

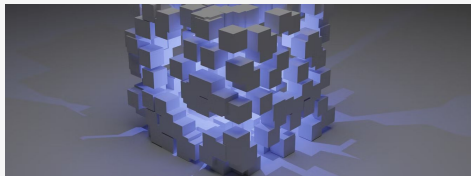
Bloomberg  
Media

AUDIENCE INSIGHTS SERIES | MAY 2023

# Tech Decision Maker Insights

A woman with long dark hair, wearing a blue t-shirt and dark pants, stands in a dark room. She is looking down at a small object in her hands. Behind her is a large, curved digital display that shows a vibrant, abstract pattern of blue and purple lines and shapes, resembling a stylized waterfall or a digital forest. The floor is also covered in a similar pattern, creating a seamless, immersive environment.

# Tech Decision Makers have an uneasy yet optimistic outlook on emerging technologies and ESG.

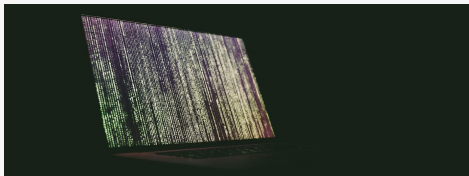


## Increased interest in applied AI

**Growing usage of AI, improving ways of working:** Organizations used an average of 3.8 AI capabilities in 2022, doubled from four years ago.

**Interested in generative AI with a lack of preparedness:** 65% of US executives think generative AI will have a high impact on their organization, but 60% think they are still a year or two away from immediate adoption.

Source: McKinsey, The State of Organizations 2023. KPMG US Survey, Apr 2023



## Digital data both an asset and liability

**Free AI programs are prone to security risks:** Half the publicly available models for classifying images failed 40% of security tests.

**Companies will face more AI and data regulations:** Europe lawmakers proposed AI tool regulations, which will work in tandem with data security laws like the General Data Protection Regulation (GDPR).

**CISOs under more pressure:** Only 9% of CISOs are highly confident that they can meet all disclosure requirements.

Source: Bloomberg Technology, Apr 2023. Reuters, Mar 2023. PwC Global Digital Trust Insights, 2023.



## Growing focus on ESG, continued dispersed efforts

**Increased involvement in ESG:** 100% of CIOs agreed technology is critical to sustainability, with 50% of CIOs are part of the leadership team setting sustainability goals.

**ESG strategies are still siloed from tech strategies:** Only 7% of companies have fully integrated their technology strategies with their sustainability strategies.

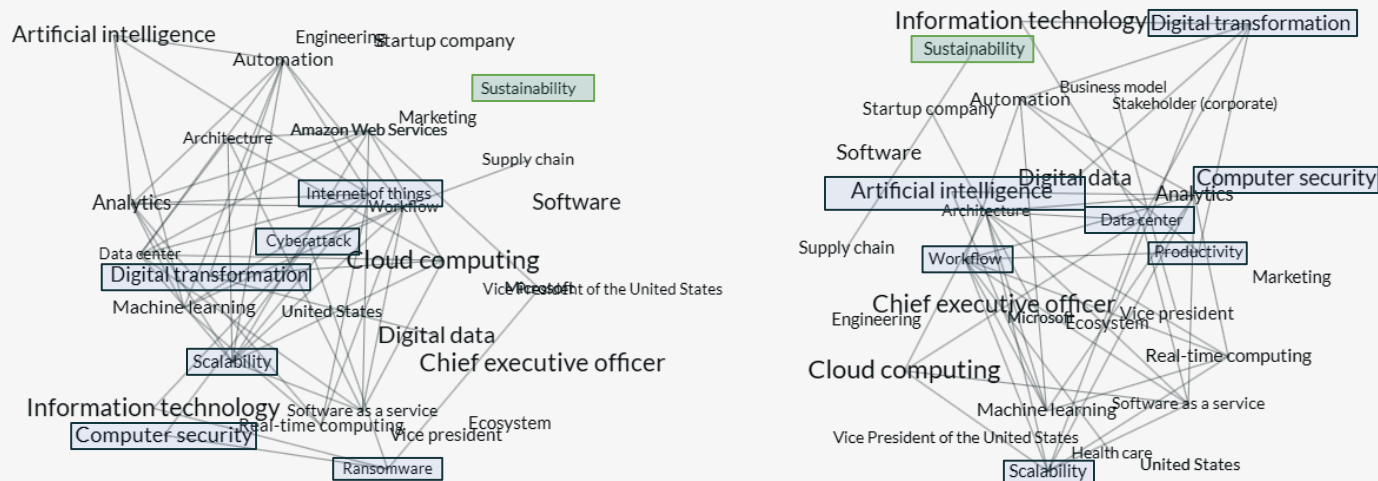
Source: Accenture, Uniting technology and sustainability report, May 2022.

# Global media shows they are tasked with enabling new ways of working, and integrating ESG and tech strategies.

## Challenges that Tech Decision Makers are faced with, this year vs. the past year:

**2021-2022:** Media narrative was centered around digital transformation with prominent coverage of sustainability. Cybersecurity topics rose alongside geopolitical tension.

**2022-2023:** Media coverage focuses more on productivity and workflow shifts amidst digital transformation. AI and cybersecurity continue to be a focus. There's a significant increase in sustainability coverage.



Significant increase in mentions of:

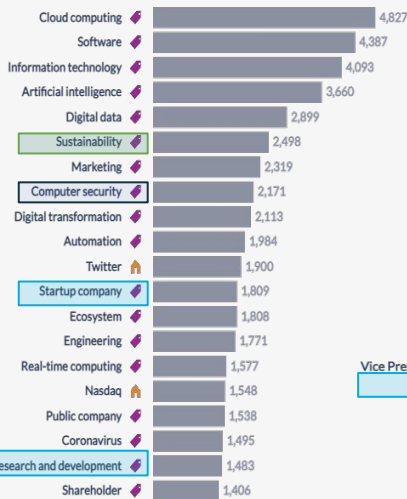
Sustainability 25% ▲  
 Productivity 20% ▲  
 Workflow 15% ▲  
 Artificial Intelligence 6% ▲

Climate  
 Challenges

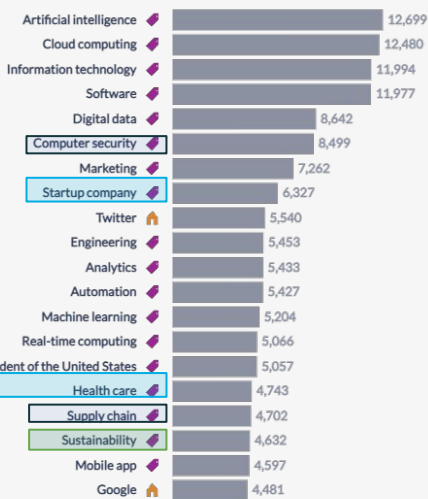
# Regional media coverage reveals different priorities and opportunities. Overall, sustainability is a trending topic; security is a rising concern.

## Top 20 concepts associated with the Tech Decision Makers in different regions:

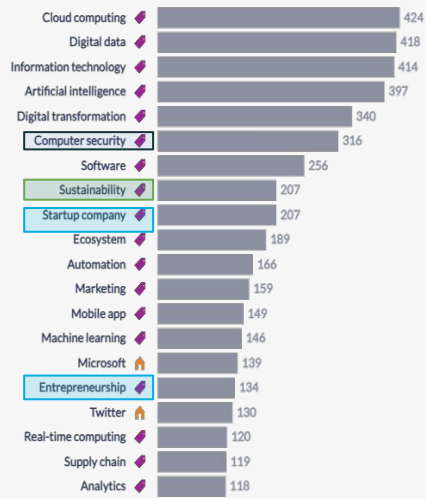
**Europe:** The relationship between sustainability and tech advancements is central. Emphasis on R&D and startups.



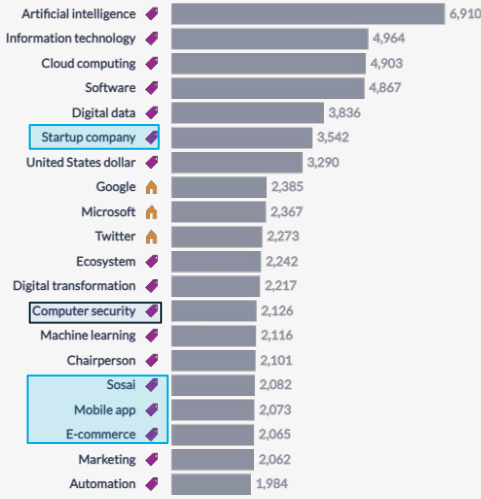
**US:** A focus on maintaining a fertile ground for startups, while working on emerging tech to bring back supply chains and support public health.



**Middle East:** Narrative centered around investment in tech and service to diversify the economy. Sustainability also a key focus.



**APAC:** More coverage around startups with a strong focus on mobile apps, social media, and e-commerce.



Climate/Environment Challenges Regional Specific Topics

Source: BloombergAIQ - Charts illustrate analysis of 150k+ global data feeds searching news articles from trusted sources to identify the most common news concepts associated with Tech Decision Makers in the past 12 months. Tech Decision Makers defined as Chief Information Officer OR Chief Technology Officer OR Chief Data Officer OR Chief Information Security Officer, 2023



# On Bloomberg, Tech Decision Makers seek insights to stay on top of the latest while navigating transformation challenges.

## Media interests (global)



### The latest of tech development

TDM vs. typical BBG visitor

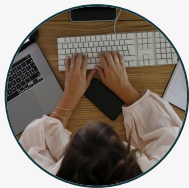
- Decentralized Exchange 14x
- Auton. Vehicles 3.3x
- Artificial Intelligence 2.4x



### Security concerns

TDM vs. typical BBG visitor

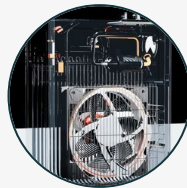
- AI Governance 3.1x
- Data Theft 2.9x
- Cybersecurity 1.8x



### The evolution of work

TDM vs. typical BBG visitor

- Age Discrimination 13.5x
- Infrastructure 2.7x
- Inclusion 1.4x
- Gender Equality 1.4x



### Sustainability solutions

TDM vs. typical BBG visitor

- Hydro Power 4.8x
- Carbon Emissions 2.7x
- ESG 1.5x
- Renewable Energy 1.2x

## Format preferences (Europe)

Mobile-first, favors multi-media format from video to to quickly digestible newsletters to live TV



Mobile  
82.1%



Desktop  
17.8%



Tablet  
0.1%

- Live Quicktake 3.18x
- Newsletters 1.83x
- Features 1.80x
- Live TV 1.36x

## Regional highlights

### Europe

Hydro Power 7.9x ↑  
Carbon Emissions 3.8x ↑  
Streaming 7.7x  
Virtual Reality 4.8x  
Infrastructure 3.2x ↑

### US

Decentralized Exchange 15x ↑  
CES 5.3x  
Streaming 3.6x  
Entertainment Disrupted 2.4x  
Electric Vehicles 2.1x

### Middle East

Artificial Intelligence 3.4x ↑  
Mobile Phones 8.9x  
Utilities 6.4x  
Transportation 3.7x  
Regulation 1.6x  
Renewable Energy 1.3x ↑

### APAC

Virtual Reality 5.3x  
Artificial Intelligence 2.8x ↑  
Infrastructure 2.6x  
Cybersecurity 2.3x ↑  
ESG 2.1x ↑  
Renewable Energy 2.1x ↑

Source: BloombergAIQ, Global IT Decision Makers, 2023

\*The green arrow in "Regional highlights" section shows where the regional audience's interest is significantly higher than the global audience.

For brands to stand out to Europe Tech Decision Makers, perceptions of tech innovation, industry leadership, and ESG are key.



Attributes correlated to Trust and to Vision in the Bloomberg Brand Accelerator are critical in building brand leadership.

Key attributes that drives Vision:    Key attributes that drives Trust:

- |                         |                                |
|-------------------------|--------------------------------|
| • Invests in technology | • Environmental sustainability |
| • Innovative            | • Transparency                 |
| • Powerful              | • Honest with the public       |
| • Industry leader       | • Takes care of employees      |

### Brand Imagery Driver Analysis for Europe Tech Decision Makers

HIGH CORRELATION TO  
VISION



# Takeaways and opportunities for brands to connect with Tech Decision Makers:

## 1

Equip them with data and insights to stay on top of the latest of technology developments.

## 2

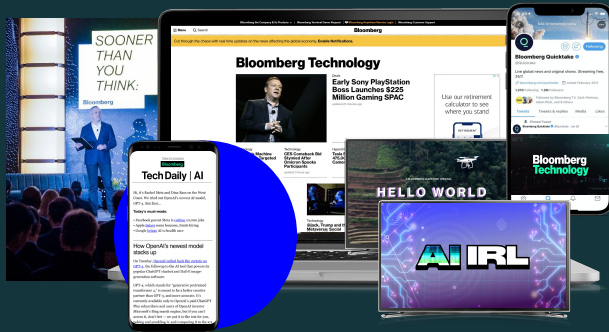
Help them navigate the evolution of work, from understanding AI's impact on the workflow to ways to enhance workplace inclusivity.

## 3

Share ideas around sustainability solutions, provide tips for them to integrate ESG strategies with tech strategies.

### Potential Opportunities

Activate brand messaging on **Bloomberg Technology**, our cross-platform destination for everything tech, with our new AI pillar covering a spectrum of AI issues impacting global business.



Bloomberg Media

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Audience Accelerator

Precise targeted brand messaging via Bloomberg Audience Accelerator to Tech Decision Makers through first party subscriber data collected at registration.

Welcome to Bloomberg.com

**Let's get you set up.**

Help us personalize your Bloomberg.com experience by telling us about yourself.

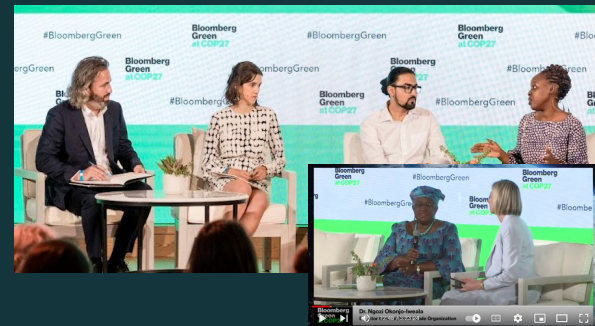
Select Your Industry

Select Your Job Title

Select Your Seniority

Next

Connect with global leaders in sustainability at **COP28 Dubai, December 2023** discussing which commitments have made an impact, and what does it mean for the future.



## More about the Bloomberg Media Audience Insights Series

Introduced in 2021, this monthly series from Bloomberg Media Data Science and Insight is designed to fuel marketers around the world with exclusive data and insight about key audience segments.

These data explorations leverage a variety of in-house tools and studies like:

### **BloombergAiQ**

BloombergAiQ, our proprietary audience and content analysis platform which analyses data from 150,000+ global publishers, including Bloomberg first party data, to deliver focused intelligence on content engagement and consumption patterns.

### **Bloomberg Brand Accelerator**

The Bloomberg Brand Accelerator, measures 15,000+ global decision-makers' perceptions of 700+ brands on Vision, Strength, Trust, Relevance and Familiarity along with 50+ specific drivers that relate to those categories.

### **Bloomberg Intelligence**

Bloomberg Intelligence, a team of 350+ global research professionals delivering independent perspective providing interactive data and research across industries and global markets.



**Real-time, actionable information on audiences within our modern leader universe helps our partners form strategies that connect their messages with deeply engaged influencers. It's especially powerful as ongoing global challenges create a dynamic, constantly evolving landscape of risk and opportunity."**

Duncan Chater, Bloomberg Media Managing Director, Europe

[Contact us](#) to learn more.

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