

KEY THEMES

audiocollab

2026

WEDNESDAY 11TH NOVEMBER
HAM YARD HOTEL
LONDON

- **KEY THEMES**
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KEY THEMES

From Breakthrough to Business: Turning Audio Innovation into Revenue

From silicon architectures to AI-driven sound processing, audio innovation is skyrocketing. But invention alone can't build a better business, and many breakthroughs stall somewhere between prototype and profit.

This session explores how audio technology companies can move from R&D brilliance to commercial scale. What separates ideas that ship from those that never leave the lab? And how do partnerships, pricing strategies and ecosystem alliances turn innovation into revenue?

AI in Audio: Intelligence, Inclusion & the Future of Hearing

For decades, audio technology focused on playback, but AI has tipped the balance towards personalisation. Sound is becoming adaptive, contextual and personal. It responds to environments, enhances speech, protects hearing and reshapes accessibility.

And as NPU-accelerated audio processing arrives in more devices, the industry is moving from delivering sound to improving how the world hears. This session explores the emerging frontier where consumer audio, hearing health and artificial intelligence converge.

The Future Listener: Winning Gen Z in the Age of Convenience

Gen Z listens to more audio than any previous generation, yet invests less in traditional hi-fi hardware. Raised on smartphones, streaming and portable speakers, their relationship with sound is social, mobile, gaming and identity-driven. High-fidelity alone is not enough.

As the traditional audiophile demographic leaves the purchase cycle, how does the industry make great sound culturally relevant again? This session explores how product design, storytelling, retail and ecosystems must evolve to win the new generation.

The Connected Cabin: When the Car Becomes the Best Seat in the House

For many consumers, their most sophisticated audio system is no longer in the living room, it's in the car. As vehicles become software-defined platforms, automotive audio is being reimagined as a premium entertainment environment.

Meanwhile, the boundaries between home audio, streaming services and in-car experiences are beginning to blur. This session explores how all the elements are converging into a seamless listening ecosystem.

Ecosystem-Led Audio: Platforms, Partnerships & Power

In today's audio market, standalone products rarely win. The real action is in the ecosystems, with combinations of hardware, software, services and data that create long-term user relationships.

From smart speakers and streaming services to platform partnerships and voice assistants, the companies shaping the future of audio are those that orchestrate experiences. This session explores who controls the ecosystem, and who risks becoming just another name on another device.

Retail Reinvented: Selling Audio in the Age of Marketplaces & D2C

Retail is no longer just a shelf. It's data, fulfilment infrastructure, brand theatre and community. And it's all operating in a world dominated by marketplaces and direct-to-consumer channels.

As traditional shelf space shrinks and online platforms reshape discovery, audio brands need to rethink how products are launched, experienced and sold. This session explores what retail strategy looks like when the store is everywhere.

Pro & Consumer Convergence: When the Studio Comes Home

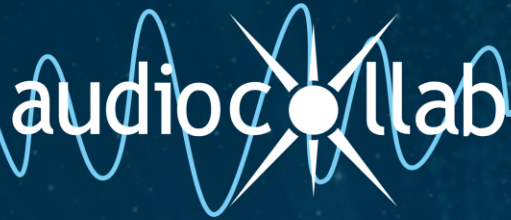
The barriers between professional and consumer audio are falling away. Creators now expect studio-grade tools at consumer prices, while consumers increasingly demand the kind of sound quality once reserved for professional environments.

Meanwhile, the creator economy is driving demand for microphones, monitors, interfaces and production tools in entirely new segments. This session explores how the convergence of pro audio and consumer tech is reshaping product design, pricing and market opportunity.

Immersive Audio: Hype, Habit or the Next Must-Have?

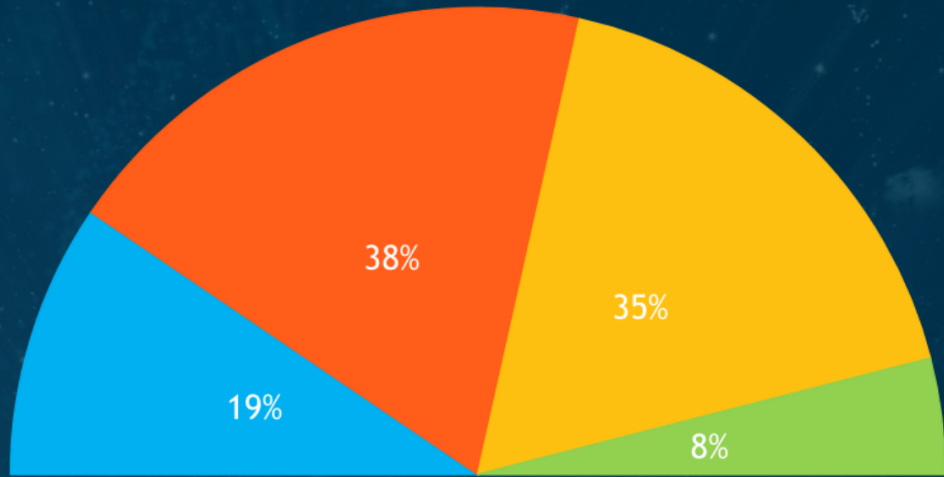
Spatial and immersive audio promise to transform how we experience music, film and games. The tech is everywhere; in headphones, cars, soundbars and streaming platforms. But are consumers really demanding immersive sound, or is the industry still pushing it on them?

This session examines where immersive audio is gaining appreciation, where it still struggles, and what has to happen for spatial sound to become the next go-to listening experience.

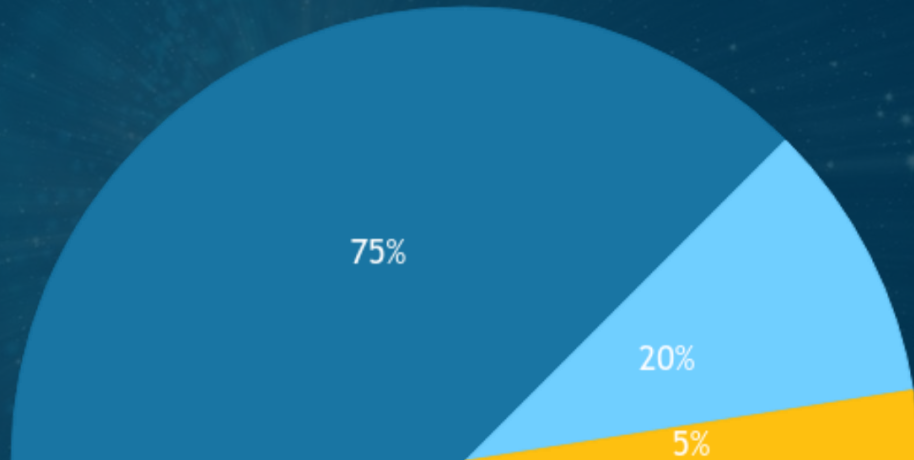


WHO ATTENDS AUDIO COLLAB?

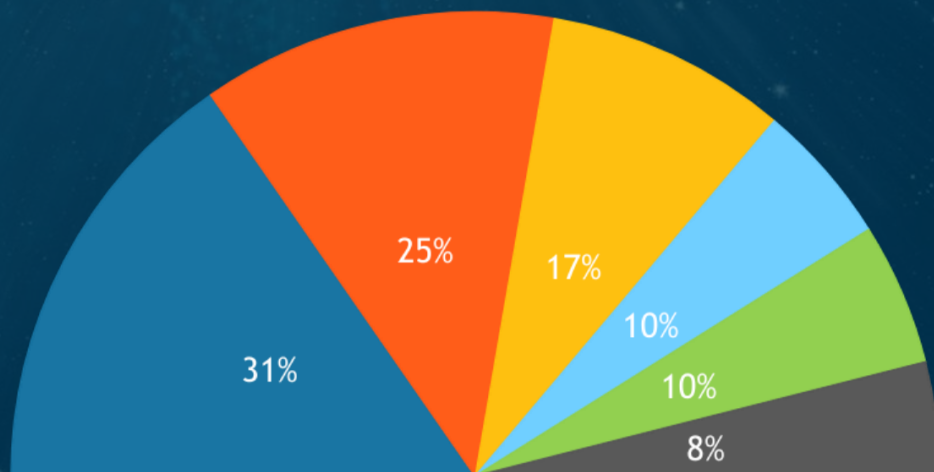
- C-Suite
- Director
- Manager
- Freelance



- UK
- Europe
- North America



- Marketing
- Management
- Sales
- Design & Manufacturing
- Other
- Operations



WANT TO BE INVOLVED? CONTACT US TODAY.



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