

A Glimpse into the Future of Listening

If one thing remains unchanged, it is the emotional force of music and the unquenchable human thirst for more of it. For more than 70 years, HARMAN has continuously sought to meet listeners where they are—in the studio or on the stage, at home or in the car—to offer them the highest-quality sound and the most gratifying listening experience possible.

The latest study commissioned by HARMAN delves into modern consumers' listening habits and preferences, including those to come.

60%



of respondents in almost every market are willing to pay for sound quality personalization.

62%



currently create their own playlists indicating the importance of personalizing music listening.

70%



of listeners find it appealing to have an audio device that can control their physical environment while listening to music in order to create the right ambiance.

75%



are interested in having a personalization app that can remember and adjust their listening preferences.

60%



positively received the concept of wearing headphones or individual devices to enable a customized listening experience at live music events

40%



of consumers care about sound quality most for their best experience. After that, noise cancellation (31%) and true wireless (30%) technologies are the most widely cited.

Ad hoc comments from respondents were clear. The future of listening lies in personalized audio experiences that are immersive, intimate and fine-tuned by the user.