

# ART OF LISTENING

## HARMAN IS INSPIRED BY THE POWER OF ACTIVE LISTENING.

WE KNOW THAT MUSIC HAS AN INTEGRAL INFLUENCE OVER OUR LIVES WHEN LISTENED TO AUTHENTICALLY AND INTENTLY; IT CONNECTS US, ENHANCES EXPERIENCES AND CREATES MEMORABLE MOMENTS.

LISTENING HABITS HAVE CHANGED. WE ARE DISTRACTED BY THE DISCORDS OF MODERN LIFE AND NO LONGER DEDICATE TIME TO TRULY LISTEN AND BENEFIT FROM THE PROFOUND AND POSITIVE EFFECTS OF ACTIVE LISTENING.

LISTENING IS A SKILL WE CAN ALL MASTER AND OUR RECENT INDEPENDENT STUDY REVEALED LISTENERS YEARN NOT ONLY TO LISTEN MORE, BUT TO LISTEN BETTER.

HARMAN AND OUR FAMILY OF AUDIO BRANDS COMBINE EXCEPTIONAL SOUND WITH PRECISION AND STYLE TO REVOLUTIONISE THE LISTENING EXPERIENCE.

WE WANT TO MOTIVATE YOU TO LISTEN MORE, LISTEN BETTER AND MAKE MUSIC MEANINGFUL AGAIN.

## MUSIC MATTERS.

Over **70%** of listeners reported listening to music on a daily basis.\*

For **44%** of people, music is viewed as a necessity in their everyday lives.

## LISTENERS SEEK CRYSTAL CLEAR, AUTHENTIC SOUND.

Not everyone feels they are getting the most out of their music: almost **3 in 10** people feel they are not.

**54%** of UK people said having a sharper sound could help enhance respondents' listening experience.

People would be most willing to pay more for “**crystal clear sound**” followed by “**immersive surround sound**” with

**48%**

## LISTENING HABITS HAVE CHANGED.

Modern listeners are short on time. Listening to an album from start to finish has been replaced by a “snacking” approach in which listeners skip from track to track. It now takes an individual only

**47** seconds on average to listen and decide whether they like a song or not.

**46%**

respectively providing a rating of **8** or higher (on a scale of 1-10). For a desirable sound experience, an authentic sound emerged as the most important factor.

ENRICH YOUR LIFE BY LISTENING.  
ENRICH YOUR LISTENING WITH HARMAN.

\*Statistics taken from 'The HARMAN Art of Listening Consumer Research study', conducted by FutureSource Consulting Ltd, July 2018. A total of 5,073 interviews were carried out online in France, Germany, the UK and the U.S

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