

If you follow the news, it might sound like voice assistants have failed. **Amazon is set to lose \$10 billion on Alexa this year** and is planning layoffs. Google too, is **reducing its support for Google Assistant** as it's trying to cut costs. The truth is that voice, as the next computing platform that drives billions of dollars of extra revenue, has failed.

Instead, users mainly use their voice assistants to manage shopping lists, set timers, play music, and control their homes. **Voice has failed being a source of revenue, it has not failed its users.**

— *Paulus Schoutsen, Home Assistant*

# Assist

