



ART OF LISTENING  
by HARMAN

# 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.



62%

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



60%

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



75%

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



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.



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.



60%

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

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.