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

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

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%

"Speech Technology magazine’s programming is top notch." — Upwork
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

ESTIMATED 2023 BUDGETS

FOR SPEECH- OR VOICE-RELATED PRODUCTS AND SERVICES

<table>
<thead>
<tr>
<th>Budget Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than $1 million</td>
<td>11%</td>
</tr>
<tr>
<td>$500,000 to $999,999</td>
<td>28%</td>
</tr>
<tr>
<td>$100,000 to $499,999</td>
<td>22%</td>
</tr>
<tr>
<td>Less than $100,000</td>
<td>39%</td>
</tr>
</tbody>
</table>

CUSTOMER TARGET

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>B2B</td>
<td>42%</td>
</tr>
<tr>
<td>B2C</td>
<td>29%</td>
</tr>
<tr>
<td>Both</td>
<td>30%</td>
</tr>
</tbody>
</table>

PURCHASING ROLE

Decision Maker ....... 47%
Influencer............. 44%

DYNAMIC AUDIENCE

Number of years reading the publication/website

<table>
<thead>
<tr>
<th>Duration</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than a year</td>
<td>22%</td>
</tr>
<tr>
<td>1-2 years</td>
<td>40%</td>
</tr>
<tr>
<td>More than 2 years</td>
<td>38%</td>
</tr>
</tbody>
</table>

2023 PRIORITIES

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

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%.

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