

The Voice of Publishing

How #VoiceFirst Technology Will Boost The Publishing Industry

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Voice. First.



Early #VoiceFirst Successes in Publishing

- **Novel Effect**
- **Tellables**
- **Stephen King Library**
- **Earplay**
- **Xandra**

But it's not all good news.

- Executed a study across Amazon's Alexa, Google's Assistant, Apple's Siri, Microsoft's Cortana, & Samsung's Bixby
- Fifteen NYT bestsellers (non-fiction) and fifteen NYT bestsellers (fiction) as of March 10 were each queried:
 - "Becoming, by Michelle Obama"
 - "I want to read Becoming, by Michelle Obama"
 - "I want to listen to Becoming, by Michelle Obama"
 - "I want to order Becoming, by Michelle Obama"

You would expect 100% accuracy.

But that's not what we found:

Amazon Alexa: 44.17%

Google Assistant: 72.50%

Apple Siri: 15.00%

Microsoft Cortana: 60.83%

Samsung Bixby: 23.33%

Total percentage of queries answered: **43.17%**

As a result: sales are lost. Lots of them.

- Using a combination of our original research, along with data from Voicebot.AI and Publisher's Weekly, we discovered:
 - Over 3.5M book-related queries made daily (globally)
 - Over 1.9M of these queries are either not understood or recognized properly
 - 2% of these are attempted book purchases: over 70,000 daily
 - Over 38,000 of these attempted purchases fail
 - 20% of these attempted purchases are never repeated
 - \$46k currently lost daily = **\$17M in 2019**
 - Will catapult to **\$53M lost in 2020** if no changes made

Actions to take now

- 1) Audit your lists for voice-first compliance
- 2) Establish a relationship with Amazon, Google, etc.
- 3) Develop and own Alexa skills, Google Home actions, and Samsung capsules for your own titles

Keep the conversation going

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Expanded, updated assessment of voice-first technology in publishing

Digital Book World 2019 (September 10-12, Nashville TN)
Registration currently open (Early Bird discount ends April 1!)