t willing to pay more to remove advertising of consumers’ entertainment budgets
- 42% of their viewing time are spent on OTT content

STAND-ALONE DIGITAL VOICE ASSISTANTS (DVAs) ARE LEADING THE EVOLUTION TOWARD BLENDED DIGITAL AND PHYSICAL EXPERIENCES

- >50% of on-line consumers in the US, Brazil, China and Mexico already use a DVA
- 2/3 of DVAs users do less online purchasing
- 2/3 of DVAs users do fewer general searches

CONSUMERS ARE IN SEARCH OF SIMPLIFIED, FLEXIBLE AND ENGAGING OVER-THE-TOP (OTT) VIDEO EXPERIENCES

- 86% want a simpler way to manage multiple OTT video services
- 75% want OTT providers to respect their viewing habits
- 64% want providers to emphasize content quality
- 51% cite the availability of new shows
- 54% cite the ability to explore...