

Smart Speakers Today, Ambient Computing Tomorrow

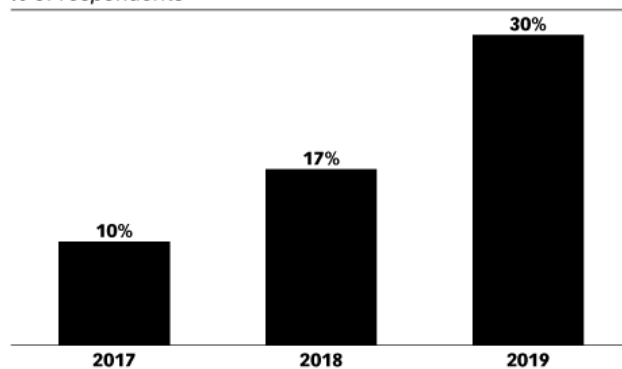
AUDIO |

eMarketer Editors

eMarketer junior forecasting analyst Nazmul Islam and principal analyst Victoria Petrock discuss how Americans are using smart speakers today and how that will morph into ambient computing in the future. They also talk about the rise of spam calls, how Americans travel for the holidays and the cloud gaming wars.

Smart Speaker Ownership Among Total US Consumers, 2017-2019

% of respondents



Note: ages 13+
Source: Edison Research, "Share of Ear Q2 2019" as cited by Westwood One, "Podcast Download – Fall 2019 Report," Oct 17, 2019

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