

# KEY THEMES

**audiocollab**  
2025

**12|11|25**  
**SOHO HOTEL**  
**LONDON**

**Audio Industry in Numbers [Futuresource presentation]**

Unlock a data-driven assessment of the overall consumer audio industry. Futuresource's flagship Audio Industry in Numbers presentation reveals the latest figures on market performance, identifies winning and losing categories, and pinpoints the features and technologies spearheading the industry.

**Voice of the Retailer**

Time to turn our attention to audio retailers to uncover the latest market trends and consumer behaviours dominating this space. As the retail environment and shopper behaviours continue to evolve, what strategies can retailers adopt to stay ahead?

**Decoding the Audio Consumer: New Consumer Perspectives [Futuresource presentation]**

Deepen your understanding of audio consumers with this data-rich presentation, leveraging perspectives from Futuresource's Consumer Insights programme. Explore the who, what, when, where and why behind audio technology purchases, and dive into the nitty-gritty of device ownership trends. Leave equipped with hard-won insights into audio consumers, enabling you to make informed decisions about where to focus your resources and priorities.

**As Easy as A, B, Z? Capturing the Loyalty of Young Consumers**

The audio environment has become unrecognisable since legacy brands first opened their doors. Now, vendors must adopt a fresh approach to ensure their products attract and retain the likes of Gen Z and Gen A. This session will explore the trends capturing the new generation of audio consumers and the strategies vendors can adopt to ensure loyalty.

**Soundchecking Immersive Audio**

Immersion has been dubbed the future of all entertainment experiences, but where does the industry currently stand with immersive audio? Spatial and immersive audio still hold vast potential — if vendors know how to seize it. This session will explore the value of spatial and immersive audio and how this technology continues to evolve.

**More Mass Premium**

As consumers access quality audio more than ever before, the mass premium segment strategy for audio brands becomes increasingly crucial. Yet bringing premium audio to the mass market is not without its challenges. How can brands innovate to justify higher price points with differentiation? Is it good enough to encourage replacements and upgrades?

### **The Innovative Future of Hearing Health**

Awareness of hearing health is arguably at an all-time high, especially since Apple launched a clinical-grade Hearing Aid feature in the AirPods Pro 2. While this advancement has boosted accessibility to hearing health, it also poses challenges for over-the-counter (OTC) brands, with Apple threatening to capture a significant portion of the market. This session will examine new market dynamics, innovations in hearing health technology, and the extent to which this technology can be advanced.

### **Uninterrupted Immersion: Audio in the Car**

Automotive presents a vast opportunity for brands to create integrated, immersive audio experiences. In this session, we will look beyond the hardware to uncover the true scope of the automotive opportunity and how to connect the dots between the car, the phone, and the multiroom setup.

### **Sound Investments: Maximising Music & Content Monetisation**

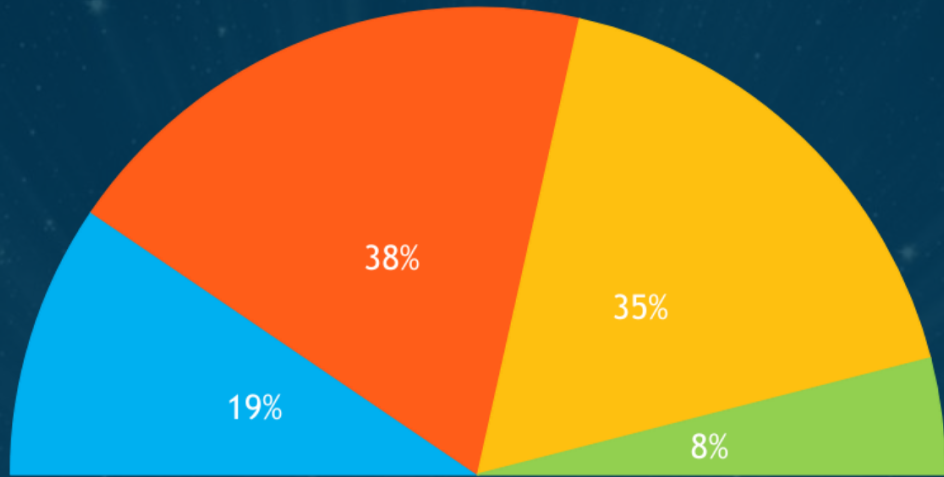
Music and content are deeply ingrained in our cultural makeup, but brands must still be proactive to capture the ears and hearts of consumers. Join us as we explore the vast music and content landscape to make sense of this evergreen opportunity. Zoning in on the influence of Generation Alpha, the role of platforms, discoverability and search, and how to maximise mediums such as radio, podcasts, and audiobooks.

### **Virtually There? The Gen-AI Prompted Evolution of Virtual Assistants**

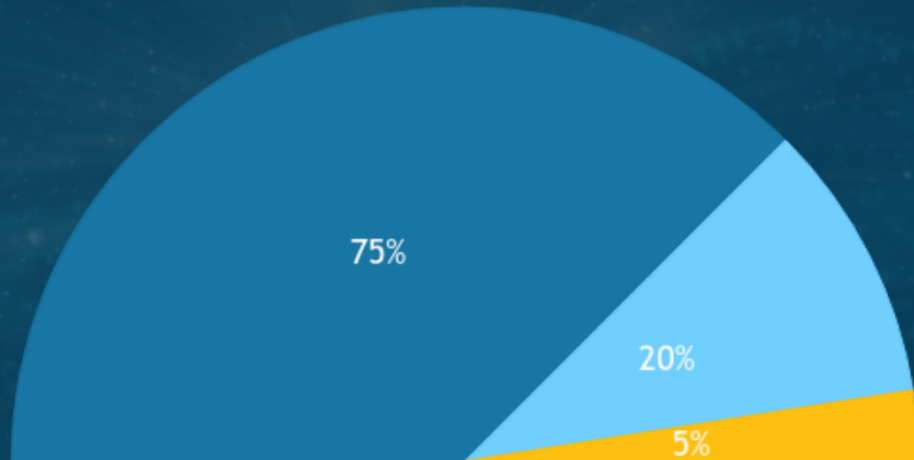
Virtual assistants are yet to realise their full potential, but the explosion of generative AI signals the start of a new era for AI-based VA technology. Dive into the monetisation opportunities for next-generation voice assistants, emerging use-cases and applications, and the potential AI holds to accelerate innovation.

# WHO ATTENDS AUDIO COLLAB?

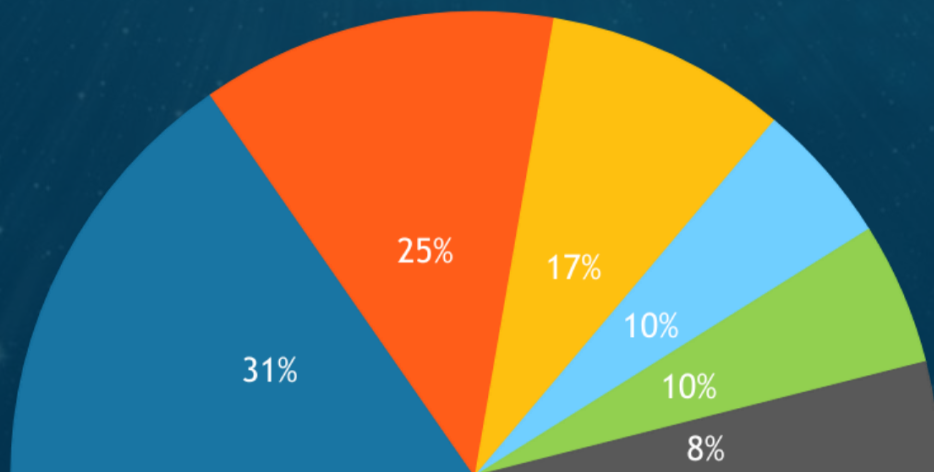
- C-Suite
- Director
- Manager
- Freelance



- UK
- Europe
- North America



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



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## 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.



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