

Voices.com

**2016 Voice Over
Trends Report**



Introduction

As the #1 marketplace for voice-over talent, Voices.com has the privilege of working with brands from all over the world on a huge variety of projects. Though each project and client need is unique, every year through that volume of work, we do notice new trends and emerging themes.

Overall, 2016 is shaping up to be another year of growth for the voice-over industry. While there is some shifting in the types of voices companies are looking for to bring their brands to life, the types of projects they're utilizing voices for are also expanding. What are the key trends? Following are the top 7 for 2016:

Out with the "Announcer", in with "The Girl/Guy Next Door"

Relatability seems to be the name of the game for voice-over style in 2016. Businesses want voices that sound like friends rather than authority figures.

Tell Me A Story

In addition, the desire to make that connection extends beyond a relatable voice, to a conversational script that strives to engage the listener in a story. Brand authenticity is becoming more important to consumers than ever, and the manner in which that story is told through the words chosen, the style in which it's spoken, and the particular voice talent selected, all contribute strongly to that communication being true to that authenticity.

Voice, hot on the heels of video

Video has established itself as part of a thoughtful content strategy for brands, and voice-over will continue to be a cost-effective part of creating custom videos. This combination of video and voice results in powerful brand story-telling, which is engaging consumers in more meaningful ways than ever before.

Accessibility requirements

Many regions are recommending, requiring, or in some cases even legislating companies to consider accessibility for all in their efforts. Websites read aloud for those with visual impairments for example, are becoming more important, and custom voice-overs vs screen readers are being considered more and more.

Finding a brand voice (literally)

Companies are choosing a specific voice talent (or a list of several) as brand approved for use in everything from ads to training videos to voice messaging systems. This understanding, that the way consumers hear a brand is as critical as the visual brand elements, is only just beginning and will see great expansion in 2016. Ad agencies in particular are recognizing this as an area of opportunity, and adding this dimension to their pitches.

Speak their language

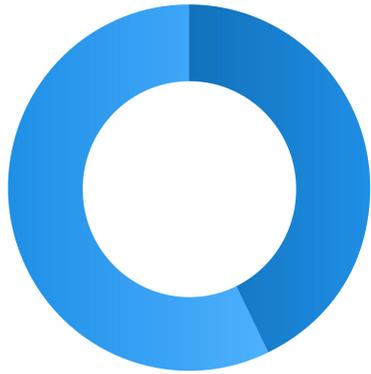
Voicing the same content in multiple languages is increasingly becoming part of the workflow. Content creation is launched simultaneously in multiple languages, as access to authentic voices speaking every imaginable language is as effortless as access to home languages.

Get it done. Faster.

Speed is a continuing requirement. Whether the voice talent is down the road or from around the world, companies need their broadcast-quality voice-over files in hours, not weeks.

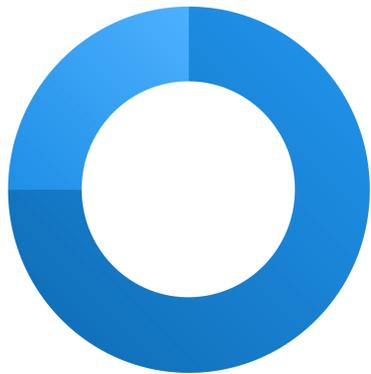
Brands are considering voice-over in new, more, and different ways than ever before. Partly as a result of the easy access Voices.com offers to the global network of professional voice talent, this growth will continue at an even more accelerated pace.

Statistics



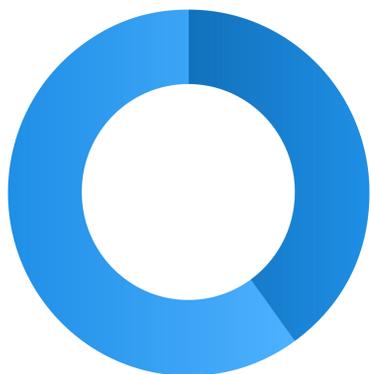
43%

Of advertising agencies looking for talent need a voice *now*



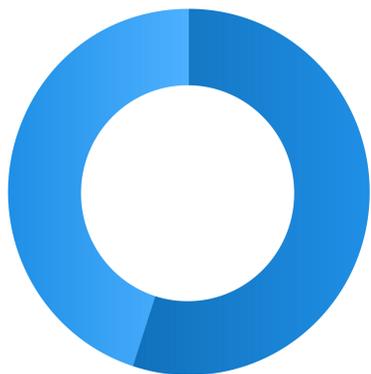
75%

Of advertising agencies use an online marketplace to find, hire and pay voice over talent



40%

Of advertising agencies have migrated online because it's easier



55%

Of advertising agencies source voice talent on behalf of clients