

Homework on Bass Model

DS223 Marketing Analytics

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1) Choose an innovation from the list.

<https://time.com/7094604/samsung-music-frame/>

My chosen topic is “Samsung Music frame”.

This product is a wireless speaker disguised as a picture frame. It can be not only a home décor piece, but also an audio device as well. Its functionality allows the user to insert 8-inch-by-8-inch photos or prints and deliver a high-quality sound through its hidden speaker.

2) Identify a similar innovation from the past.

The similar product chosen by me is Symfonisk Picture Frame Speaker created in 2021 by IKEA.

The Samsung Music Frame (2024) and IKEA Symfonisk Picture Frame Speaker (2021) share something in common: merging premium audio with interior design. Both products integrate wireless speakers in a picture frame to fit discreetly in interiors without occupying traditional speaker bulk. This is perfect for consumers who prefer both style and functionality to have an engaging audio experience while not cluttering interiors.

While both products have similarities, both possess differences in eco-system integration and technology. IKEA Symfonisk, co-developed with Sonos, is strongly integrated in the eco-system of Sonos with multi-room audio capabilities and support for Apple AirPlay 2 but not Bluetooth. Samsung Music Frame has greater universal connection capabilities both in Bluetooth and Wi-Fi forms in addition to Samsung eco-system support and support for Alexa. Samsung's design is also user customizable in that customers can switch between black or white frames whereas Symfonisk has largely swappable art covers. While both products compete in both expanding home audio and smart home segments, Samsung's design is an upgraded take in that it has better sounding speakers, greater connection capabilities, and greater emphasis placed upon adaptable in-home placement.

3) Find historical data

<https://www.statista.com/statistics/693303/smart-home-consumer-spending-worldwide/>

The Statista dataset provides consumer spending trends in smart homes between 2015 to 2025 that can guide the pattern of adopting smart home technologies, including emerging speaker breakthroughs like Samsung Music Frame. If spending is global in this dataset, this allows modeling worldwide diffusion in alignment with Samsung's international market presence. If spending is by nation in this dataset, this allows modeling refinement in regional market diffusion by considering the U.S., Europe, or South Korea since these have extensive smart speaker penetration. Utilizing this dataset allows estimation of market potential (M) and factors of innovation (p) and imitation (q) to predict future Samsung Music Frame adoption through Bass Diffusion Model.

6) Choose a scope (global or country-specific).

For Samsung Music Frame's diffusion analysis, an international perspective is most appropriate since Samsung is an international brand with an extensive distribution system in North America, Europe, and Asia with products reaching various markets in tandem. Additionally, the market for smart speakers is globally adopted by companies such as Amazon, Google, Sonos, and Bose with international market presence. Using an international perspective allows us to draw upon earlier spending trends in smart homes (from sources such as Statista and market publications) to approximate market trends in adoption. As an added point, benchmarked innovation, IKEA Symfonisk Picture Frame Speaker, was globally distributed to match this worldwide comparison. Though regional aspects can be unveiled through country-by-country diffusion, these can be limited by available data limitations, while an international perspective provides better penetration in prediction regarding Samsung's innovation.

Reference List

1. IKEA. (n.d.). *SYMFONISK picture frame w/ Sonos Wi-Fi speaker, black*. Retrieved February 28, 2025, from <https://www.ikea.com/us/en/p/symfonisk-picture-frame-w-sonos-wi-fi-speaker-black-smart-40487320/>
2. Gibbs, S. (2021, August 23). *IKEA Symfonisk picture frame review: Sonos WiFi speaker hidden by art*. *The Guardian*. Retrieved from <https://www.theguardian.com/technology/2021/aug/23/ikea-symfonisk-picture-frame-review-sonos-wifi-speaker-hidden-by-art>