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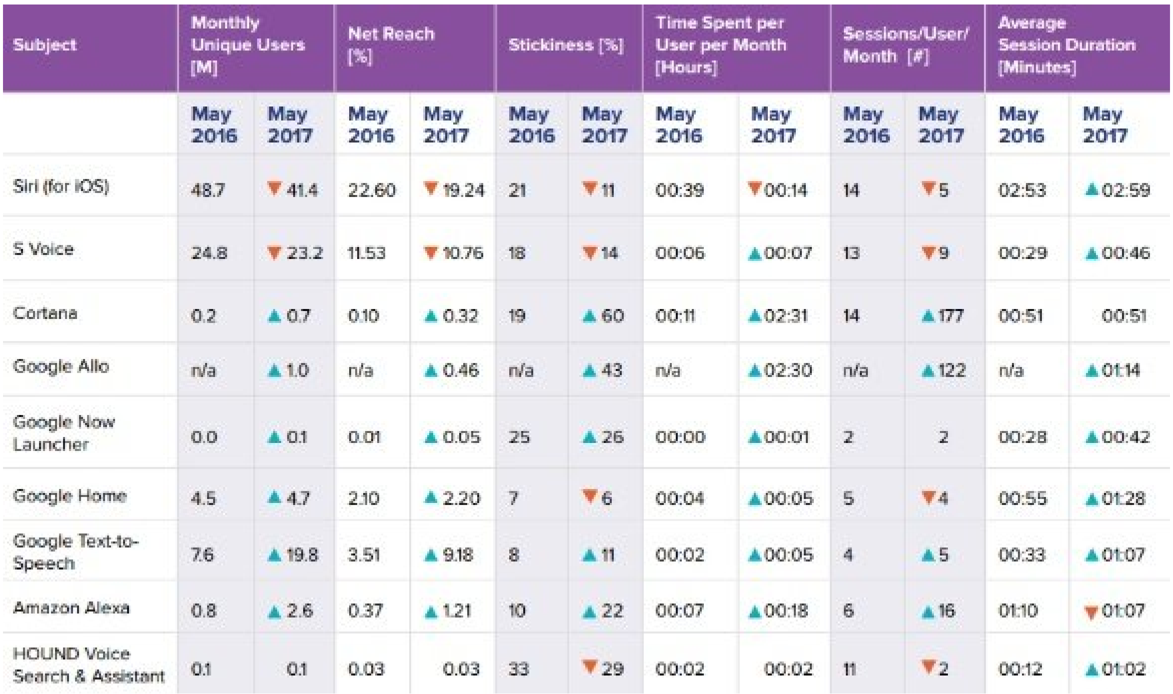
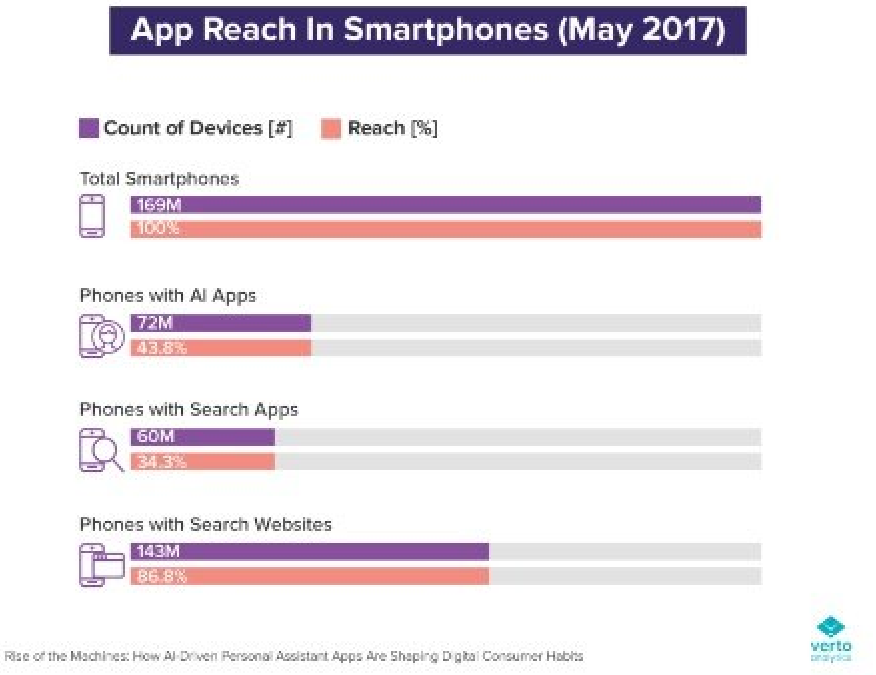
[illegible] Verto Analytics [illegible] 43.8 [illegible] AI [illegible]. [illegible]. [illegible]. [illegible]. [illegible]. [illegible]. [illegible] 12 [illegible] [illegible] 52 [illegible]. [illegible] 1.5 [illegible].



Subject	Monthly Unique Users [M]		Net Reach [%]		Stickiness [%]		Time Spent per User per Month [Hours]		Sessions/User/ Month [#]		Average Session Duration [Minutes]	
	May 2016	May 2017	May 2016	May 2017	May 2016	May 2017	May 2016	May 2017	May 2016	May 2017	May 2016	May 2017
Siri (for iOS)	48.7	▼41.4	22.60	▼19.24	21	▼11	00:39	▼00:14	14	▼5	02:53	▲02:59
S Voice	24.8	▼23.2	11.53	▼10.76	18	▼14	00:06	▲00:07	13	▼9	00:29	▲00:46
Cortana	0.2	▲0.7	0.10	▲0.32	19	▲60	00:11	▲02:31	14	▲177	00:51	00:51
Google Allo	n/a	▲1.0	n/a	▲0.46	n/a	▲43	n/a	▲02:30	n/a	▲122	n/a	▲01:14
Google Now Launcher	0.0	▲0.1	0.01	▲0.05	25	▲26	00:00	▲00:01	2	2	00:28	▲00:42
Google Home	4.5	▲4.7	2.10	▲2.20	7	▼6	00:04	▲00:05	5	▼4	00:55	▲01:28
Google Text-to-Speech	7.6	▲19.8	3.51	▲9.18	8	▲11	00:02	▲00:05	4	▲5	00:33	▲01:07
Amazon Alexa	0.8	▲2.6	0.37	▲1.21	10	▲22	00:07	▲00:18	6	▲16	01:10	▼01:07
HOUND Voice Search & Assistant	0.1	0.1	0.03	0.03	33	▼29	00:02	00:02	11	▼2	00:12	▲01:02

[illegible]. «[illegible]» [illegible] 2016 [illegible] 2017 [illegible]. [illegible] 15 [illegible] 7.3 [illegible]. [illegible]. [illegible]. [illegible] 325 [illegible] 800 [illegible] 2.5 [illegible]. [illegible] 200 [illegible] 700 [illegible].



Rise of the Machines: How AI-Driven Personal Assistant Apps Are Shaping Digital Consumer Habits

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