

Impact of AI on Voice Over

In recent times, the increase in global technological prowess has boomed loud across many industry verticals and the voice-over industry is not left behind

With access to technologies like AI, machine learning, voice and facial recognition and even text-to-sound (TTS) it is expected to grow at a rapid pace. Along with technological advancements in voice activated and integrated technology, the industry has been struck with a wave of synthetic and AI voices, such as Apple's Siri, Amazon's Alexa and Google Assistant. Today, synthetic and AI voices are offering companies and brands an option that is complementary to human voice over, though the latter remains distinct in its value proposition and versatility.

Voice Applications

The applications used by brands for 'voice' are expanding and similarly the channels for voice interaction are expanding, too. Branded podcasts, audio-driven games, Flash Briefings, Alexa Skills, and audio blogs are some of the ways that companies are using to carve their way into the world's diverse auditory channels. Due to this technological race, many companies are now realizing the importance of defining their brand voice in a way that is literal, and iterative. Every brand needs to know what their sound profile is from musical cues or 'sound marks' which may evoke an everlasting emotional association with their end consumers.

They also have to be in tune with the different expressions of their brand voice, such as in commercials, podcasts, customer service IVR and more. These are the initial steps which help in embarking their presence into this new audio-driven world. With this continuously growing consumer base which is opting to use voice-first technology, brands that don't

“With static voice applications, all of the vocal interactions are defined in a script. So, in the context, these kinds of jobs are not much different from any other voice-over work, except that the channels for distribution may be more diverse and far-reaching.”

devise an audio presence as well as a content strategy, could be left in the dust.

Historically, technological advancements have always created more jobs than they've destroyed and this surge in synthetic and AI voice is no different. There are vast opportunities for voice-over artists to participate in the creation of both static and dynamic audio content and the options are growing with time. Dynamic voice applications indicate that there is a bi-directional or two-way interaction with the end user. User asking questions and the voice assistant providing answers is a basic example of the application. Whereas, static applications are different from these interactive experiences as they provide one-way communication. Podcast and audio book are a couple of examples of static applications.

Primary Challenge

One of the primary challenges that a developer or publisher may face while creating dynamic voice applications is that it's difficult to anticipate what the user might say and how the device should respond. To counter this consequence and many more, synthetic voices have offered

a more suitable voicing option, allowing an app to reply with an infinite array of possible responses which are brought up from a database of text-based options and are converted into computerized voice in real-time.

On the other end of the spectrum are applications for voice that require a pure custom voice-over. Some of these are linked to the proliferation of audio content which has been made possible thanks to the adoption of home devices. Consumption of podcasts is a generic example of this as it continues to grow with more and more people being enabled to listen to them.

The conventional voice-over industry has travelled far from its inception and is generating more opportunities and businesses benefitting both sides of the coin. AI is the wave on which it is travelling and in the coming future we might see more interesting development in the sector. 🚀

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