

NEWS RELEASE

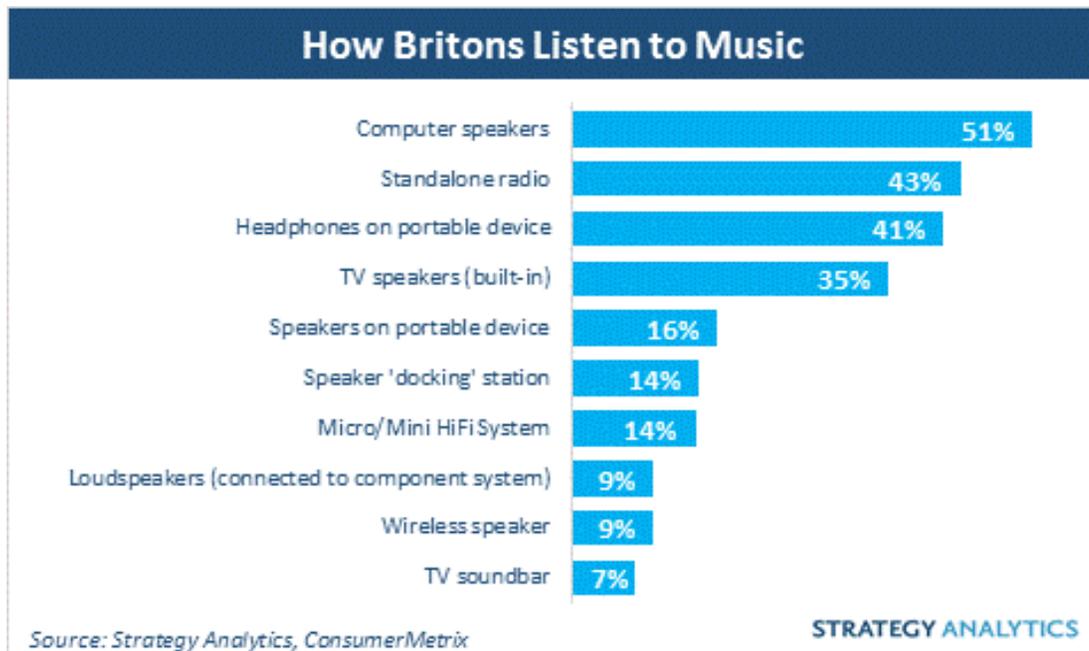
Computer speakers now most popular way people listen to music

Consumers seem accepting of relatively low quality sound

London – 17 December 2015 – With music’s focus over the past decade having been on digital usability and convenience, new research from global intelligence firm Strategy Analytics reveals how sound quality has largely been forgotten as relatively low quality built-in speakers now dominate how people listen to music.

Built-in speakers on desktops and laptops are the most common way Britons listen to music (cited by 51% of respondents) followed by standalone radios (43%) and headphones connected to portable devices such as mobile phones (41%).

Including radio, only five of the most popular are dedicated music playback devices –speaker docking stations, HiFi systems (both 14%), connected loudspeakers and wireless speakers (both 9%).



Despite the relatively low quality devices, 46% are ‘very satisfied’ with the audio quality and 42% are ‘somewhat satisfied’.

“Music’s focus over the past decade has been about usability and convenience – being able to get it on as many devices as possible – whilst sound quality has been largely ignored or forgotten in this race to portability,” says David Watkins, Strategy Analytics’ director of Connected Home Devices. “It’s bred a generation of listeners who’ve never really known what it’s like to listen to high quality sound and, consequently, is already sounding the death knell for the likes of the hi-fi system.”

However, as awareness about the issue increases through the likes of acclaimed musician Neil Young – who removed his songs from Spotify due to sound quality and founded a company, Pono, to provide better quality music sound – nearly half (46%) report being interested in high-quality audio.

Watkins concludes: *“There is an appetite among consumers to go beyond the limitations of what they get today but companies face a tough job in convincing people to upgrade to more expensive equipment. We’re only at the beginning of a long road for market acceptance of moving back to high quality audio.”*

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Methodology

Strategy Analytics Q3, 2015 ConsumerMetrix survey conducted online in September 2015 on a nationally representative sample of 842 UK adults who listen to music aged 18-65.

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