

The background of the slide features a dark, black field filled with numerous light trails that radiate from a central point in the distance, creating a sense of depth and motion. The trails are primarily in shades of blue, purple, and red, with some yellow and orange highlights. The overall effect is reminiscent of a long-exposure photograph of a highway at night or a starburst effect in a digital space.

Bloomberg Media

AUDIENCE INSIGHT SERIES | NOVEMBER 2021
TECH-FOCUSED AUDIENCES

This month: Data on Tech-Focused Audiences, giving insight into what they're reading and where.

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.

TECH-FOCUSED AUDIENCES: WHO, WHERE, HOW

For this month's spotlight, we looked at high-frequency tech content consumers and IT decision-makers on Bloomberg.com and across 4,000+ B2B publishers.

They're heavily reliant on their mobile



And they're employed across all sizes of enterprise.



Content consumption patterns on Bloomberg.com reveal two key areas of interest for tech audiences

Tech advancements disrupting industries

- 3.9x Artificial General Intelligence
- 2.5x Quantum Computing
- 1.8x Augmented Reality
- 1.8x Cybersecurity
- 1.6x Virtual Reality

Tech developments influenced by the pandemic

- 4.5x Audio Streaming
- 4.5x Music Streaming
- 2.5x Entertainment Disrupted
- 1.6x esports
- 1.5x Video Streaming



Quantum computing is gaining massive attention across various industries, particularly given the potential opportunities it may create within Artificial Intelligence in addressing incredibly complex problems.

Phil Robinson

Head of EMEA Data Science & Insight
Bloomberg Media

The Consumer Electronics Show (CES) in January is attracting attention among the tech audience across a network of 4,000+ b2b publishers

15.4x CES	8.8x Cyberwarfare
15.2x Malware Attacks	5.6x Database Security
10.8x Cyberattack	4.5x Applications Security



Malware attacks continue to evolve and dominate tech headlines, from the recent attack on Finland via phones to the multiple attacks in Taiwan which portends a type of threat that could stymie attempts by corporate and government leaders to make their computer systems more secure.



Phil Robinson
Head of EMEA Data Science & Insight
Bloomberg Media



“Tech is no longer just a sector. It's an underlying force in all of our industries.”



Julia Beizer

Chief Product Officer & Global Head of Digital at Bloomberg Media, gives insight into what the tech audience are engaging with on Bloomberg.

Artificial Intelligence [may have a long way to go](#) to meet human expectation but it does have tremendous potential and the ever increasing backing of eager investors.

AI could automate industries, make sense out of the data avalanche and find signal in the noise.

Global venture capital investment in AI startups with .ai in their names has increased significantly

\$910.7M, 2019

\$2.4B, 2021

Source: Pitchbook

Note: As of Sept. 28th for 2021

“Technology professionals look for inspiration in disruption. The pandemic has created booming demand for automation.”

Artificial Reality / Virtual Reality hold tremendous potential to build empathy between people and cultures, but are still so nascent. Tech decision makers are looking for inspiration on how this powerful force is being unlocked in impactful and practical ways.

The growth of AR/VR is heavily aided by Social Media. The pivot to developing more augmented and virtual-reality content by Social Media companies, notably Meta (formerly Facebook), may catalyze this market over the next five years.

Julia Beizer

Chief Product Officer & Global Head of Digital
Bloomberg Media

Source: Bloomberg Intelligence



The AR/VR market could get a boost from Social Media companies' pivot to the metaverse, which may help the market expand 10x to around **\$35-\$40 billion through 2025.**

Bloomberg Intelligence calculate growth potentially topping **60-70%, or 5-6x** faster than gains in wearables and gaming consoles.

Source: Bloomberg Intelligence

“Protection of our digital world is vital to ensure the digital age continues to grow, evolve and flourish”

Cybersecurity has been top of mind for every tech professional this year after the [high-profile breaches at Colonial Pipeline and Solar Winds](#).

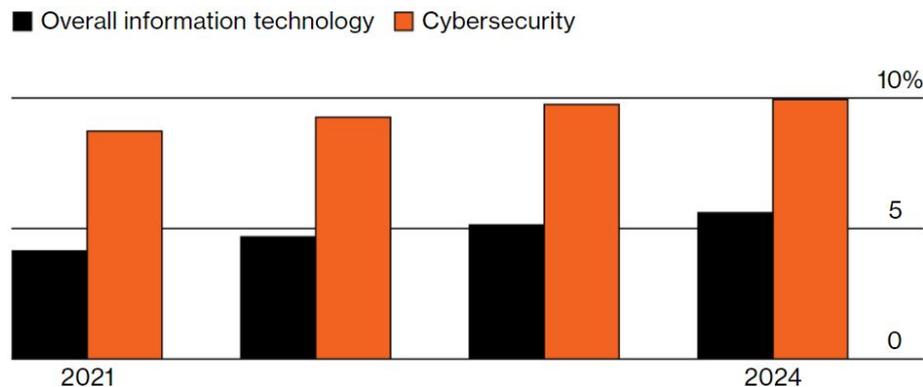
The rise of remote working also brings [additional risk](#) factors across all sectors and opportunity for Cyber Insurers.

We must be proactive and creative in how we build our systems and teams in the face of this ever-growing threat.

Julia Beizer,
Chief Product Officer & Global Head of Digital
Bloomberg Media

The world is projected to spend **\$143 billion** on cybersecurity in 2021.

Cybersecurity expenses are rising faster than overall IT spending.



Global technology spending, projected annual change

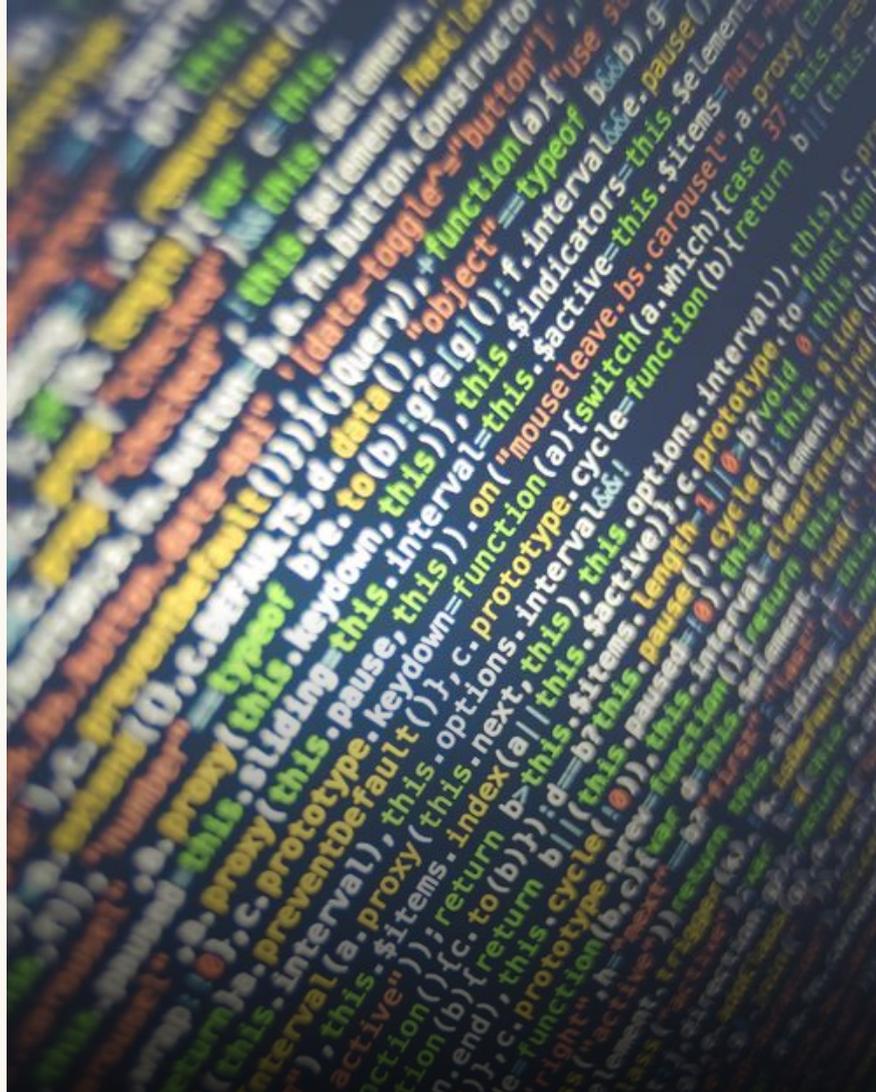
Our sources

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 Intelligence

Bloomberg Intelligence (BI) research delivers an independent perspective providing interactive data and research across industries and global markets. The BI team of 350 research professionals are here to help clients make more informed decisions in the rapidly moving investment landscape.



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:

- [Evolution: Luxury and Fashion](#) (October)
- [Evolution High Income Earners](#) (September)
- [Evolution Global C-Suite](#) (August)
- [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

[Click here to learn more](#)

