



Bloomberg Media

Audience Insight | June 2021

Spotlight: Policymakers

This month: Data on **Policymakers** that helps you to meaningfully connect and engage with this audience.

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

BloombergAiQ

Source: Bloomberg AiQ

Defined by decision-making.

This month's spotlight looks at **an audience of senior leaders in governments around the world**, who are consuming content both on Bloomberg.com and across **4,000+ B2B publishers.**

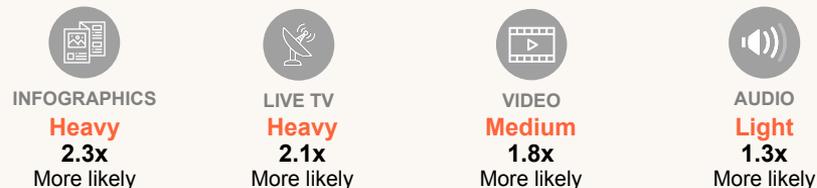
A highly mobile audience.

Significantly more likely to visit Bloomberg.com **on mobile**, this audience is plugged in wherever they are.



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 **usable information quickly.**



In 2021, they are deeply engaged with the major issues shaping our world — all inextricably linked to climate.

Climate
Mobility
Technology
Trade/ Immigration
Finance
Bloomberg news topics

3.4x Paris Agreement	3.0x Electric Vehicles	3.1x Automation	3.5x Refugee Crisis	3.1x Government Bonds
3.3x Global Warming	3.0x Transportation	3.0x 5G Network	3.2x Brexit	2.7x Interest Rates
3.3x Carbon Emissions	2.9x Autonomous Vehicles	3.0x Artificial Intelligence	3.2x Economic Sanctions	2.6x FinTech

B2B network news topics

3.5x Wind Power	3.4x Urban Mobility	3.7x Data Centers	4.1x Collective Redress	3.6x Trade Finance
3.4x Carbon Capture	3.5x Transportation Connectivity	3.4x Digital Transformation	4.0x Trade Services	3.6x Revenue Recognition
3.2x Environmental Law	3.7x Alternative Fuels	3.4x Email Encryption	3.3x Immigration & Customs	3.5x Credit Unions


Analysis: Phil Robinson | Head of EMEA Data Science & Insight

Policymakers are visiting Bloomberg as their one stop destination for factual, data-led news and information. The data shows they're particularly concerned with the environment, both on Bloomberg.com and across a network of 4000+ B2B publishers.

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

Climate change is now a top priority in the policy agenda for governments and regulators.



Constantin Cotzias, Global Head of External Relations, Bloomberg, shares **insight on opportunities and risks that are top of mind for policymakers right now.**

“As the world wakes up to the imminent threats of global warming, policymakers around the world are channelling new efforts on climate change. As with any disruptive force, there is both risk and opportunity.”



Under pressure to go green and 'build back better' after a devastating global pandemic.

Spurred on by **factors like civil protest and investor demand for reliable climate-related data**, Policymakers must stay abreast of the latest topics and innovations in this space; whether it's green bonds, electric vehicles or the latest on the [COP26](#) summit.

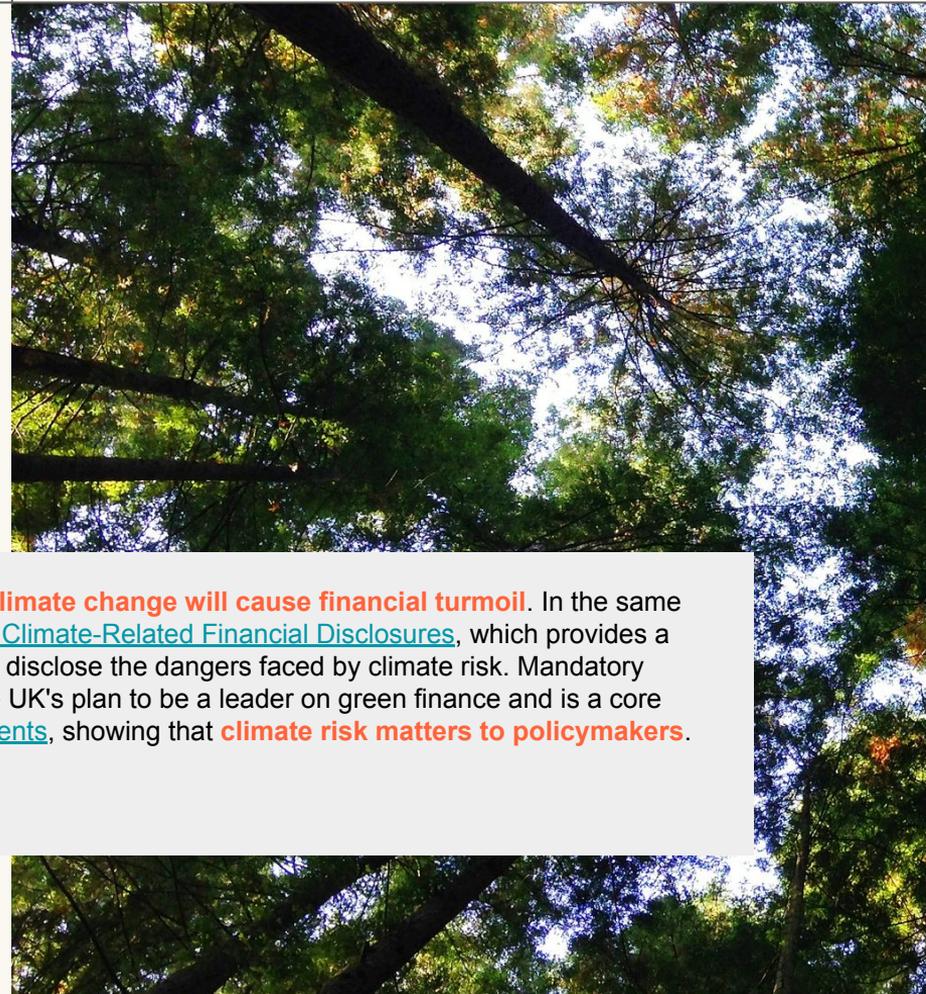
Green bonds show how governments can promote environmental and social improvement at the same time.

Policymakers are leveraging global warming as a means to **create jobs, innovate, promote economic growth** — and showcase their own green credentials. That means remaining aware of the latest trends for opportunity is important. An example is green bonds, which are an opportunity for issuers to raise money to fund projects that have a positive environmental or climate outcome. These have boomed with issuers and governments in recent years, with more than 50 countries having now sold green bonds and global volumes **surpassing \$305 billion in 2020.**

Their decision-making is shaped by how they understand emerging climate-connected threats to financial stability and the lives of citizens.

In 2015, then-Governor Mark Carney warned in a critical speech that **climate change will cause financial turmoil**. In the same year, he (alongside Mike Bloomberg) helped launch the [Task Force on Climate-Related Financial Disclosures](#), which provides a framework for governments. Institutions and businesses to assess and disclose the dangers faced by climate risk. Mandatory reporting in line with the TCFD framework is now an integral part of the UK's plan to be a leader on green finance and is a core plank to many green finance strategies globally, [including 10 governments](#), showing that **climate risk matters to policymakers**.

Constantin Cotzias | Global Head of External Relations, Bloomberg



Global governments are intensely focused on how other countries are meeting Paris Agreement goals.



Victoria Cuming, Head of Global Policy, BloombergNEF **why policymakers are closely following both Paris Agreement implementation and advancements in electric vehicles.**

Recap: The Paris Agreement is a legally binding international treaty on climate change. It was adopted by 196 Parties at COP 21 in Paris, on 12 December 2015. Its goal is to limit global warming to well below 2, preferably to 1.5 degrees Celsius, compared to pre-industrial levels.



Countries are under pressure to make ambitious pledges.

The Paris Agreement relies on mutual peer pressure to **spur countries to be climate leaders or at least keep pace** with competing markets. Policymakers want to track targets announced by other governments to compare and assess their potential goals with competitors. Only six of the Group-of-20 economies have 2030 emission targets in line with the Paris Agreement goal; eight are in line with a 2-degree goal. In the longer term, governments responsible for two-thirds of global emissions now have a net-zero target in place or in the pipeline.

Achieving these goals will require changes across the economy, both for companies and consumers.

Policymakers want to track what low-carbon programs have been implemented in other countries, **what's worked and what lessons have been learned**. In particular, they seek to understand which types of policy have had the biggest impact on emission reduction or deployment of low-carbon technologies like renewables. The BloombergNEF report [“How COP26 Climate Pledges Compare Post Earth Day”](#) includes the new pledges announced by three G-20 countries – the U.S, Canada and Japan.

Electric vehicles — and their impact on jobs and transportation — are a key concern.



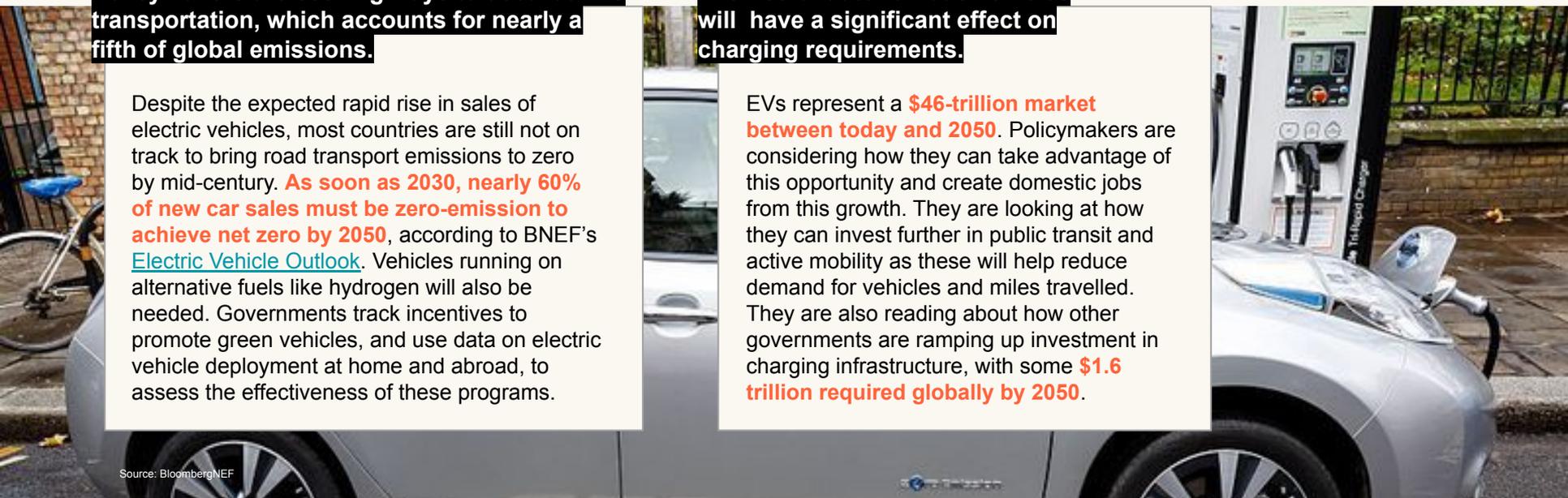
Victoria Cuming
Head of Global Policy,
BloombergNEF

Policymakers are seeking ways to decarbonize transportation, which accounts for nearly a fifth of global emissions.

Despite the expected rapid rise in sales of electric vehicles, most countries are still not on track to bring road transport emissions to zero by mid-century. **As soon as 2030, nearly 60% of new car sales must be zero-emission to achieve net zero by 2050**, according to BNEF's [Electric Vehicle Outlook](#). Vehicles running on alternative fuels like hydrogen will also be needed. Governments track incentives to promote green vehicles, and use data on electric vehicle deployment at home and abroad, to assess the effectiveness of these programs.

The rise of autonomous vehicles will have a significant effect on charging requirements.

EVs represent a **\$46-trillion market between today and 2050**. Policymakers are considering how they can take advantage of this opportunity and create domestic jobs from this growth. They are looking at how they can invest further in public transit and active mobility as these will help reduce demand for vehicles and miles travelled. They are also reading about how other governments are ramping up investment in charging infrastructure, with some **\$1.6 trillion required globally by 2050**.





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®

BloombergNEF

BloombergNEF (BNEF) is a strategic research provider covering global commodity markets and the disruptive technologies driving the transition to a low-carbon economy. Our expert coverage assesses pathways for the power, transport, industry, buildings and agriculture sectors to adapt to the energy transition. [Listen](#) to the BNEF Switched On podcast.

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