

# Key Findings

## *Immersive Audio - Spoken Word*

*Research carried out by MTM at Kings College, London*

*14 candidates*

**Appreciation of immersive audio:** It positions the listener in the audio space

**Active, focussed listening moments:** Train journeys, holiday travel, and winding down in leisure time and before bed.

**Suited to specific content:** High-intensity genres like drama, true crime (doc and drama), action, thriller and horror

**Some like what they know:** Tried-and-tested stereo delivers simplicity and allows for focus on the narrative.

**Low awareness of immersive audio:** Mixed awareness of enhanced audio formats, and poor understanding of much of the terminology.

**High quality hardware feels important:** Awareness that immersive audio is likely to be best optimised through high-quality hardware (speakers, headphones). This can feel like a barrier to entry.