There is significant potential for smart speaker and voice AI integration into enterprise, B2B, and other out-of-home applications. Voice integration is being adopted into a diverse number of industries and businesses.

Connectivity and IT integration leads to increased abilities in control, configuration, management, and offline configuration. New technological systems will seamlessly integrate with existing technologies.

Any trends list must include live events as a key driver. Whether as a local opportunity for production and capture or globally as an inspiration for experience solutions, they are a continual driver of growth. One of the largest trends this year? Video wall solutions.

Audiovisual and Integrated Experience Association

AV INDUSTRY OUTLOOK AND TRENDS ANALYSIS

2018 IOTA GLOBAL HIGHLIGHTS

SIZE & GROWTH

The total pro-AV industry was $179 billion in 2017. This will swell to $186 billion in 2018 and then more than $229 billion in 2023, a 4.3% compound annual growth rate (CAGR) and $43 billion in additional value.

CONVERGENCE OF IT & PRO-AV

Convergence and IT flexibility leads to increased abilities in control, configuration, management, and offline configuration. New technological systems will seamlessly integrate with existing technologies.

NEW TECHNOLOGY ADVANCEMENT

Artificial Intelligence

Audio and voice integration

AI is being implemented in pro-AV to connect users and their environments. Usage of speech-to-text, natural language analytics, are all on the rise to improve customer service and experience.

AV INDUSTRY OUTLOOK AND TRENDS ANALYSIS

2018 IOTA GLOBAL HIGHLIGHTS

REGIONAL

The Americas region remains the largest in terms of pro-AV revenues. The U.S. market will remain the largest, as NAFTA catches up. MEA has passed the $186 billion mark through 2021.

TREND DRIVERS

The top trends driving overall growth for the industry.

VERTICAL OPPORTUNITIES

Many vertical markets are impressively strong, but there are still plenty of opportunities for the largest shares of the pro-AV opportunity.

MOST IMPACTED OFFERINGS & PRODUCTS

From live events revenue stimuli to new offerings from the trends surveyed, many areas are poised for new opportunities.

STEAMING MEDIA, STORAGE & DISTRIBUTION

The single largest category is still under $9 billion in revenue ($6.9 billion), or about 20%.

SERVICES

Capturing $33.2 billion in 2018, companies are becoming increasingly innovative, and with mm exploring the ability to offer software or hardware as services (SaaS and HaaS) to the industry.

CAPTURE & PRODUCTION EQUIPMENT

This segment represents $22.2 billion in revenue, with the largest percent coming from video production/recording cameras.

Corporate

Venue & Events

Media & Entertainment

STREAMING MEDIA, STORAGE & DISTRIBUTION

The single largest category is still under $9 billion in revenue ($6.9 billion), or about 20%.

SERVICES

Capturing $33.2 billion in 2018, companies are becoming increasingly innovative, and with mm exploring the ability to offer software or hardware as services (SaaS and HaaS) to the industry.

CAPTURE & PRODUCTION EQUIPMENT

This segment represents $22.2 billion in revenue, with the largest percent coming from video production/recording cameras.

2018 IOTA GLOBAL HIGHLIGHTS

SIZE & GROWTH

The total pro-AV industry was $179 billion in 2017. This will swell to $186 billion in 2018 and then more than $229 billion in 2023, a 4.3% compound annual growth rate (CAGR) and $43 billion in additional value.

CONVERGENCE OF IT & PRO-AV

Connectivity and IT integration leads to increased abilities in control, configuration, management, and offline configuration. New technological systems will seamlessly integrate with existing technologies.

NEW TECHNOLOGY ADVANCEMENT

Artificial Intelligence

Audio and voice integration

AI is being implemented in pro-AV to connect users and their environments. Usage of speech-to-text, natural language analytics, are all on the rise to improve customer service and experience.

AV INDUSTRY OUTLOOK AND TRENDS ANALYSIS

2018 IOTA GLOBAL HIGHLIGHTS

REGIONAL

The Americas region remains the largest in terms of pro-AV revenues. The U.S. market will remain the largest, as NAFTA catches up. MEA has passed the $186 billion mark through 2021.

TREND DRIVERS

The top trends driving overall growth for the industry.

VERTICAL OPPORTUNITIES

Many vertical markets are impressively strong, but there are still plenty of opportunities for the largest shares of the pro-AV opportunity.

MOST IMPACTED OFFERINGS & PRODUCTS

From live events revenue stimuli to new offerings from the trends surveyed, many areas are poised for new opportunities.

STEAMING MEDIA, STORAGE & DISTRIBUTION

The single largest category is still under $9 billion in revenue ($6.9 billion), or about 20%.

SERVICES

Capturing $33.2 billion in 2018, companies are becoming increasingly innovative, and with mm exploring the ability to offer software or hardware as services (SaaS and HaaS) to the industry.

CAPTURE & PRODUCTION EQUIPMENT

This segment represents $22.2 billion in revenue, with the largest percent coming from video production/recording cameras.

2018 IOTA GLOBAL HIGHLIGHTS

SIZE & GROWTH

The total pro-AV industry was $179 billion in 2017. This will swell to $186 billion in 2018 and then more than $229 billion in 2023, a 4.3% compound annual growth rate (CAGR) and $43 billion in additional value.

CONVERGENCE OF IT & PRO-AV

Connectivity and IT integration leads to increased abilities in control, configuration, management, and offline configuration. New technological systems will seamlessly integrate with existing technologies.

NEW TECHNOLOGY ADVANCEMENT

Artificial Intelligence

Audio and voice integration

AI is being implemented in pro-AV to connect users and their environments. Usage of speech-to-text, natural language analytics, are all on the rise to improve customer service and experience.