

audiocollab

2024

KEY THEMES

04|11|24
SOHO HOTEL
LONDON

Audio Industry in Numbers [Futuresource presentation]

Back again for 2024, strap yourself in for a data-driven breakdown of the audio industry. We'll be decoding the data to shed light on market performance, winning and losing categories, and the features and technologies propelling industry growth.

Actioning AI

Your research-backed perspective on the topic dominating every tradeshow. With consumer awareness and adoption at an all-time high, we'll be assessing AI across three key categories: music, hardware, and voice. Join us as we consider how AI is used, the threats and opportunities, and the myriad ways the AI story could unfold.

Making Sense of Sustainability

With much of the sustainability buzz now transitioning into actionable plans, hardware companies are facing huge financial burdens as fundamental shifts take place. Longer product lifespans are prompting a reevaluation of business models to ensure growth continues. How do we move past the lip service and make sense of sustainability in audio?

Voice of the Consumer [Futuresource presentation]

Uncovering the journeys and behaviours of audio consumers, from purchase to plug in. Drawing upon the research gathered in our flagship annual consumer survey Audio Tech Lifestyles, this session will explore how consumers are interacting with audio in the contemporary landscape.

Connecting the Dots for Connectivity

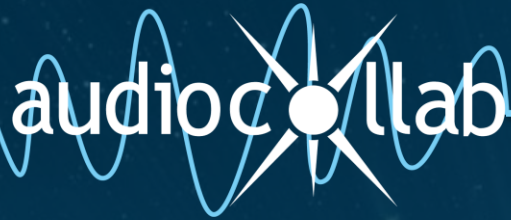
The industry has witnessed the ongoing evolution of connectivity in audio hardware, from Bluetooth, to WiFi, and now the emergence of LE Audio, Auracast, and USB-C once more. With continued research into how we can wirelessly transmit lossless audio via UWB and WiFi, positive developments feel close on the horizon. This session will explore the benefits these technologies offer, and how these different connectivity standards will interact in the future.

Maintaining Brand Relevance in a Digital World

The digitalisation of audio over the last 20 years has led to a fundamental change in the brand landscape for audio hardware. Traditional brands have been squeezed out of the mass market and seen their consumer base shrink to dedicated audiophiles. As this demographic continues to evolve, brands are setting their sights on younger digital native consumers operating at the mass premium price point. How can audio brands appeal to this new consumer base? Which products types will be key to success? And what does the future look like for these brands?

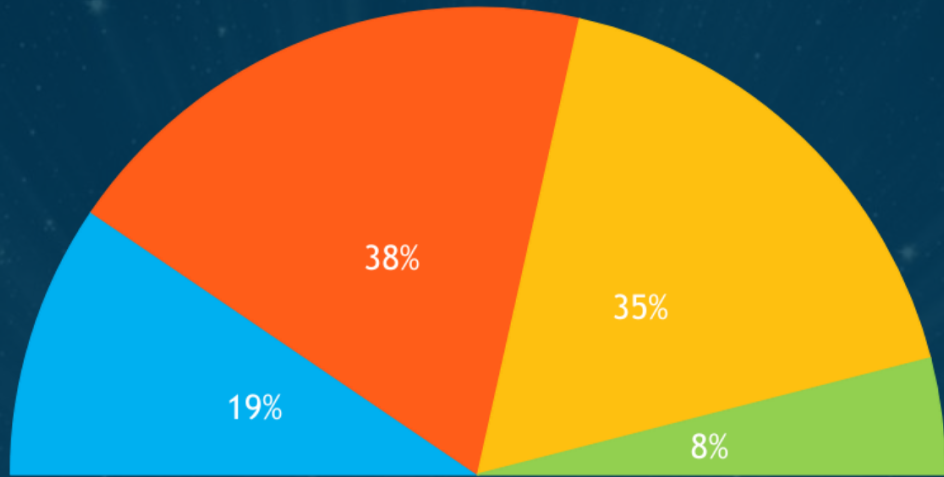
Personalisation and the new frontier of ear tech

The headphones market has mastered robust hardware and standardised chipsets, but now brands face the next major challenge: differentiation. Personalisation and AI make a compelling case for the future of ear tech, but how close is the industry to achieving Headphones 3.0? What new use-cases will emerge as a result of these innovations? Are consumers ready for what the industry wants to bring to devices?

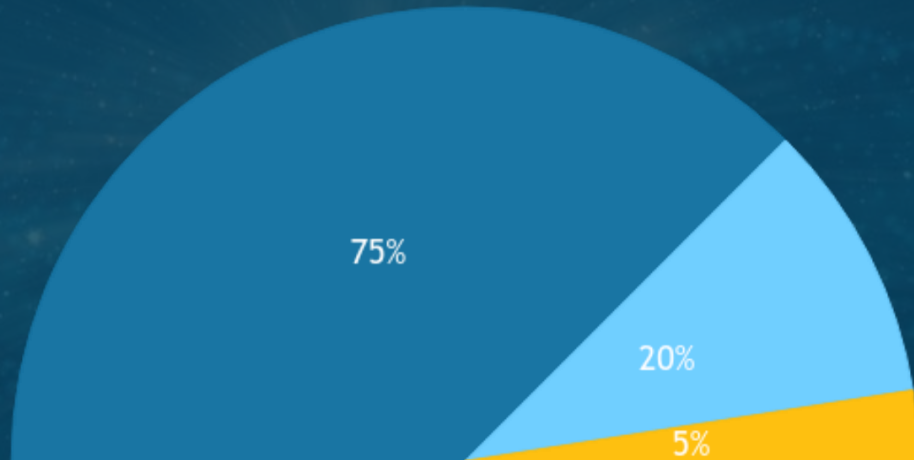


WHO ATTENDS AUDIO COLLAB?

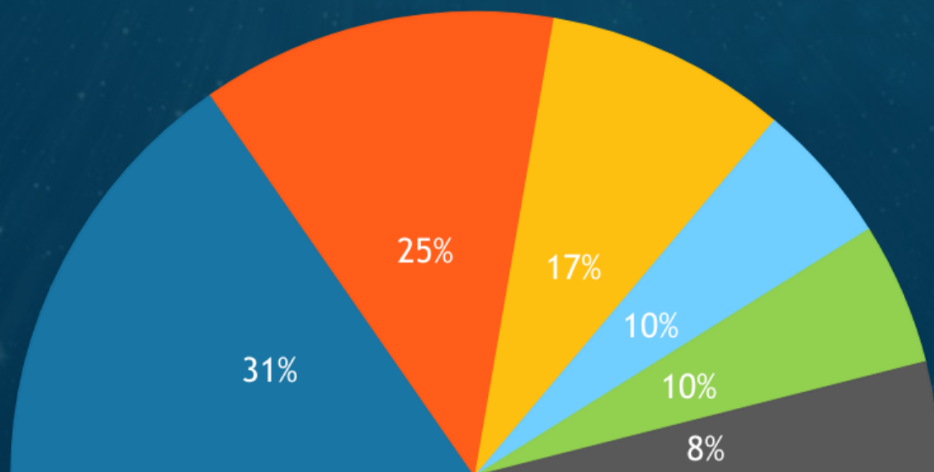
- C-Suite
- Director
- Manager
- Freelance



- UK
- Europe
- North America



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



**WANT TO BE INVOLVED?
CONTACT US TODAY.**



Carl Hibbert

Director of Research

carl.hibbert@futuresource-hq.com



Olivia Lowden

Content, Press & Partnerships

olivia.lowden@futuresource-hq.com

About Futuresource

Futuresource Consulting is a specialist research and knowledge-based consulting company with a heritage stretching back to the 1980s. Its insight and global market coverage are based on informed regional expertise, ensuring its portfolio of world class clients is fully supported in research, analysis, strategic planning and decision making.

