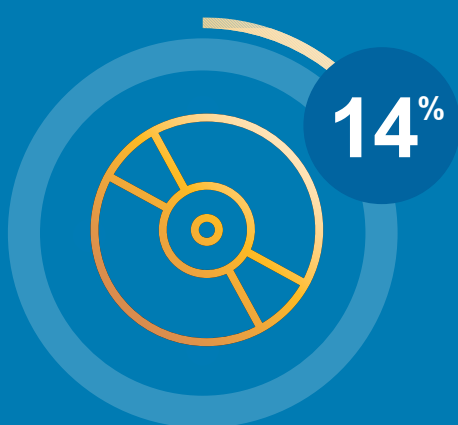


# A Glimpse into the Future of Listening

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.



Of UK respondents named CDs as their main source of music consumption, the highest of any market surveyed.



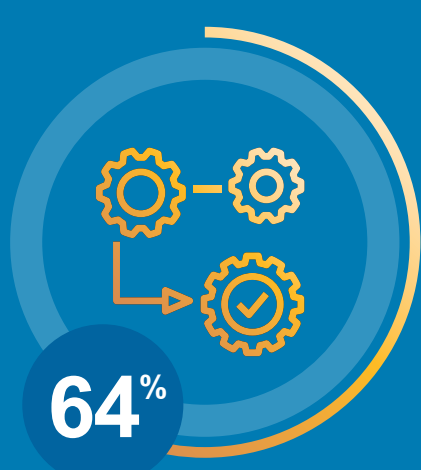
Of Brits say music alleviates stress in today's busy lives, while 81% say music makes them feel happy.



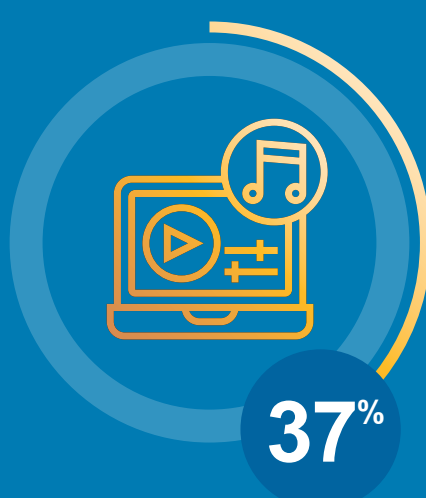
Have a high interest in apps that personalise audio sound quality preferences across all devices.



Feel personalised music curation is important and listen to playlists created by themselves or others



Find AI applications appealing to personalise or manipulate music, such as taking a song from a favourite artist and tweaking it to create a different listening style.



See computer-generated music as the future of listening.

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.



The Harman Future of Listening Report was conducted by FutureSource Consulting Ltd in August 2019. A total of 8,143 interviews were carried out online in the UK, France, Germany, the Netherlands, the USA, and South Korea. The breakdown of interviews was as follows: 1,000 in the UK, 1,003 in France, 1,013 in Germany, 972 in the Netherlands, 2,059 in the USA, and 2,093 in South Korea. All questionnaires were localized to the country and conducted in the local language.