

A person stands on a narrow, sandy strip of land that extends into a vast, shallow body of water. The water is calm and reflects the sky, which is filled with soft, white clouds. The horizon is visible in the distance, and the overall atmosphere is serene and contemplative. The person is silhouetted against the light sky and water.

Bloomberg Media

AUDIENCE INSIGHT SERIES | AUGUST 2021

Evolution: Global C-Suite

Evolution: Global C-Suite

A comparison of engagement and actions across February 2021-August 2021.

The Bloomberg Media Data Science and Insight team looks at how a key segment of our audience is changing in real-time as the global landscape shifts. Leveraging BloombergAiQ, our proprietary audience and content analysis platform, we compare what this group is engaging with and why across the trailing six months, offering fresh insight to power stronger connections with these influential global audiences.

DECISION-MAKERS: WHO, WHERE, HOW

For this month's spotlight, we compared Bloomberg audiences with C-level job titles and boardroom job functions in February and August.

As C-Suite return to office, they're switching to mobile to access Bloomberg.com.



| | | | |
|------------|-------|-------|------|
| Aug | 52.8% | 44.7% | 2.5% |
| Feb | 48.5% | 48.6% | 2.9% |

Looking at changing ways they consume content February-August, live television viewing has increased, while video has stayed constant.



LIVE TV
Heavy

More likely



INFOGRAPHICS
Heavy

Less likely



VIDEO
Heavy

Equal likelihood



AUDIO
Heavy

Less likely

Climate remains a strong focus on the C-Suite agenda.

LIKELIHOOD OF INTEREST, AUGUST VS. FEBRUARY

MORE LIKELY [Paris Climate Agreements](#) (5.0x / 3.9x)

[Carbon Emissions](#) (4.3x / 3.3x)

EQUALLY LIKELY [Renewable Energy](#) (4.2x / 4.2x)

[Air Pollution](#) (4.2x / 4.2x)

[Greenhouse Gasses](#) (4.0x / 4.0x)

DROPPED OUT OF TOP INTERESTS [Climate Neutrality](#)



As countries have agreed to submit new national climate pledges, C-suites particularly from those 197 countries which signed on to the 2015 Paris Climate Agreements, are fixated on the COP26 Summit and ultimately who bears the brunt of responsibility in achieving the goals set out in 2015.

Analyst: Phil Robinson
Head of EMEA Data Science & Insight

Technology also continues to be top of mind for these leaders.

LIKELIHOOD OF INTEREST, AUGUST VS. FEBRUARY

MORE LIKELY [5G Network](#) (4.8x / 4.2x)

EQUALLY LIKELY [Artificial Intelligence](#) (4.5x / 4.5x)

[Cybersecurity](#) (4.3x / 4.3x)

LESS LIKELY [Quantum Computing](#) (4.6x / 4.8x)

[Augmented Reality](#) (4.2x / 4.9x)

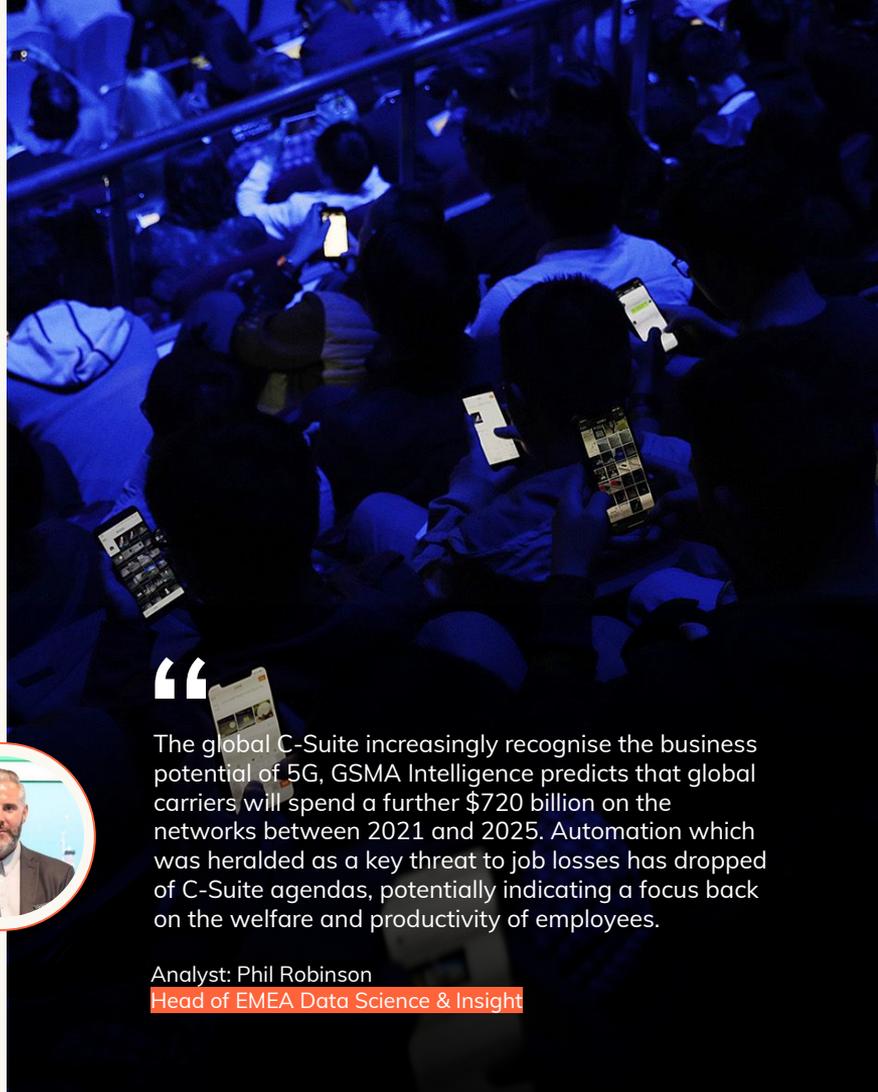
DROPPED OUT OF TOP INTERESTS [Automation](#)



“

The global C-Suite increasingly recognise the business potential of 5G, GSMA Intelligence predicts that global carriers will spend a further \$720 billion on the networks between 2021 and 2025. Automation which was heralded as a key threat to job losses has dropped of C-Suite agendas, potentially indicating a focus back on the welfare and productivity of employees.

Analyst: Phil Robinson
Head of EMEA Data Science & Insight



The global C-Suite are also highly engaged with **economic factors impacting business.**

KEY ECONOMIC FACTORS THE C-SUITE ARE MOST ENGAGED WITH IN AUGUST, 2021

4.8x [Brexit](#)

4.4x [Trade War](#)

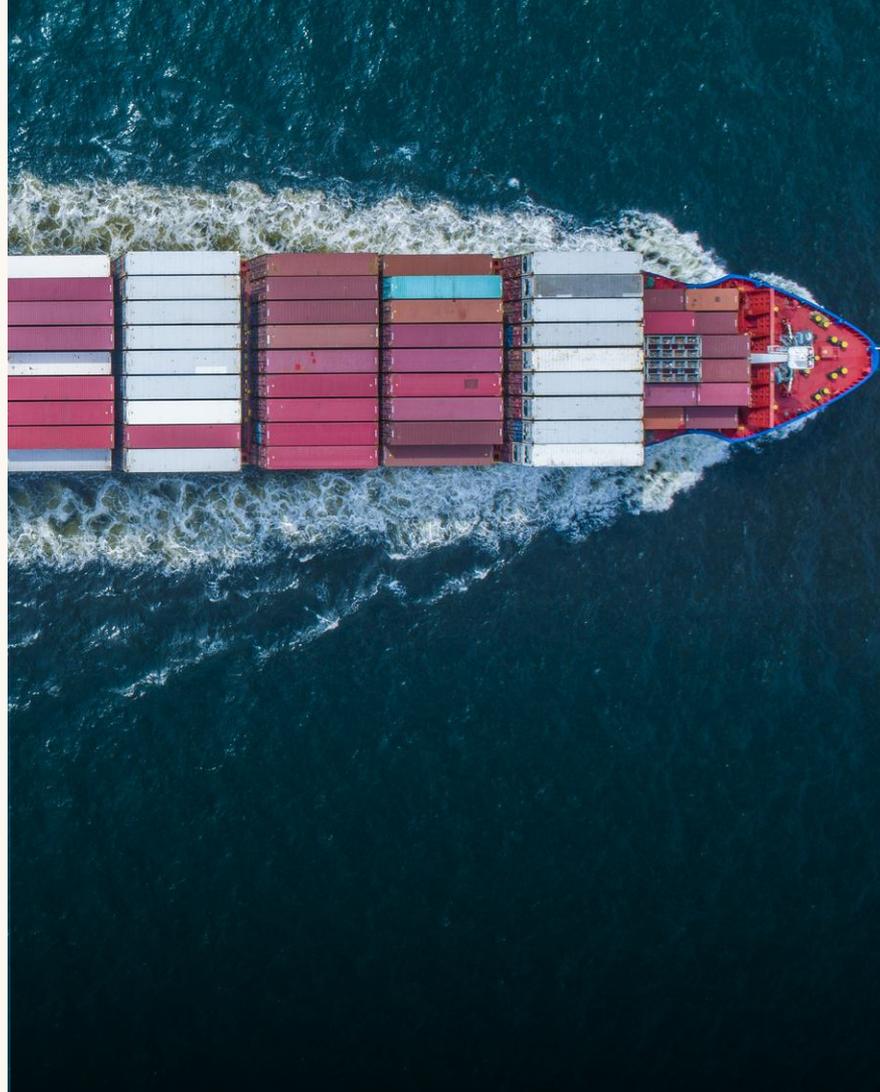
4.7x [Currency Markets](#)

4.4x [Household Debt](#)

4.8x [GDP](#)

4.3x [Interest Rates](#)

4.5x [Global Trade](#)



The global C-Suite has one eye on Paris Agreement goals, and another on operational risk.

“ Economies are grappling with both Covid-19 and unprecedented fires, floods, droughts and hurricanes. These are crises of globalization, the result of human behavior that will have to change quickly if humanity is to stave off catastrophe. Governments so far are utterly failing to meet the challenge, emphasizing nationalism over collaboration.

The C-Suite is torn between its fiduciary duty to maximize shareholder value and its wider social obligations. In some ways, it would be easier for company managers if governments everywhere simply placed a price on carbon so that they could truly align these objectives.



Andy Browne
Editorial Director, Bloomberg New Economy

\$14.6T

Amount the Covid-19 pandemic cost the global economy last year in emergency rescue measures

2.5%

Amount of all money spent on damage control and recovery from Covid-19 earmarked for green activities.

Source: [Bloomberg Green](#)

It's no surprise that the C-Suite remains intensely focused on the digital economy.

“ Another pressing concern for operators of global businesses is rising digital nationalism. Increasingly, governments are treating data as a security issue.

Data is now at the core of U.S.-China strategic competition, with potentially [huge implications](#) for capital markets and research and development. Will Detroit carmakers have to build two cars – one for the U.S. market and another for China? C-Suite decisions like these are coming sooner than many think.



Andy Browne
Editorial Director, Bloomberg New Economy

3 – 7 YEARS

Time by which companies' overall adoption of digital technologies has sped up in a span of months across key areas of the business model, according to research from the [McKinsey Global Institute](#), the Bloomberg New Economy Forum's knowledge partner

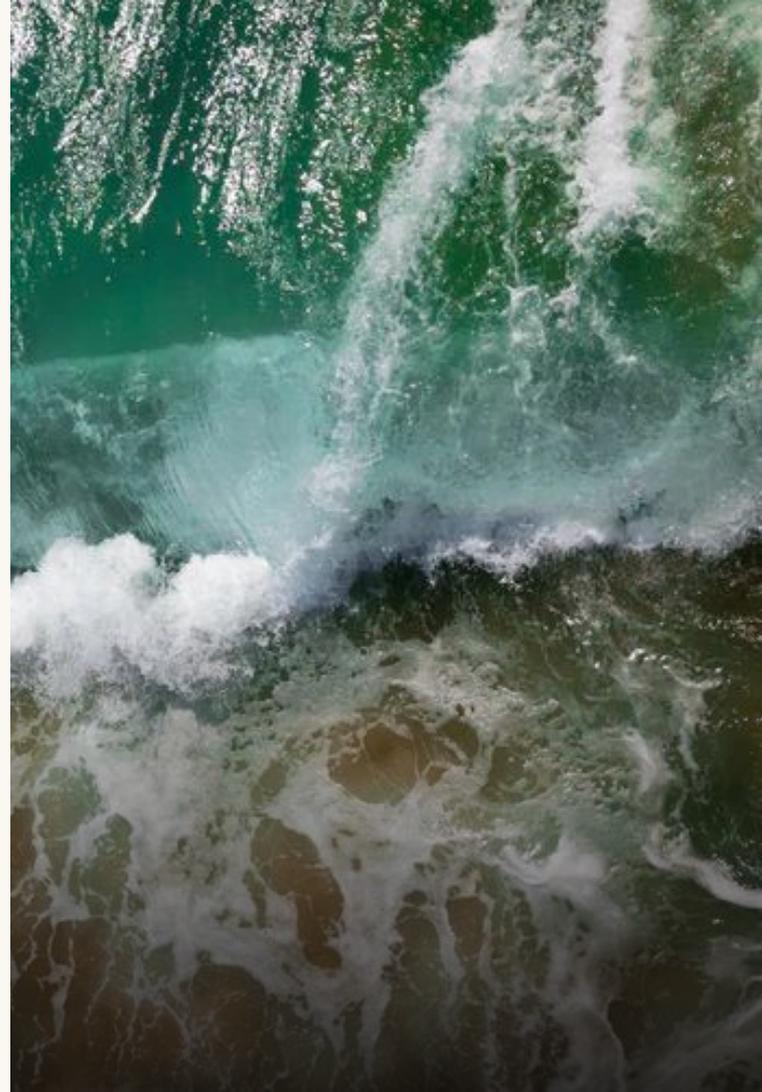
In the second half of 2021, the C-Suite will be closely following the global battle against climate change.

“ China is the world’s largest emitter of carbon, responsible for more than the U.S. and other developed countries combined. Newly industrializing countries, particularly in Asia, are the fastest-growing source of emissions. There is a connection: as China speeds up adoption of green technologies, it is exporting coal-fired power stations and polluting industries to its neighbors. All eyes are on COP26 in Glasgow to see [what China brings to the table](#).

A few days later, business leaders will gather in Singapore at the **New Economy Forum** to assess the outcome of the Glasgow talks and discuss the opportunities for sustainable investment. A big focus of the Singapore deliberations: green infrastructure.



Andy Browne
Editorial Director, Bloomberg New Economy



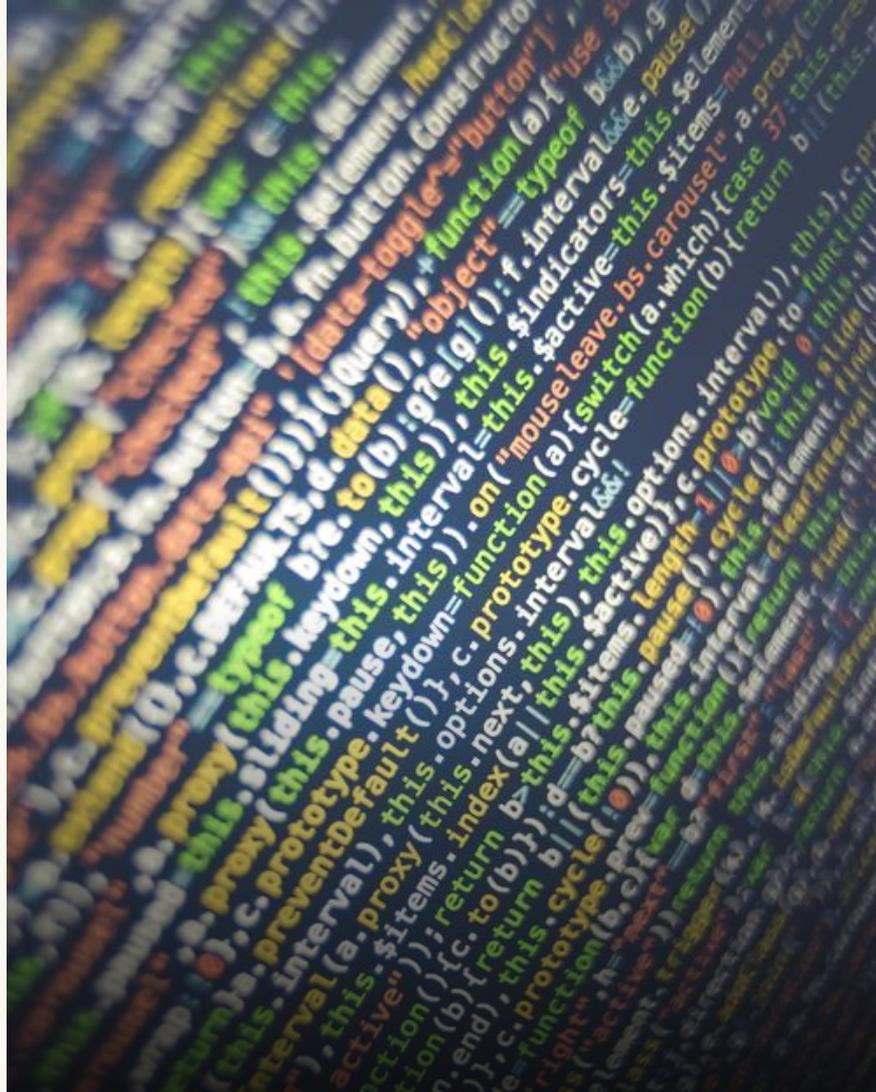
Our sources

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 New Economy

Bloomberg New Economy enables global leaders to come together to collaborate on solutions to shared challenges, establish deep personal connections, and chart the course toward a new economy with a sustainable, inclusive future. The Bloomberg Economy Forum, meeting this year in Singapore Nov. 16-19, facilitates face-to-face discussions among world leaders, with programming that spans finance, trade, climate, cities and health.



More about the Bloomberg Media Audience Insight Series

Introduced in 2021, this new 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, our proprietary audience and content analysis platform, to deliver focused intelligence on content engagement and consumption patterns, further contextualized with insight from Bloomberg experts around what's driving these trends.

Shared monthly, recent briefings have included insights around:

- [Foreign Direct Investors](#) *Special Edition (July 21)
- [Policymakers](#) (June 21)
- [Tech Decision-Makers](#) (May 21)
- [Luxury Influencers](#) (April 21)
- [High Income Earners](#) (March 21)
- [The Global C-Suite](#) (February 21)



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 amid the extreme uncertainties of the past year and the emerging optimism, even as challenges remain.

Duncan Chater, Bloomberg Media Head of Advertising Sales, Europe

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