

WORLDWIDE AUDIO MARKET TRACKING

Service Brochure

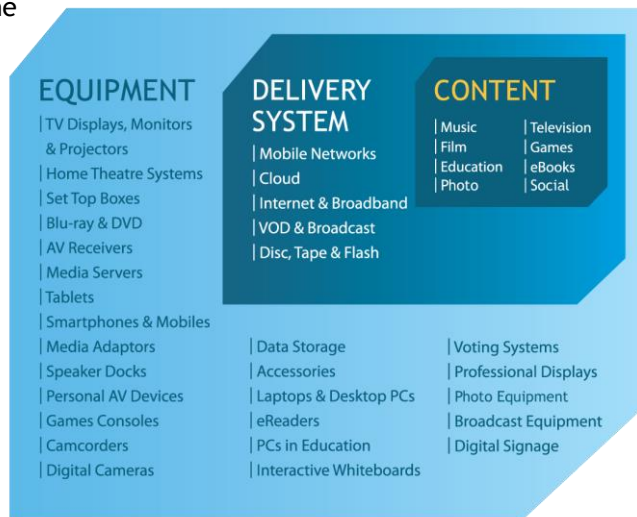
April 2017

SERVICES DESIGNED FOR DECISION MAKERS

With 60 full-time employees delivering in-depth analysis and forecasts across the entire global value chain, Futuresource is able to advise on market, competitive and technological developments, providing clients with access to the information that helps produce the best possible results.

Working across the supply chain provides Futuresource with a deep understanding of the barriers and drivers that shape the technology sector, an ecosystem far larger than the sum of its parts.

Overlaying multiple sector insights, from hardware convergence to content creation and delivery, is vital to mapping the future of the technology sector.



OUR SECTORS

Consumer Electronics

| All leading and emerging product categories across displays, home audio-visual, imaging, mobile communications and computing. 30 developed and emerging countries and regions worldwide.

Entertainment Content & Distribution

| Quantification and independent assessment on the trends and developments across video, music and games content, from packaged media to broadcast to online services.

Education Technology

| Analysis of education technology market trends, technologies and products, vendors, applications and government investments on a global basis.

Print & Imaging

| Tracking professional photo-imaging markets: consumer, business and production print, and the full array of technologies from inkjet, laser, solid ink, dye sublimation, serial impact and production offset.

Professional Displays

| Quarterly tracking services covering projectors and large format flat panels, providing detailed brand share information across 67 countries, with the ability to drill down into key specifications.

Broadcast Equipment

| Covering the broadcast chain from acquisition through to delivery, including professional camcorders, monitors, video servers, routers, multi-viewers, encoders, decoders and transcoders.

Optical Disc Manufacturing

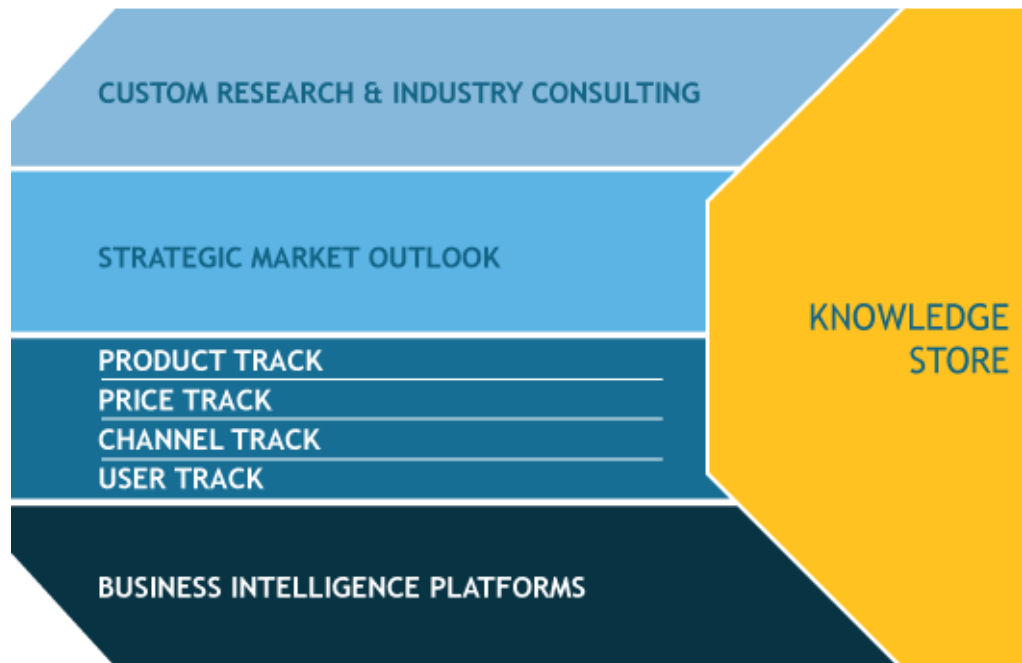
| The world-leading resource for tracking and reporting on the manufacture of recordable and pre-recorded optical media.

Recording Media

| Storage media tracking for external hard drives, flash memory cards/USB and solid state disk across 32 countries.

THE FUTURESOURCE SUITE OF SERVICES

Futuresource is uniquely positioned to provide a suite of services designed to support your decision-making. From bespoke consulting, subscription services and business intelligence platforms, to product tracking, price tracking and research panels, we have it covered.



OUR METHODOLOGIES

Futuresource analysts combine their expertise and forecasting skills with data drawn from a wide range of primary research, including interviews with content owners, service providers, retailers, hardware vendors, technology companies, official bodies and industry associations.

Background information and supporting data is obtained from a range of secondary research sources, including trade publications, company financial reports and conference proceedings, in order to allow data to be further cross-checked and placed within the wider industry context.

- Market entry, diversification, competitive strategies, customer segmentation and satisfaction, benchmarking, concept testing
- Annual subscriptions of holistic, sector-wide tracking and forecasting services, regular bulletins and access to the analyst teams
- Annual subscriptions for **product track** - market sizing, forecasting, trends; internet-based **price track** by SKU, spec, country; **channel track** panels and syndicated **end user track** panels
- Customised platforms that centralise data, stock, sales promotion tracking and channel margins
- Purchase individual reports, market data, technology rundowns and country profiles when you need them, with no ongoing contractual requirement

QUARTERLY AUDIO & HEADPHONES SERVICE

After 20 years of providing market insights and forecasts covering the worldwide audio industry, Futuresource has developed a quarterly tracking service which aims to provide additional granularity and reporting frequency. The benefits of the service are outlined below:

- Worldwide data segmented by every major region and country
- 100% coverage of market volumes, covering all brands, models and channels.
- Reports volumes after quarter-end, in Futuresource's Analyzer platform
- Provides users with actionable, regional level insights related to feature adoption and competition.
- The service roadmap includes a transition to tracking sell-out, providing a viable alternative to GfK or NPD.

Analysis and commentary is derived from actual sales data from vendors, along with qualifying interviews conducted within each region, with a representative sample of retailers, vendors, distributors and associations (where applicable).

SEGMENTATION & COVERAGE

Data Segmentation

- | Quarterly Shipments VOL VAL & ASP

Product Segmentation

- | Wireless Speakers,
- | Hi-Fi
- | Soundbars
- | Headphones

SEGMENTATION & COVERAGE

Features & Form Factors

- | VPA Support
- | Bluetooth or Wi-Fi or Both
- | Hi-Res Audio
- | Multiroom
- | Power - Output and Source
- | Wearing Style (Headphones-only)
- | Sport (Headphones-only)
- | Noise Cancelling (Headphones-only)
- | Smart Features (Headphones-only)

By Brand

By Price Bracket

Geographic Segmentation

- | North America
 - USA, Canada
- | Latin America
- | Western Europe
 - Fra, Ger, Neth, Switz, UK, Rest of Western Europe
- | Eastern Europe
 - Russia, Rest of Eastern Europe
 - Middle East, Turkey & Africa
- | APAC
 - India, China, Japan, R.of APAC

DELIVERABLES

- | 4x Quarterly Reports (PDF format)
- | 4x Analyzer cubes
- | Untimed Helpline
- | Helpline - unlimited enquiries
- | Onsite/Web-Debriefings

Headphones analysis 'filters' -

Facts	Year	Quarter	Brand	Region	Country	Connectivity_ Technology	Wireless_ Technology	Battery Life (For BT)*	Noise_ Cancelling	Wearing_ Style1	Wearing_ Style2	Water_Proof	Sport	Hi_Res	Smart_ Features	True Wireless*	Microphone	Price Segmentation \$&€
Value ¥	2015	Q1	AKG	APAC	China	Wired	BT	<5h	Yes	In-Ear	Ear-hook	Yes	Yes	Yes	Yes	Yes	Yes	< €25
Value €	2016	Q2	Apple	E Europe	India	Wireless	RF	5-9h	No	On-Ear	Head-band	No	No	No	No	No	No	€25-€49
Value \$		Q3	Audio-Technica	LatAM	Japan		N/A	10-19h		Over-Ear	Loose							€50-€99
AVG ¥		Q4	Beats	META	RoAPAC		IR	>=20h			Neck-band							€100-€199
AVG €			Bose	N America	France						Stethoset							>= €200
AVG \$			Denon	W Europe	Germany													
Volume			Harman Kardon		UK													
			JBL		Russia													
			JVC		Switzerland													
			Jabra		Netherlands													
			Jaybird		RoEEurope													
			Jays		RoWEurope													
			LG		Middle East / Africa													
			Philips		USA													
			Sennheiser		Canada													
			Skullcandy		Latin America													
			Sony															
			Soundmagic															
			Yurbuds															
			Pioneer*															
			Onkyo*															
			Urbanista*															
			Others															

*These filters will be added by Q2 2017

Home Audio analysis 'filters' -

Facts	Year	Quarter	Brand	Product Type	Region	Country	Wi-Fi	Bluetooth	Hi_Res	Multiroom_Audio	Multi-room Technology	Hi-Fi Type	Source of Power	Power Output*	Channel Type*	HDMI (For Soundbars)*	Voice Technology	Hi-Fi Type	Price Segmentation \$&€
Value ¥	2013	Q1	Amazon	Wireless Speakers	APAC	China	Yes	Yes	Yes	Yes	Allplay	Micro	Battery	<25W	Mono	Yes	Alexa Enabled	Micro	< €25
Value €	2014	Q2	Beats	Hi-Fi Systems	E Europe	India	No	No	No	No	Beolink	Mini	Both	25-49W	Stereo	No	Google Home	Mini	€25-€49
Value \$	2015	Q3	Bose	Soundbars	LatAM	Japan					Google Cast	N/A	Mains	50-99W	2.1		N/A	N/A	€50-€99
AVG ¥	2016	Q4	Denon		META	RoAPAC					HEOS			100-199W	3.1				€100-€199
AVG €			Google		N America	France					Izzylink			200-499W	5.1				>= €200
AVG \$			HMDX		W Europe	Germany					Jam Smart Sound			>500W	>5.1				
Volume			Harman Kardon			UK					Multiroom 2.0								
			JBL			Russia					Multiroom Link								
			Jawbone			Switzerland					N/A								
			LG			Netherlands					Omni								
			Panasonic			RoEEurope					Others								
			Philips			RoWEurope					SongPal Link								
			Samsung			META					SonosNet								
			Sonos			USA					SoundTouch								
			Sony			Canada					Venice 6.5								
			Ultimate Ears			Latin America													
			Vizio																
			Others																

*These filters will be added by Q2 2017

talk to us...

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