

# Bloomberg Media

Audience Insight | February 2021  
Spotlight: Global C-Suite

2450

# This month: data on the global C-suite offers insight to inform connecting with them.

In this ongoing series, **the Bloomberg Media Data Science and Insight team spotlights a key segment of our audience.** Leveraging BloombergAiQ, our proprietary audience and content analysis platform, we focus on what this group is engaging with and why, powering insight and activation against sought-after global audiences.

**BloombergAiQ**

## Defined by decision-making.

For this month's spotlight, we looked at Bloomberg audiences with **C-level** job titles as well as job functions.

## Equal screen time.

They are **evenly split** in the devices they use to visit Bloomberg.com.



## And deeply connected with timely information.

Looking at their **likelihood to consume different media types** vs. general audiences, we see that they gravitate to formats that convey information quickly.



INFOGRAPHICS

**Heavy**  
4.4x  
More likely



VIDEO

**Heavy**  
3.5x  
More likely



LIVE TV

**Medium**  
5.8x  
More likely



AUDIO

**Medium**  
3.8x  
More likely

In 2021, they are highly engaged with **tech + climate**.

Technologies on the cusp of radically reshaping the world.

- 4.9x [Automation](#)
- 4.9x [Augmented Reality](#)
- 4.8x [Quantum Computing](#)
- 4.2x [5G Network](#)

Climate topics at the center of solutions for a changing planet.

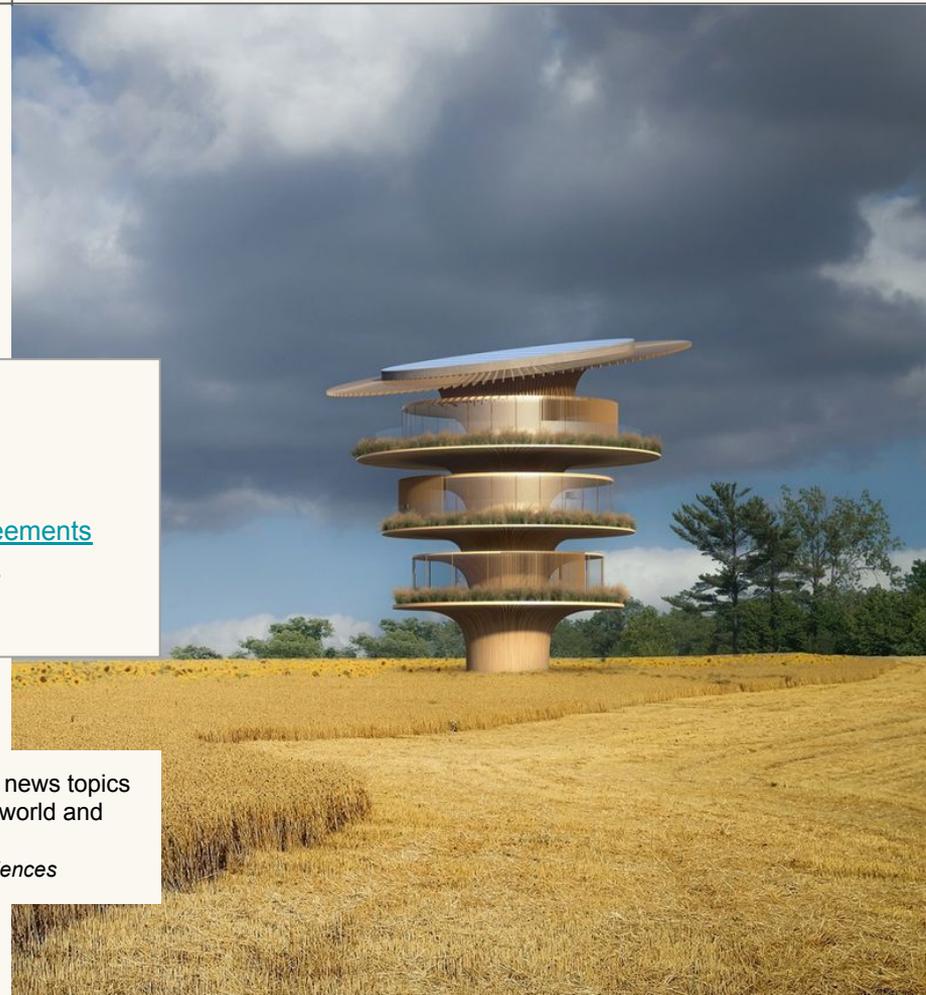
- 4.5x [Climate Neutrality](#)
- 3.9x [Paris Climate Agreements](#)
- 3.3x [Carbon Emissions](#)



**Analyst: Phil Robinson**  
Head of EMEA Data Science & Insight

“The pandemic has brought advanced technology and climate news topics to the top of C-Suite agenda, as they grapple with a changing world and planning for a strong recovery.”

*Note: Odds ratio expresses likelihood of engagement vs. general audiences*



This suggests that transitioning to a **low-carbon economy** has profound implications for business strategy.



Lauren Kiel, General Manager, Bloomberg Green shares **expert insight into why understanding this shift is an imperative** for the global C-Suite.



### The climate era is transforming the global economy.

**Eight of the ten largest economies in the world now have net-zero carbon emissions goals**, with the U.S. soon to become the ninth. Meeting these goals will require massive changes for the public and private sectors, particularly in China, which accounts for more than a quarter of global carbon emissions.

### Business action is critical to preventing the most damaging effects of climate change.

Major corporations play an outsized role in the production of carbon emissions, meaning they have a massive role to play in meeting the Paris Agreement goal of limiting temperature rise to 1.5 degrees C. **Companies around the world are also making major commitments to get to net-zero carbon emissions**, at the urging of their investors, consumers, and due to political pressure.

### Renewable energy is the new oil.

More than \$2.6T was invested in renewable energy over the last decade, even as the costs of solar and wind power have dramatically dropped in the same period. As a result, building new wind or solar power now costs less than new coal or gas facilities in two thirds of the world. To view renewable energy investments broken down by country, visit the [Bloomberg Green Data Dashboard](#).



## About our sources:

### Bloomberg AiQ

**Bloomberg AiQ** is our proprietary audience and content analysis platform for insights and activation. AiQ is powered not only by Bloomberg site user data, but also by data from over 30,000 publishers world wide. AiQ looks at 2.5+ million pages, 100+ million visitors and 100k campaigns.

**Bloomberg AiQ**

### Bloomberg Green

Launched in 2020, [Bloomberg Green](#) is the first global, multiplatform news brand built for the on climate era.

Subscribe to the Bloomberg Green [Daily newsletter](#), a daily digest of climate news and insights.

**Bloomberg  
Green**

### Bloomberg Technology

[Bloomberg Technology](#) provides actionable insight on the international technology trends that matter most to business leaders — from cybersecurity to artificial intelligence, 5G, mobility, cryptocurrencies, mobility, augmented and virtual reality.

**Bloomberg**

