

According to CSR "State of Play" study more customers are demanding better audio, and are ready to pay more for CD-quality sound across the entire house, even from streaming sources and easy-to-install networked systems.



The study surveys 2000 music lovers across Germany, the UK, the USA, Japan and China, and reveals how 82% of respondents rate "excellent sound quality" as the most important feature in home audio systems. In more highlights, 79% believe sound quality is more important than device appearance, while 70% are ready to pay more to get "excellent" sound quality from their equipment, especially in the house.

Interestingly, while streaming is on the rise (76% admit to streaming music at home), CDs remain popular in Germany (80%) and the UK (76%), as is radio (84% of Germans, 80% of UK). Speaking of Germany, the nation also is the most likely to wait for others to try devices before buying (63%).

Multiform audio is also in demand, since 69% of respondents would listen to more music if they could control it as they move into different rooms. However customers also want simplicity (or at least help), as 66% feel technology moves too fast to allow for long-lasting audio products.

So, what do respondents want from home audio systems? The survey has a top 5-- easy to use (76%), set up (69%) and upgradable (57%), future-proof (69%), and device/brand agnostic (59%).

## CSR: Customers Demand Better Audio

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"Consumers have demonstrated that they view their sound systems and equipment as something worth investing in but they increasingly have less patience for poor sound quality, difficult set up procedures, multiple remotes and devices that aren't interoperable with the equipment they already have," CSR remarks. "When it comes to the home audio experience, music lovers have high expectations and the opportunity for manufacturers to deliver on this demand is evident."

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