



LIVE FROM CES2018

VIDEO TRANSCRIPT

Hello, I'm Greg Roberts, Managing Director at Accenture, and I'm live here at CES sharing some of the hot trends and insights from the **2018 Accenture Digital Consumer Survey**, covering 21,000 consumers in 19 different countries.

First, stand-alone digital voice assistant devices or DVA's are leading the evolution toward blended digital and physical experiences, but it's also becoming increasingly important to integrate stand-alone assistant devices with home products.

Second, interest in blended consumer experiences has now been extended to self-driving vehicles. More than half of consumers are now willing to be a passenger in a self-driving personal vehicle within the next 12 months.

Third, consumers want more than just fun from augmented and virtual reality (AR/VR), as they seek the benefits of practical use cases, such as shopping for household items, learning new skills, or discovering new places through immersive experiences.

Fourth, consumers seek simplified and engaging subscription over-the-top or OTT video experiences. But to get all that they want an overwhelming majority are tired of this juggling act. Their search for simplified, centralized experiences, points to the potential of aggregated, bundled services that can be customized to consumer preferences.

For more information on Accenture's 2018 Digital Consumer Survey and top trends like these, visit accenture.com/digitalconsumers.