WHO IS OUR AUDIENCE?

Level
C Level .................................................. 21%
Director................................................. 21%
Manager ................................................. 20%
Technical .............................................. 13%
Staff ....................................................... 12%
Vice President ....................................... 11%
Supervisor .............................................. 3%

Primary Job Focus
IT/Technical........................................... 44%
Sales/Marketing ...................................... 24%
Corporate/General Management .......... 20%
Customer Service/Customer Experience.. 12%

AUDIENCE ENGAGEMENT
94% are a regular or avid reader of Speech Technology magazine/website.
73% are an ADVOCATE or CHAMPION for their organization’s speech or voice technologies, customer experience, or call center initiatives.

WORK FROM HOME UPDATE – July 2021
I expect to work from home for the foreseeable future ......................... 46%
I already returned to the office ................. 23%
Later in 2021 ........................................... 16%
No idea when I will return to the office .... 11%
Early 2022 ................................................ 4%

COMPANY SIZE

Revenue
$1 billion+ ............................................ 21%
$100 million to $499 million ................. 12%
$500 million to $999 million .................. 11%

Average company size:
$898 million

Average 2022 budget forecasted for speech- or voice-related products and services:
$307,813

INDUSTRY
Technology ................................................ 18%
Voice or Speech Technology Solution Provider .. 11%
Banking/Finance ....................................... 9%
Consulting/Integrator/Var .......................... 9%
Government – Federal, State, Local ............ 7%
Professional Services ............................... 5%
Telecommunication ................................... 5%
Medical/Healthcare ................................... 4%
Call Center .............................................. 3%
Consumer Product Goods ....................... 3%
Education/Training .................................... 3%
Manufacturing ........................................ 3%
Non Profit ............................................... 3%
Insurance ............................................... 2%
Marketing ............................................... 2%
Media/Publishing ..................................... 2%
Pharmaceutical ....................................... 2%
Travel/Hospitality .................................... 2%
Advertising Agency/Public Relations ........ 1%
Automotive ............................................. 1%
Retail/eTail ............................................. 1%
Utility/Energy ......................................... 1%
Wholesale/Distribution ............................ 1%

Source: Speech Technology 2021 Reader Survey

"Great content and is an indispensable resource for me and my team. Regardless of where someone is in their speech technology journey, these resources are valuable and act as important thought leadership pieces for this industry.”

—Country Manager USA Forest Interactive
**KEY BUDGET METRICS**

$308,000

2022 AVERAGE FORECASTED BUDGET for speech- or voice-related products and services

7.4%

expected INCREASE in speech/voice technology 2022 BUDGETS

60%

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

**PREDICTED GROWTH OF SPEECH OR VOICE TECHNOLOGY APPLICATIONS WITHIN YOUR ORGANIZATION**

Contact Center/Customer-Facing Applications 58%

Employee-Facing Applications 42%

**DIGITAL TRANSFORMATION JOURNEY**

8% Not a priority

32% Early stages – some activity, digital strategy not clearly articulated

43% Middle stage – about the same as our competitors, moving ahead

17% Vanguard – we have a clearly defined strategy and are willing to break new ground on occasion

6.5 years of digital transformation in the first 8 months of the pandemic. (Ernst & Young)

**ESTIMATED 2022 BUDGETS FOR SPEECH- OR VOICE-RELATED PRODUCTS AND SERVICES**

Under $50,000 ........................................ 35%

$100,000 to $499,999 ................................. 27%

$50,000 to $99,999 ................................. 15%

$500,000 to $999,999 ................................. 13%

More than $1 million .................................. 10%

**SPEECH TECHNOLOGY’S VALUE TO ITS AUDIENCE**

An important source of information I can’t find anywhere else

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Helps me professionally

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My favorite speech- or voice technology-related publication/website

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**2022 PRIORITIES**

- Conversational AI ........................................ 60%
- Speech Recognition ....................................... 57%
- Intelligent Virtual Assistant ............................ 40%
- Analytics .................................................. 38%
- Workflow/Productivity/Business Processes .......... 35%
- Assistive Technology ..................................... 34%
- Speech Analytics ......................................... 33%
- Voice Search .............................................. 28%
- User Experience Design .................................. 26%
- Voice Biometrics .......................................... 25%
- Robotic Process Automation ............................. 23%
- Translation/Globalization/Localization .................. 20%
- Emotion Detection ......................................... 19%
- Neuro-Linguistic Programming ......................... 18%
- Tools and Hardware ..................................... 16%
- Smart Speakers .......................................... 15%
- Real-Time Guidance ..................................... 13%
- Edge Computing ......................................... 10%
- Standards/KPI’s/Metrics .................................. 10%
- Telematics .................................................. 8%

**MARKET FACTS**

- The global speech and voice recognition market is estimated to surpass the $29.4 billion mark by 2026, growing at an estimated CAGR of more than 14.9% during the forecast period 2021 to 2026.
- North America dominates the market in 2020 with share of 34.2%.
- Healthcare and consumer electronics are expected to have the highest growth in the market for the forecasted period, with healthcare registering 19.4% CAGR through 2026.

“**The quality of articles is superb.”**

—VC Engineer
Foley & Lardner LLP