

# SPEECH TECHNOLOGY **AUDIENCE PROFILE**

## ➤ WHO IS OUR AUDIENCE?

### Level

C Level .....	12%
Vice President .....	8%
Director .....	13%
Manager .....	26%
Supervisor .....	18%
Staff.....	13%
Technical.....	10%

## ➤ PRIMARY JOB FOCUS

Corporate/General Management .....	24%
Customer Service/ Customer Experience.....	23%
IT/Technical .....	23%
Sales/Marketing.....	19%
Call Center .....	11%

## ➤ Average number of employees:

**3,500**

## ➤ COMPANY SIZE

### Revenue

\$1 billion-plus.....	17%
\$100 million to \$999 million.....	39%
Less than \$100 million .....	44%

## ➤ Average company size:

**\$855 million**

## ➤ Average 2023 budget forecasted for speech- or voice-related products and services:

**\$411,000**

## ➤ KNOWLEDGE AND EXPERIENCE

### WITH VOICE AND SPEECH TECHNOLOGIES

Enough knowledge and experience to do my job.....	41%
I consider myself knowledgeable.....	30%
New to these technologies.....	17%
I'm an expert .....	11%

## ➤ INDUSTRY

Automotive.....	4%
Banking/Finance .....	7%
Call Center .....	4%
Consulting/Integration/VAR.....	9%
Consumer Product Goods.....	7%
Voice/Speech Technology Solution Provider .....	13%
Education/Training .....	6%
Gaming-/Sports-Related.....	6%
Government (Federal, State, Local).....	1%
Insurance .....	3%
Manufacturing .....	6%
Marketing.....	3%
Media/Publishing .....	2%
Medical/Healthcare/Pharma.....	3%
Nonprofit.....	2%
Professional Services .....	4%
Retail/Ecommerce .....	3%
Technology.....	10%
Telecommunications .....	1%
Travel/Hospitality .....	2%



Source: Speech Technology 2022 Reader Survey

## ORGANIZATIONAL INSIGHTS AND BUDGETS

### KEY BUDGET METRICS

**\$411,000**

2023 AVERAGE FORECASTED BUDGET for speech- or voice-related products and services

**10%**

expected INCREASE in speech/voice technology 2023 BUDGETS

**79%**

of audience is involved in their company's speech or voice budgets

### PURCHASING ROLE

Decision Maker ..... **47%**

Influencer ..... **44%**

### DYNAMIC AUDIENCE

Number of years reading the publication/website



### ESTIMATED 2023 BUDGETS FOR SPEECH- OR VOICE-RELATED PRODUCTS AND SERVICES

More than \$1 million.....	<b>11%</b>
\$500,000 to \$999,999.....	<b>28%</b>
\$100,000 to \$499,999.....	<b>22%</b>
Less than \$100,000.....	<b>39%</b>

### CUSTOMER TARGET

B2B.....	<b>42%</b>
B2C.....	<b>29%</b>
Both.....	<b>30%</b>

“Does a great job of analyzing the needs of voice magazine subscribers.” —Sportswest

### 2023 PRIORITIES

Conversational AI.....	<b>52%</b>
Voice Search.....	<b>32%</b>
Assistive Technology.....	<b>31%</b>
Speech Recognition.....	<b>29%</b>
Intelligent Virtual Assistants.....	<b>23%</b>
Workflow/Productivity/Business Processes.....	<b>22%</b>
Interaction Analytics.....	<b>22%</b>
Sentiment Analysis.....	<b>21%</b>
Telematics.....	<b>21%</b>
Automation/Low Code/No Code.....	<b>21%</b>
User Experience Design.....	<b>20%</b>
Voice Biometrics.....	<b>19%</b>
Tools and Hardware.....	<b>19%</b>
Translation/Globalization/Localization.....	<b>17%</b>
Edge Computing/Fog Computing.....	<b>14%</b>
Knowledgebase Solutions.....	<b>13%</b>
Standards/KPIs/Metrics.....	<b>12%</b>

### MARKET FACTS

- > The global **voice and speech recognition technology market** is estimated to reach **\$20.9 billion** by 2026, according to ReportLinker.
- > Gartner predicts by 2023, **25% of employee interactions** with various kinds of applications will be **through voice**, compared to less than 3% in 2019.
- > Statista finds the **global voice recognition market** was forecast to grow from \$10.7 billion in 2020 to \$27.16 billion by 2026. **The estimated CAGR from 2021 to 2026 amounts to 16.8%.**