Remember 1998?
Number of Web Hostnames 1991-2014
Number of Web Hostnames 1991-2014
Number of Apps in the Play Store

1M APPS IN THE PLAY STORE
Mobile is not Desktop
100 billion searches per month
The Mobile Voice Study
The 4 W's of voice

55% of teens and 41% of adults use voice search more than once a day
WHEN do we use voice search?

<table>
<thead>
<tr>
<th>TEENS</th>
<th>ADULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>57%</td>
<td>24%</td>
</tr>
<tr>
<td>with friends</td>
<td></td>
</tr>
<tr>
<td>22%</td>
<td>15%</td>
</tr>
<tr>
<td>in the bathroom</td>
<td></td>
</tr>
<tr>
<td>8%</td>
<td>23%</td>
</tr>
<tr>
<td>while cooking</td>
<td></td>
</tr>
<tr>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>while exercising</td>
<td></td>
</tr>
<tr>
<td>59%</td>
<td>36%</td>
</tr>
<tr>
<td>while watching tv</td>
<td></td>
</tr>
</tbody>
</table>

What you WISH voice search could do:
- Send me pizza: 45% Teens, 36% Adults
- Find the remote: 34% Teens, 33% Adults
- Find my keys: 34% Teens, 44% Adults
Voice Actions

Search within app
Voice Actions

Play music
Voice Actions

Book a cab
Google Search for Developers

Voice, App Indexing, Now
Drive usage and engagement through App Indexing

15% of Search results generate a deep link
Re-engage users in search completions with the App Indexing API
Third Party Now Cards
Sunil Vemuri
@sunilvemuri
g.co/dev/EventSurvey

Source: Lonely Dinosaur; http://www.lonelydinosaur.com/products/hows-my-deriving-bumper-sticker