

The background features a light gray gradient with decorative elements. On the left and right sides, there are network graphs consisting of interconnected nodes and lines. In the bottom right corner, there is a bar chart with several vertical bars of varying heights.

Quid[®]

COMPETITIVE INTELLIGENCE: SMART ASSISTANTS

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Quid analyzed 2,260 articles on smart assistants from the past year to identify which companies **had the largest share of voice** in the public narrative.

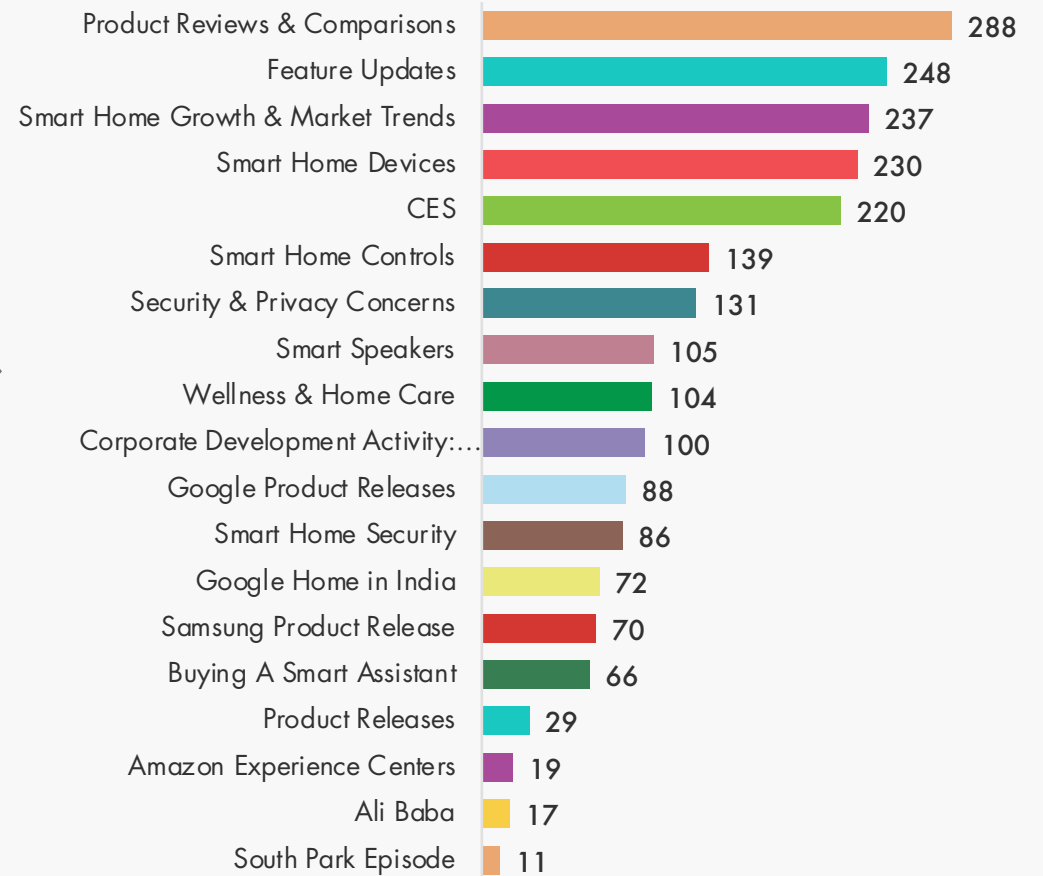
TOPIC OVERVIEW



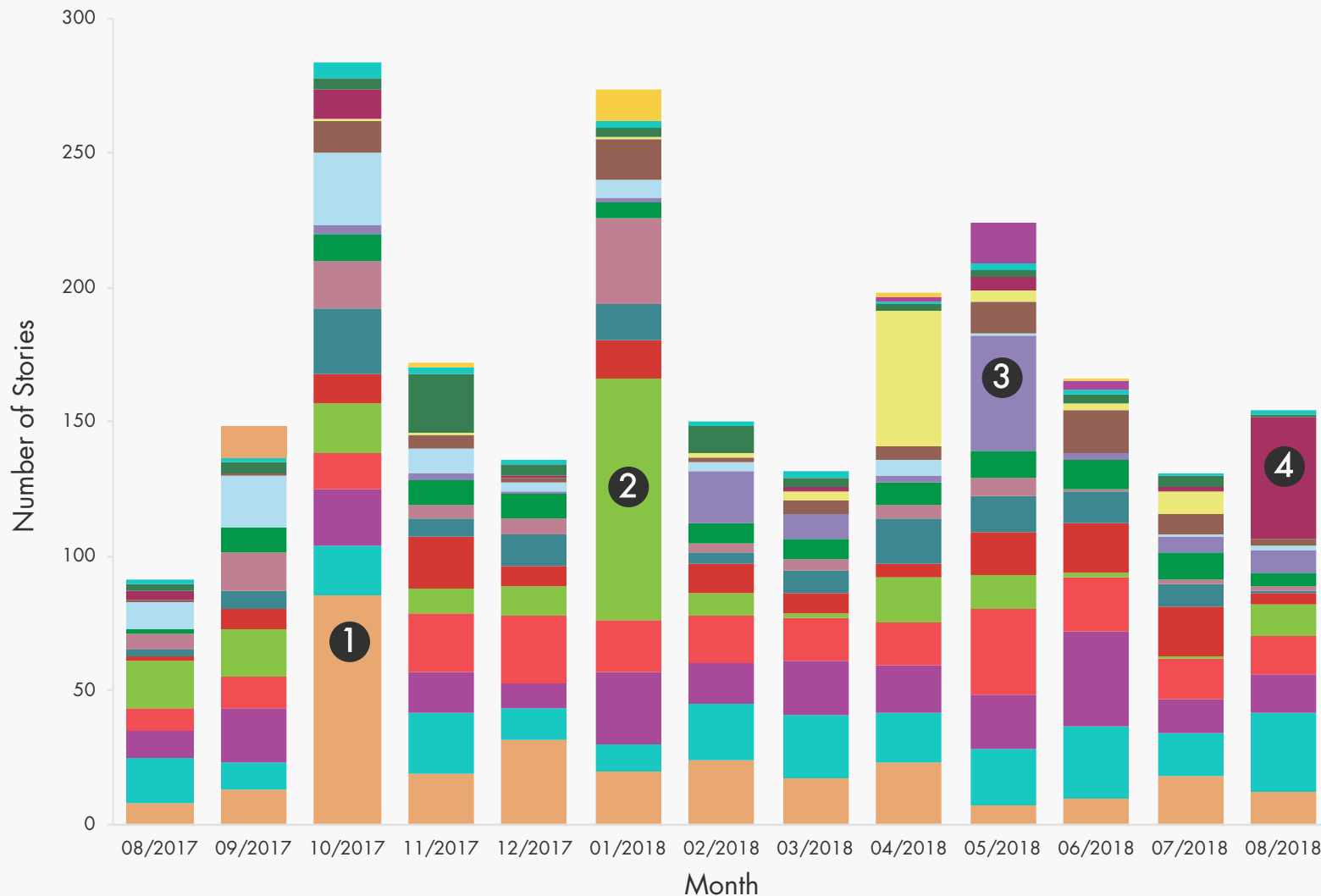
Quid identified 19 unique topics related to smart home assistants with conversations around products, features, and market growth being most prevalent



TOP TOPICS OF CONVERSATION BY STORY COUNT



In the past year, coverage around home assistants has been fairly stable with some notable spikes due to product releases, CES, and product integrations



1 Launch of Google Home Mini
October 2017

News

The new Google Home Mini is a cute and round fabric-covered digital assistant

2 CES
January 2018

CES 2018: Google Assistant Is Going Beyond Android Phones, Challenging Amazon's Alexa Voice AI

Qualcomm Home Hub: Enabling Google Assistant and Cortana smart home hubs for a connected future

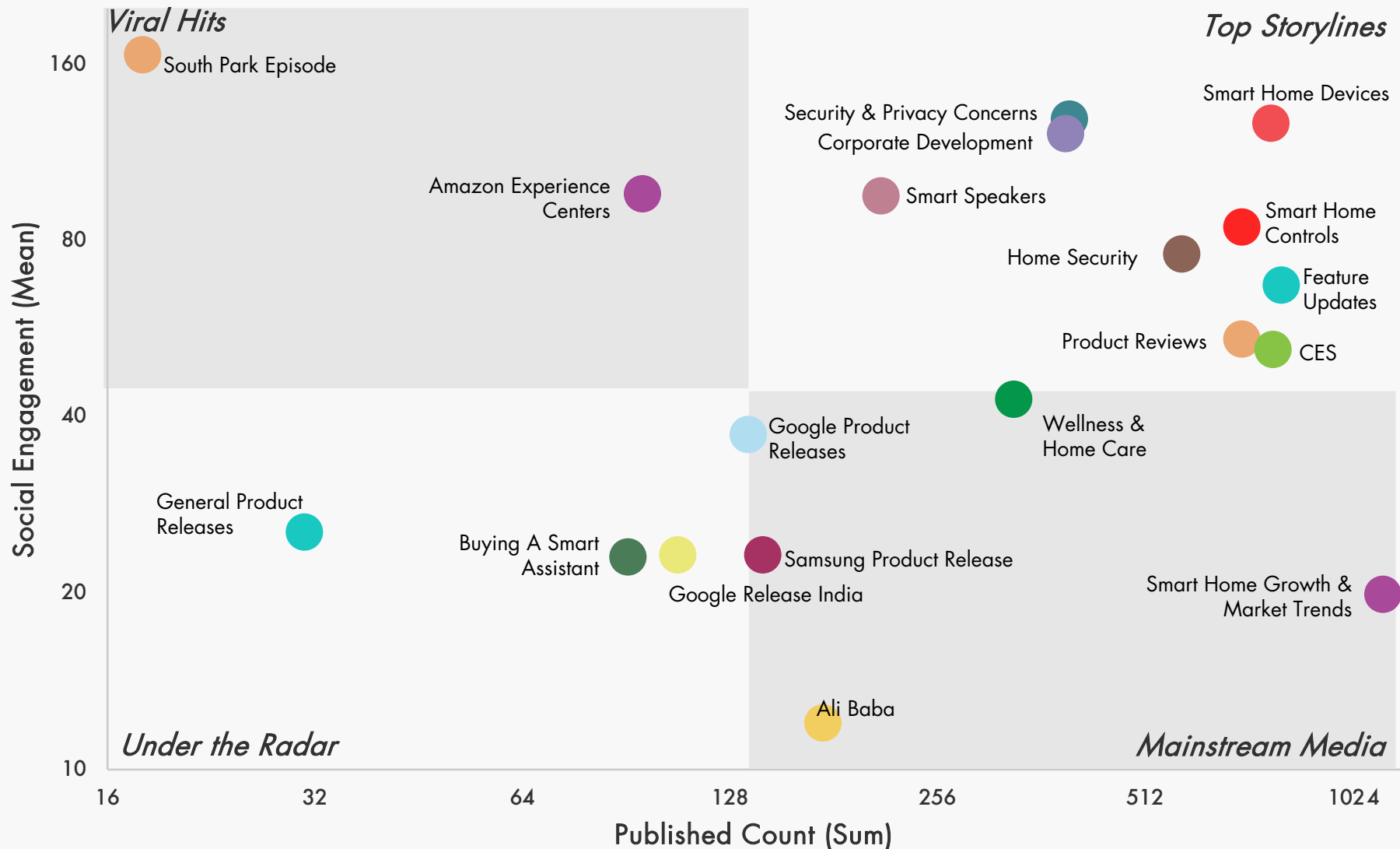
3 Google Achieves 5,000 Integrations
May 2018

Google Assistant can now use your voice to control over 5,000 smart home devices

4 Launch of Samsung Galaxy Home
August 2018

Samsung announces Galaxy Home smart speaker and big Bixby improvements

Amazon Experience Centers, privacy concerns, and a South Park episode featuring smart assistants generated the most conversation on social media.



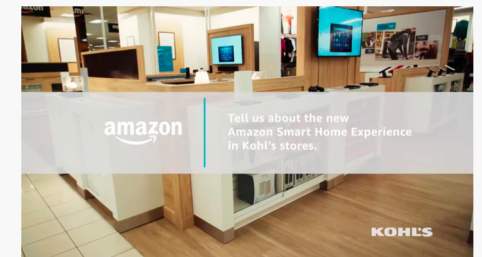
Portrayal in Entertainment

South Park's season premiere caused many fans annoyance as the show's characters interacting with their home assistants set off viewers own devices, alarms, and made the devices repeat obscene lines.

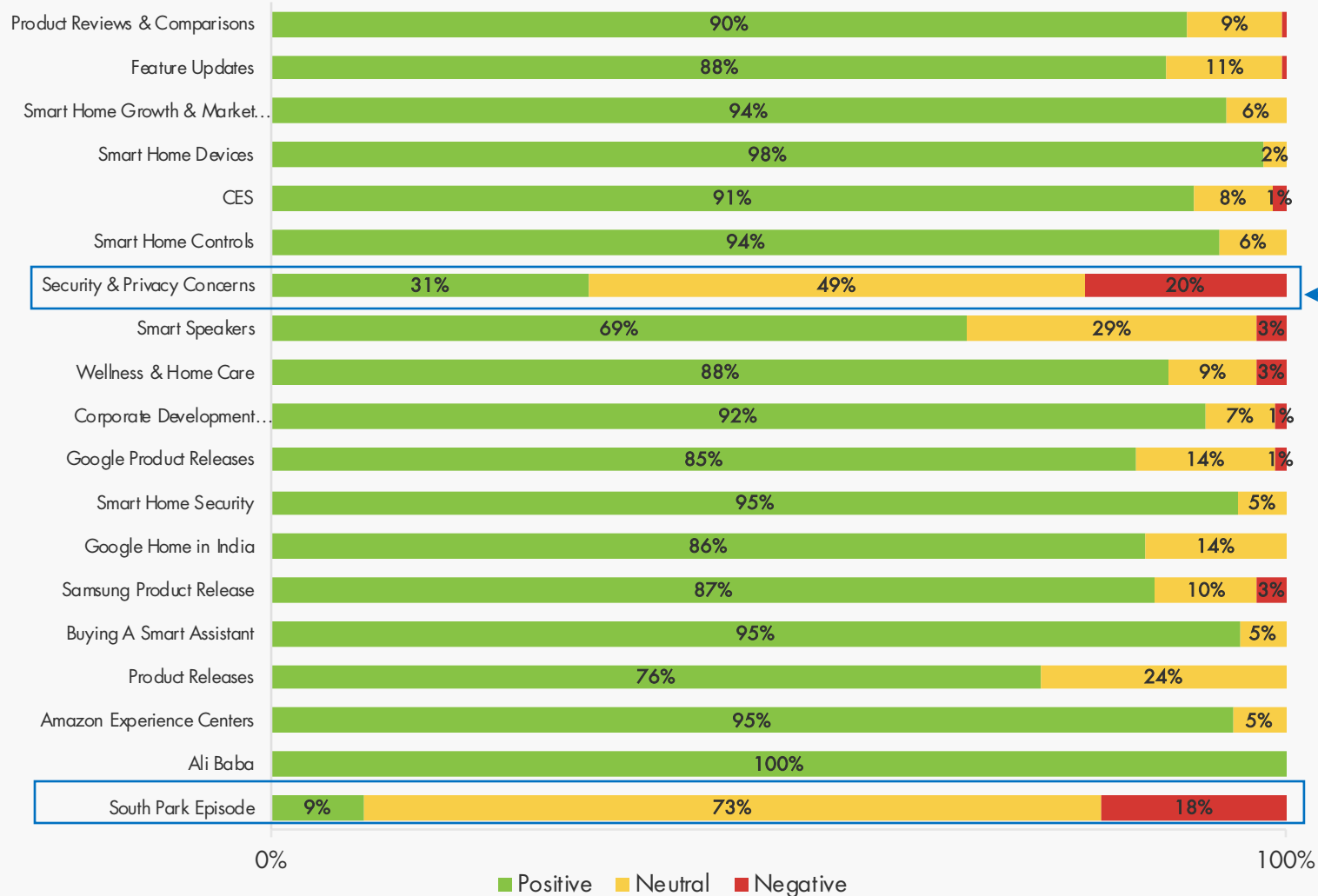


Amazon Experience Centers

Amazon is partnering with retailers to create showrooms that demonstrate how Alexa-powered smart devices can operate within the home as part of a smart home ecosystem.



While coverage around home assistants was largely positive, there has been negative coverage tied to security & privacy concerns and the home assistant's portrayal on South Park



SAMPLE HEADLINES: SECURITY & PRIVACY CONCERNS

Mic

Google got caught collecting more data than we thought, and this isn't the first time

eWEEK

Five ways digital assistants pose security threats in home, office

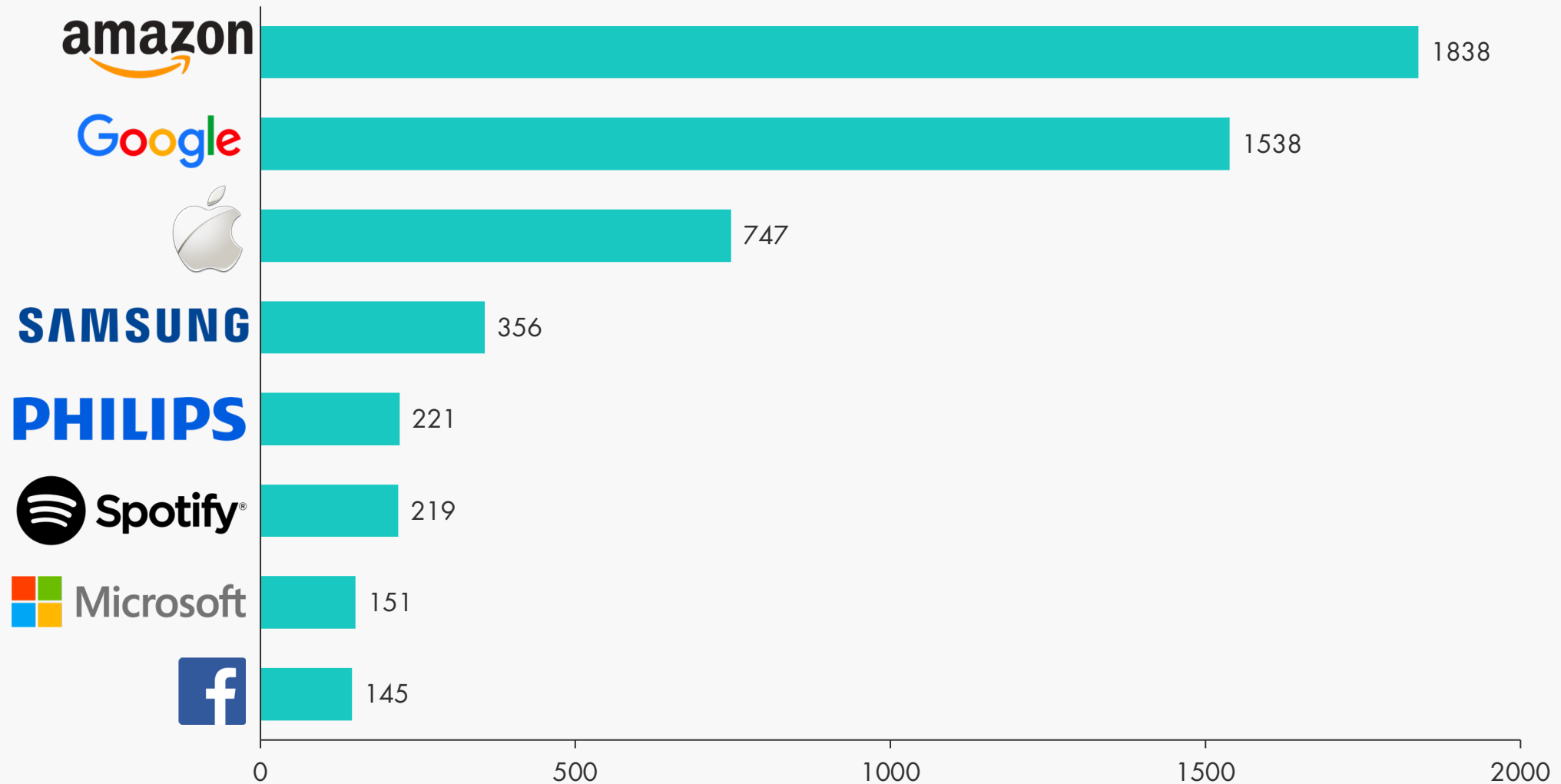
WHO'S WINNING?

Understand which companies are leading on coverage and why



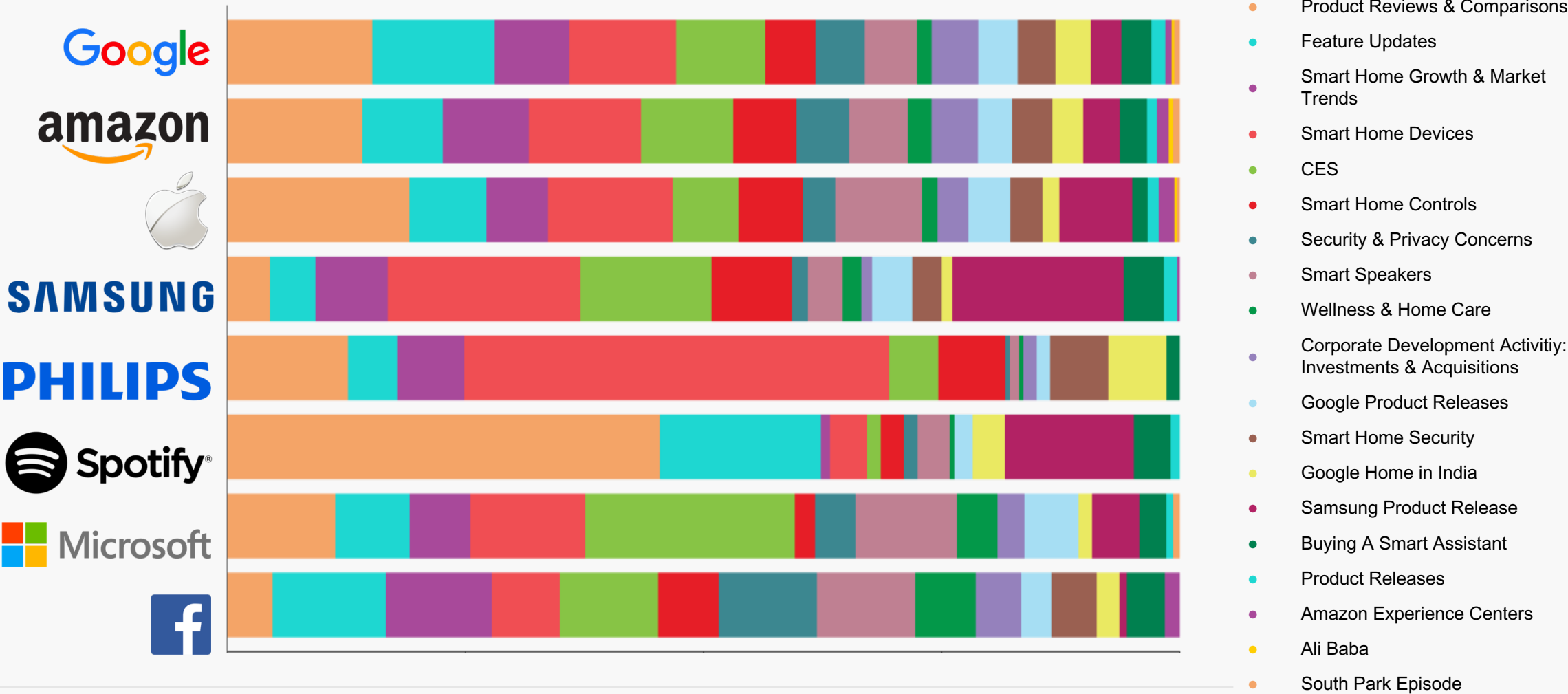
Amazon and Google lead the way in terms of share of voice with nearly double the number of stories as others including Apple and Samsung

Top Companies by Mention

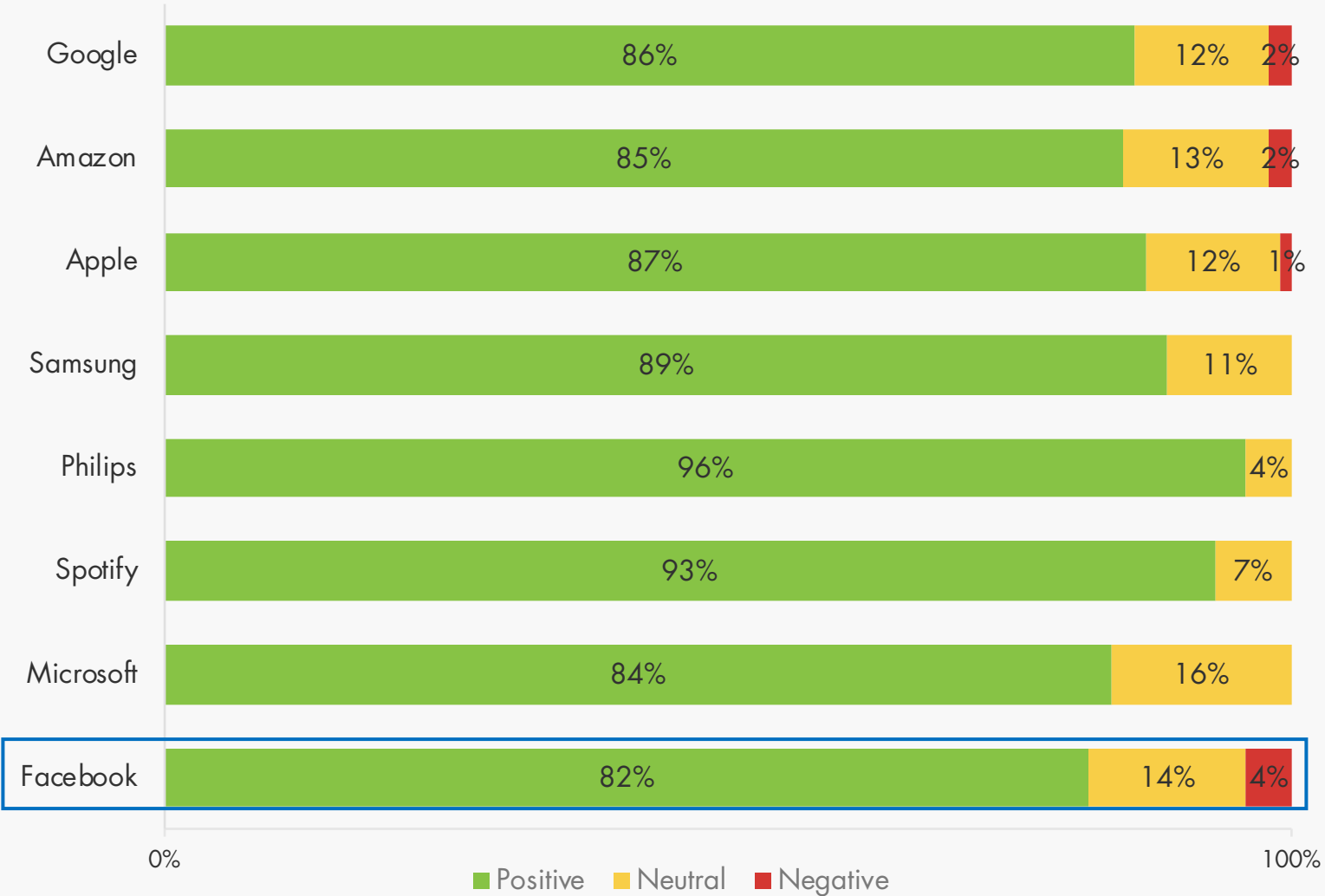


Google, Amazon, and Apple are mentioned in news across topics while companies like Philips and Spotify are more narrowly focused

Top Companies by Topic



Top Companies by Sentiment



While conversation around companies were largely positive – Facebook faces some reputation risks particularly around privacy issues

Facebook

Facebook smart speaker shelved due to privacy scandal?

Facebook’s devices were originally expected to arrive in May. However do to other issues particularly around data security – the company had decided that it is probably no the best time to release a pair of gadgets will likely take in more consumer data which might alarm consumers.

PROFILES BY COMPANY



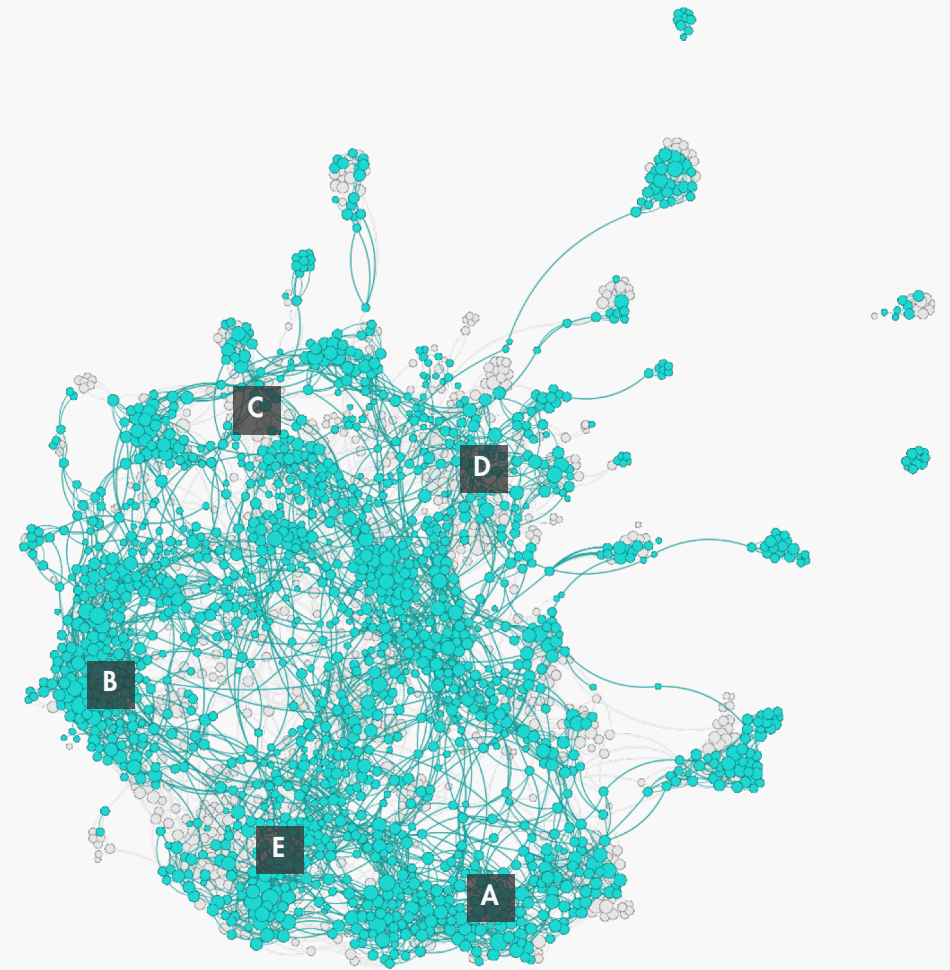


Total # of Stories Published: 1838

Top 5 Topics

Exemplary Headlines

	Top 5 Topics	Exemplary Headlines
A	Product Reviews & Comparisons (14%)	"Amazon Echo v Google Home: Choose the Best For You"
B	Smart Home Devices (11%)	"The smart home gadgets take your new Amazon Echo or Google Home to the next level"
C	CES (9.7%)	"Amazon Reportedly Planning to Build Robots for the Home, codenamed 'Vesta'"
D	Smart Home Growth & Market (9.0%)	"Google and Walmart in a Joint Offensive Against Amazon"
E	Feature Updates (8.5%)	"Amazon Updates Alexa so You Don't Have To Say 'Alexa' Repeatedly"



Top Shared Headlines

Amazon Is All-Out to Fill Your Home with AI Assistants Before Its Competition Can

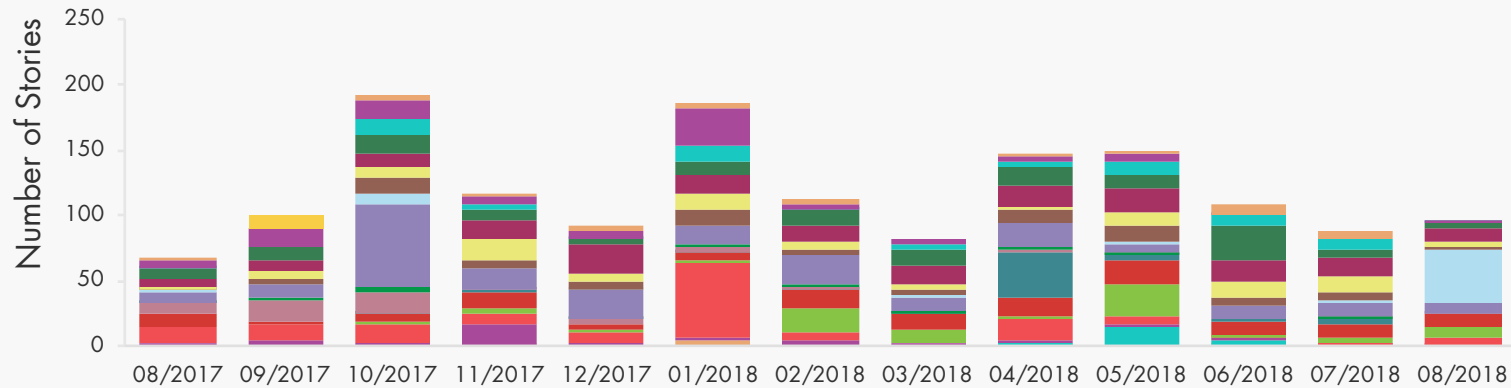
SMART HOME

A Florida parrot conquers its household by learning Alexa commands

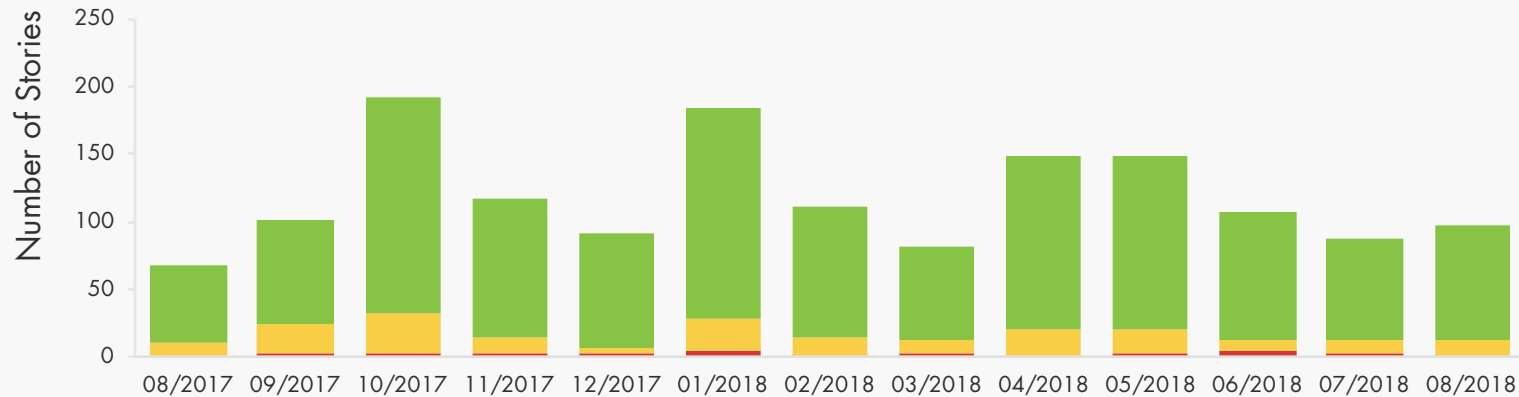
Amazon will stop selling Nest smart home devices, escalating its war with Google



Stories Over Time



Sentiment Over Time



KEY EVENTS

- **January 2017:** Amazon Echo Plus launched
- **May 2018:** Amazon launches Experience Centers, where users can check out an entire smart home that uses Amazon devices
- **April, 2018:** Amazon launches Echo in India
- **April, 2018:** Amazon rumored to be working on a robot for the home with Alexa-capabilities
- **February 2018:** Amazon acquires Ring

KEY RISKS

- **Cyber-attack:** Voice squatting is emerging as threat to tap into Amazon's Echo device and obtain sensitive data from consumers
- **Interface perceived as creepy:** Some users perceive Alexa interface as "weird" – fears of consumer rejection
- **Third generation Echo:** Leaked pictures indicate smart speaker design is surprisingly similar to Google's smart speakers. Anticipated release in Fall 2018

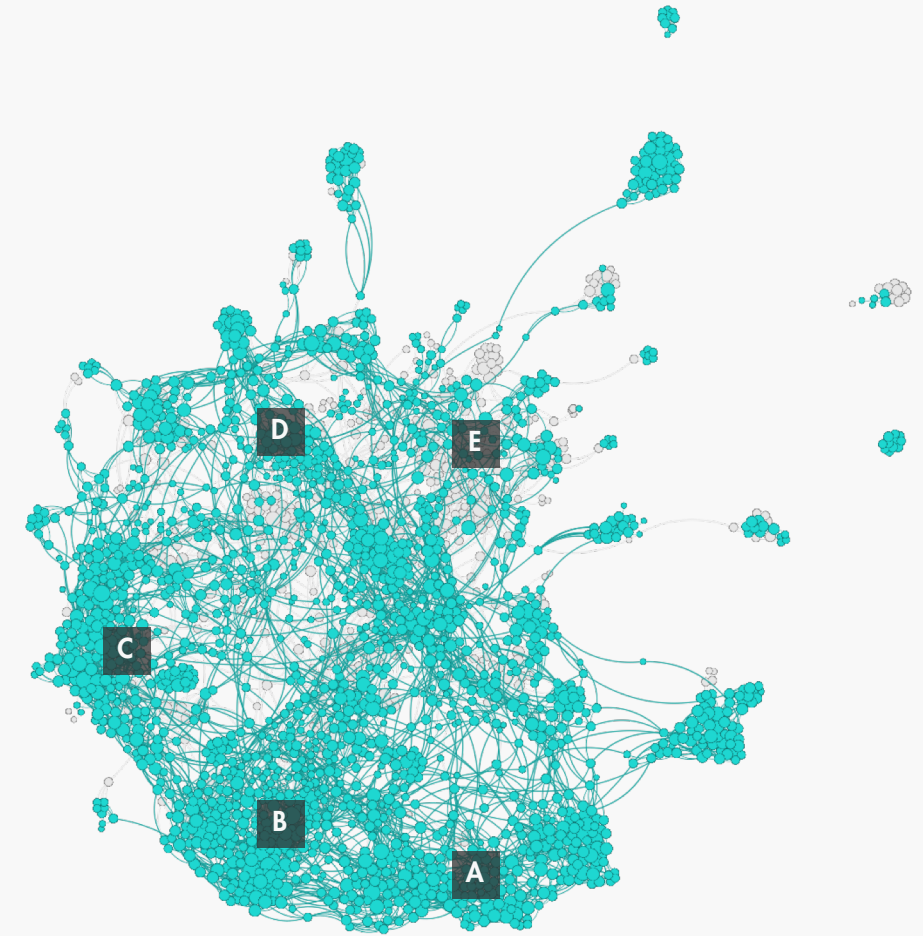


Total # of Stories Published: 1538

Top 5 Topics

Exemplary Headlines

A	Product Reviews & Comparisons (15%)	"Google Home Review: A better voice assistant than the Amazon Echo?"
B	Feature Updates (12%)	"Google Assistant Now Lets You Turn Your Home Devices into an Intercom System"
C	Smart Home Devices (11%)	"You Can Now "Sync" Smart Devices to Google Home Just By Asking"
D	CES (9.4%)	"LG Brings Google Assistant Support to Nearly 90 Appliances"
E	Smart Home Growth & Market (7.8%)	"Google Home Users Will Soon Be Able To Buy Items From Walmart"



Top Shared Headlines

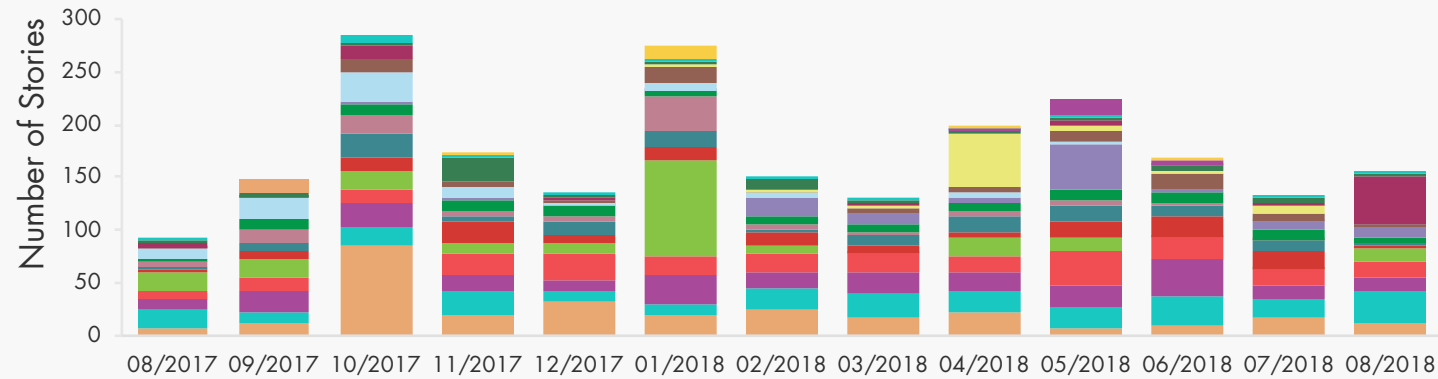
SMART HOME
The complete list of Google Home commands so far
 The Google Home might not have the Echo's "skills," but there's still plenty it can do.

Lenovo Smart Display with Google Assistant
 Google takes on the Echo Show with four new smart displays. These Google Assistant-enabled touchscreens are made for your kitchen countertop and will compete against Amazon's Echo Show.

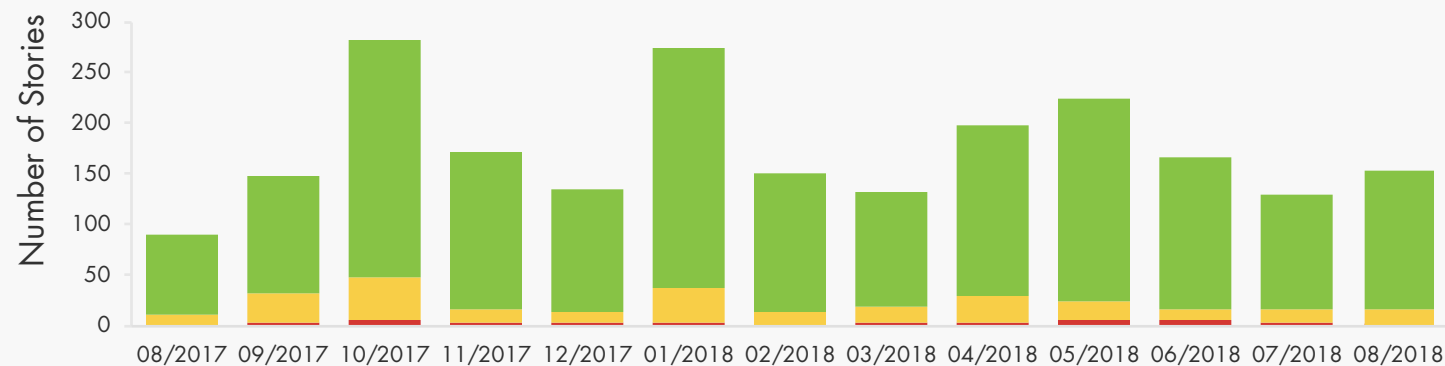
FACEBOOK IS JOINING OTHER MASTERS OF THE UNIVERSE INVADING HOMES WITH SMART DEVICES



Stories Over Time



Sentiment Over Time



Key Events

- **October 2017:** Launch of Google Home Mini
- **January 2018:** CES
- **April 2018:** Launch of Google Home Mini in India
- **May 2018:** Google Reaches 5,000 Device Partnerships and Integrations
- **July 2018:** Vivant partnership with Google Assistant
- **August 2018:** Launch of Samsung's Bixby

Key Risks

- **Losing smart speaker share:** Increasing pressure to compete with Amazon's smart device "Echo" and keep up with its increasing share of the market
- **Pixel positioning:** Pressure to bring unique phone-based offerings (i.e. AR) into Google's Pixel to compete with Apple's offering
- **Privacy concerns:** Glitches and privacy concerns around Google's smart home hub

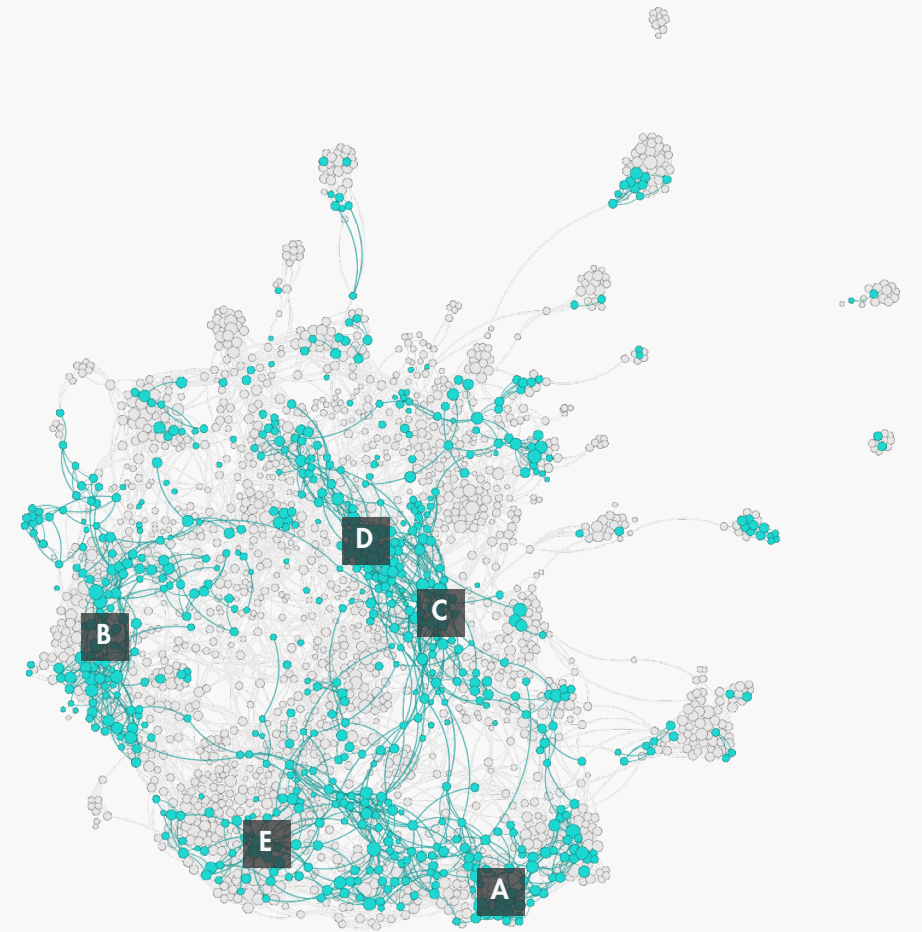


Total # of Stories Published: 747

Top 5 Topics

Exemplary Headlines

A	Product Reviews & Comparisons (19%)	"Best smart speaker: Apple HomePod vs. Google Home vs. Amazon Echo"
B	Smart Home Devices (13%)	"The Smart Home Seriously Needs to Wise Up If It Wants to Go Mainstream in 2018"
C	Smart Speakers (9.1%)	"Apple Could be Missing Out on the Smart Home If They Take Too Much Longer to Get Things Right"
D	Feature Updates (8.1%)	"Beyond Music: Comparing the HomePod to Amazon Echo and Google Home"
E	Samsung Product Release (7.6%)	"Samsung Galaxy Home: Bixby speaker official, coming 'soon' to challenge HomePod"



Top Shared Headlines

Comparing Alexa, Google Assistant, Cortana and Siri smart speakers

Google Home vs Amazon Echo vs Apple HomePod vs Samsung Galaxy Home: Bixby to enter the smart speaker market

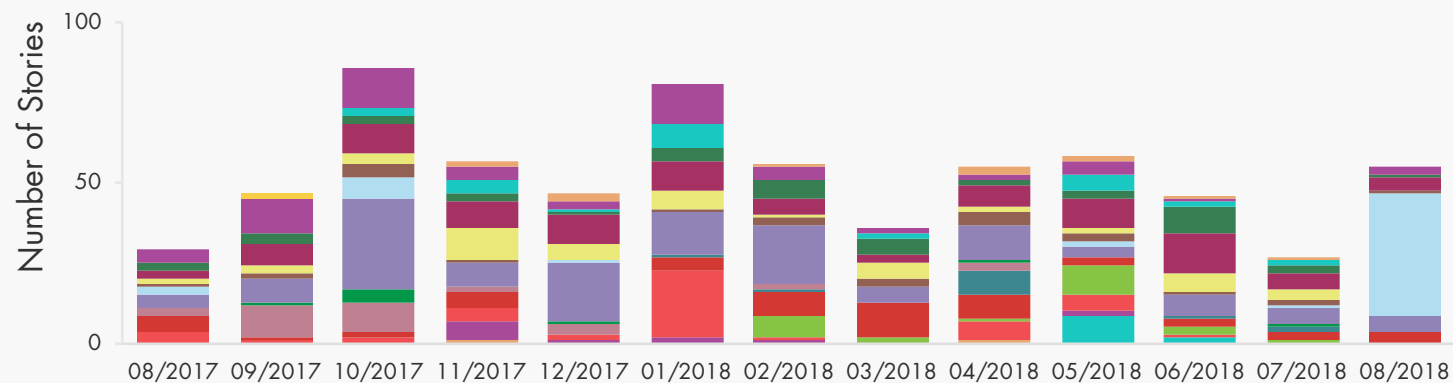
SMART HOME

What a streamlined HomeKit means for Apple's smart home ambitions

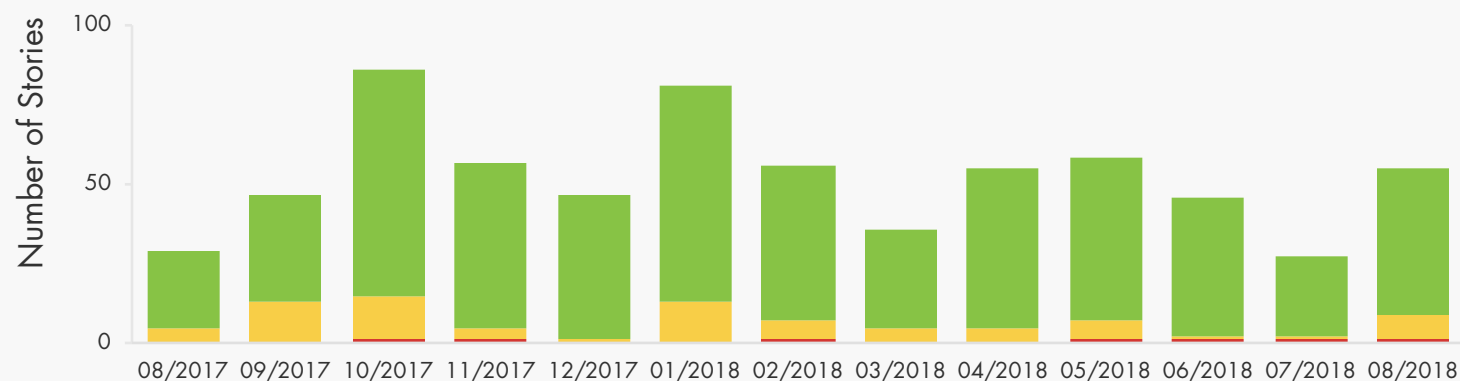
For starters, you can probably expect to see a lot more HomeKit gadgets.



Stories Over Time



Sentiment Over Time



Key Events

- **September 2017:** Apple HomePod generates tones for device pairing setup
- **November, 2017:** Apple delays the release of the smart home speaker to 2018
- **January 2018:** CES
- **June, 2018:** Apple announces it is integrating Siri voice-enabled capabilities onto the Mac computer

Key Risks

- **Potential lost opportunity:** Apple seems to have arrived late to the Smart Speaker market battle. Still, Apple has previously launched products in existing markets and emerged as market leader
- **HomeKit:** Apple trying to create a master app to control the smart home; this is being perceived as not as robust as competing devices and alternatives



APPENDIX



HOW TO READ A NETWORK

Similar nodes **cluster together**, and clusters are grouped by color. Connections represent similar language across nodes.

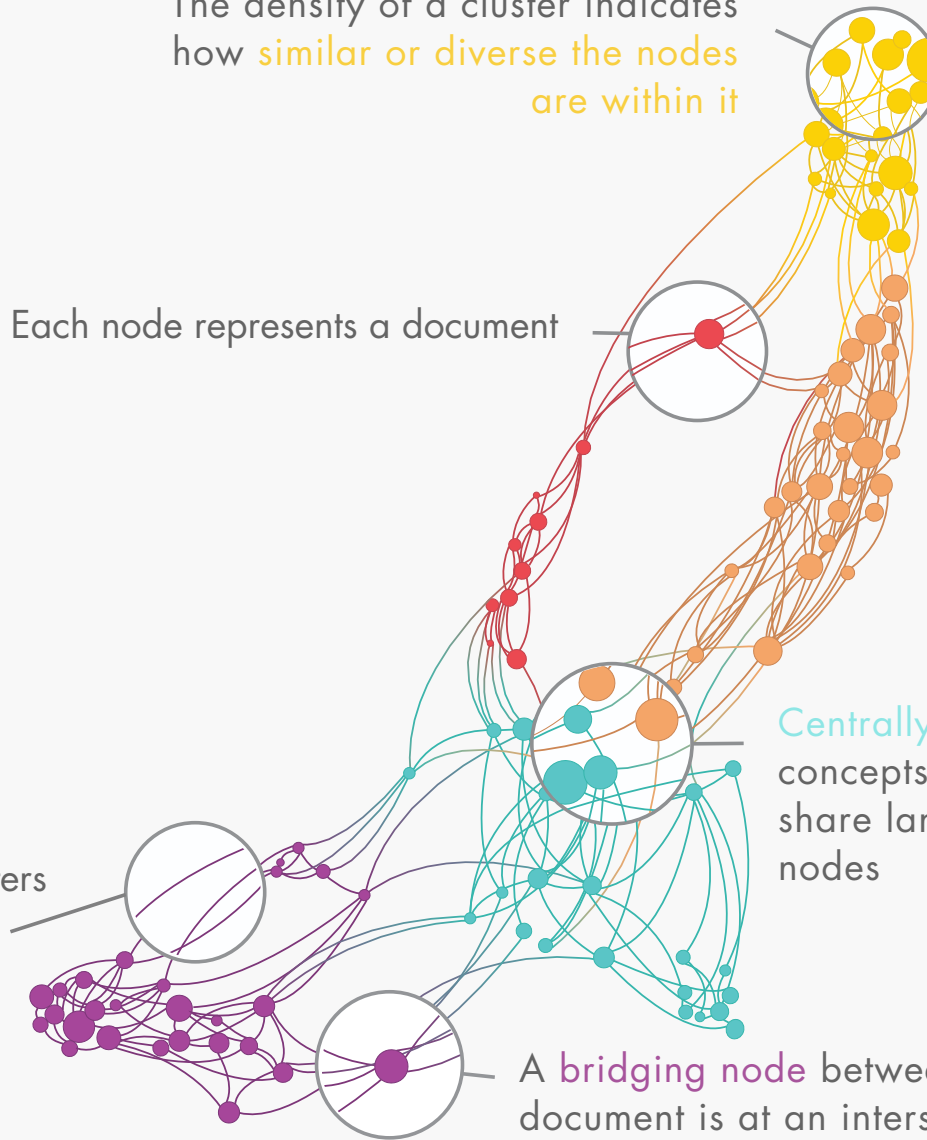
Greater distance between clusters indicates a **lower number of interrelated documents**

The density of a cluster indicates how **similar or diverse the nodes are within it**

Each node represents a document

Centrally located nodes are core concepts in the network and share language with many other nodes

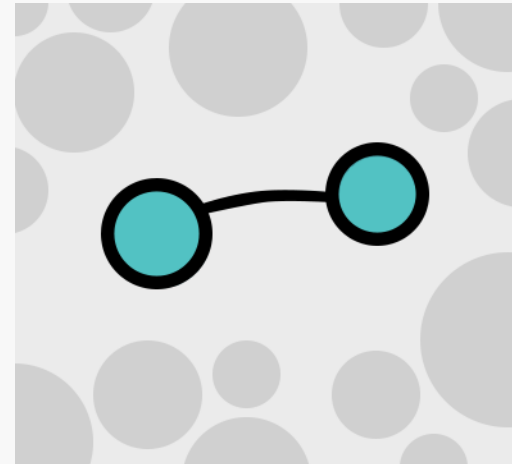
A **bridging node** between two clusters indicates the document is at an intersection between two concepts.



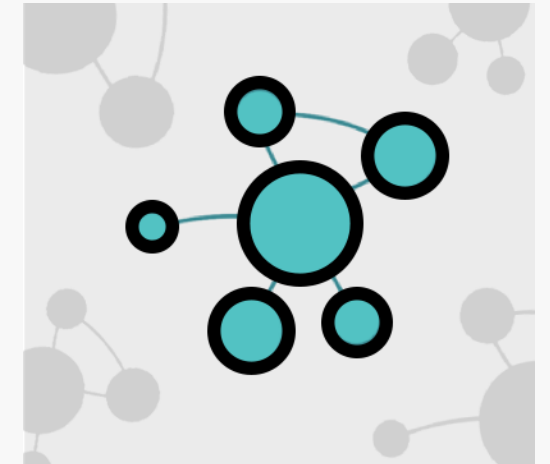
TEXT ANALYTICS BACKGROUND



Quid reads any text to identify key words, phrases, people, companies and institutions.



Then Quid compares words from each document to create links between them based on similar language.



Quid repeats the process at immense scale, producing a network that shows how similar all the documents are to one another.