

Bloomberg Media

Tech Decision Maker Insights

Tech Decision Makers are navigating a rapidly-shifting, more complex and uncharted landscape post pandemic.

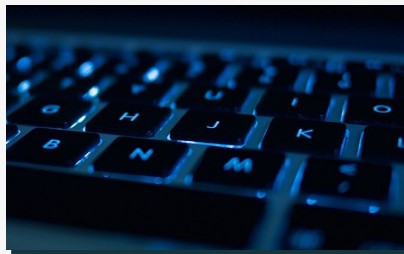


Growing external and internal challenges post pandemic

Pandemic-led challenges push **85%** of enterprises to spend the same or more on IT.

Tech leaders' top 3 challenges were **pandemic induced changes & workforce management** (tie for first place), **pace of technology**, and **supply chain**.

Source: Bloomberg Digital Economy Index, 2022



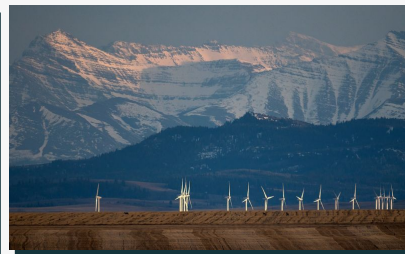
Increasing concerns around security

The level of data security threat spiked over the last year, creating a catalyst for companies to upgrade their systems.

Tech leaders' **top 1** motivation to invest in new technologies is about **improving security**.

73% of the high-tech tech leaders say that they faced a cybersecurity breach last year.

Source: Bloomberg Digital Economy Index, 2022

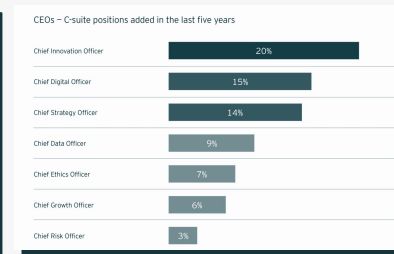


More emphasis on ESG to inform business decision making

87% of C-Suite leaders, including CTOs, frequently think about **ESG efforts** and **company reputation** to meet their job responsibilities.

40% of them take ESG issues into consideration in their **business decisions** because their personal **performance metrics** require it.

Source: Bloomberg Brand Accelerator



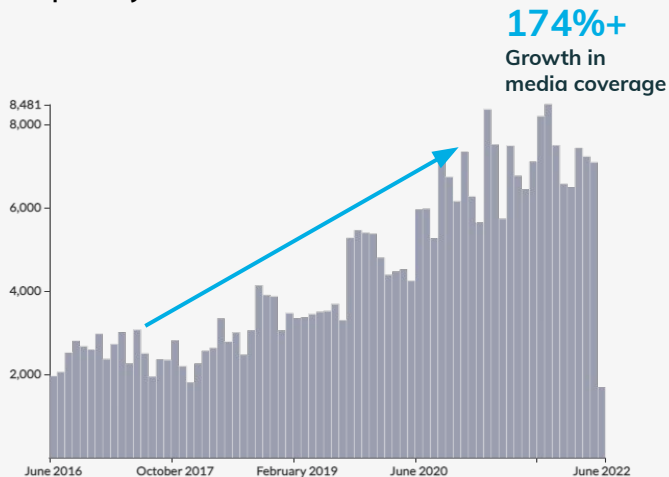
New roles created to meet the needs of the transformation

Chief Innovation Officer and Chief Digital Officer roles have seen the largest growth in the past 5 years. Other new C-Suite positions include Chief Data Officer and Chief Risk Officer.

Source: EY CEO Imperative Study 2019 & 2021

The increase in global media coverage of Tech Decision Makers is reflective of their more central role in solutioning business challenges and fulfilling new needs.

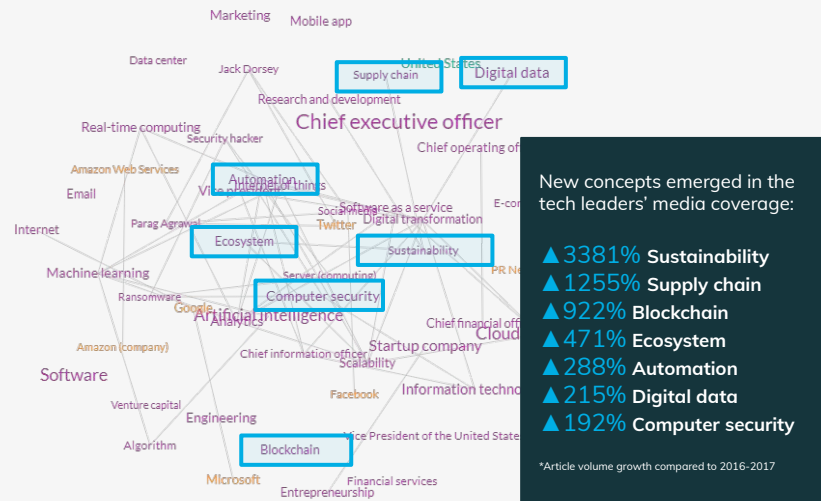
Coverage of tech leaders in global media has doubled in the past 5 years.



Article volume by month, global media, 2016-2022

Articles related to Chief Technology Officer, Chief Digital Officer, Chief Data Officer, Chief Innovation Officer, Chief Risk Officer

New themes around ESG, supply chain and emerging tech surfaced in the media conversations around tech leaders.



Concept association map, global media, 2021-2022

Articles related to Chief Technology Officer, Chief Digital Officer, Chief Data Officer, Chief Innovation Officer, Chief Risk Officer

On Bloomberg, Tech Decision Makers are actively looking for insights and solutions to the new challenges they're facing.

Topics and content Tech DMs are more likely to engage with, than that of an average Bloomberg reader...

Insights around pandemic and geopolitical challenges

With the growing responsibility of assessing geopolitical risks and supply chain issues, Tech DMs are more eager to be on top of the latest than an average Bloomberg reader.

Supply chain:

Logistics 5.0x
Transportation 3.5x
Global Trading System 2.7x

Emerging economies and geopolitical forces:

New Economy Forum 4.1x
Ukraine 3.6x
Five Things Europe (Bloomberg newsletter) 3.2x
Beyond Brexit (Bloomberg newsletter) 2.8x
Balance of Power (Bloomberg TV program) 2.6x

Concerns about societal and environmental issues

Tech DMs are significantly more likely to engage with ESG content with a focus on societal and environmental issues, leaning into this new component of their responsibilities.

Housing issues:

Housing Shortage 3.1x

Environmental issues:

Air Pollution 2.3x

Intelligence on the future of business

The increasingly competitive business environment push Tech DMs to not only look for solutions, but also staying on top of the shifting business landscape.

Solutions to infrastructure update:

Automation 2.4x
5G Network 2.6

Concerns around security:

Cybersecurity 3.6x
Codewars (Bloomberg section front about cybersecurity) 2.1x

The ever-shifting businesses and industries:

Game-On (Bloomberg's reporting on the gaming and esports industry) 3.0x
Entertainment Disrupted 3.0x
Streaming Services 2.8x
Virtual Bank 3.1x

Issues and ideas for the future of workplace

With workforce management being one of the top 3 concerns for Tech DMs post pandemic, they are engaging with workplace policy and equality topics more than anyone else.

RTO policies:

Work from Home 2.0x

Workplace equality:

Gender Pay Gap 2.0x

And, they are constantly on the lookout for what's next.

Topics and content Tech DMs are more likely to engage with, than that of an average Bloomberg reader...

The cutting edge of technologies

They are constantly on the lookout for the most cutting-edge technologies and their applications.

Everything around Web3 and crypto:

Ethereum Classic 12.4x
Decentralized Autonomous Organizations 7.6x
Initial Coin Offering 5.0x
Play-to-earn 2.9x
Web3 2.7x

The next stage of what's possible in technology:

Quantum Computing 2.1x

Staying on top of the tech industry news:

Fully Charged (Bloomberg Technology newsletter) 2.5x

Content and formats Tech DMs are more likely to engage with, than that of an average Bloomberg reader...

Mixed Channel

They prefer a mixed channel of media, and prefer a bigger screen to digest data-heavy and info-rich content.

Prefer bigger screen:

Desktop 1.1x
Tablet 1.0x

Habit forming content:

Newsletter 2.6x

Go to Bloomberg for first-hand reporting:

Direct 2.3x

In-depth & interactive content

They are more likely to consume in-depth reporting and multimedia interactive content.

More likely to engage with interactive content:

Interactive 5.9x
Photoessay 5.9x
MapLab 2.2x
Video 2.3x
Graphic 1.9x

Prefer live content:

Live Quicktake 5x

Innovation, thought leadership, and tech investment are key drivers for B2B tech brands to stand out in the eyes of Tech Decision Makers.

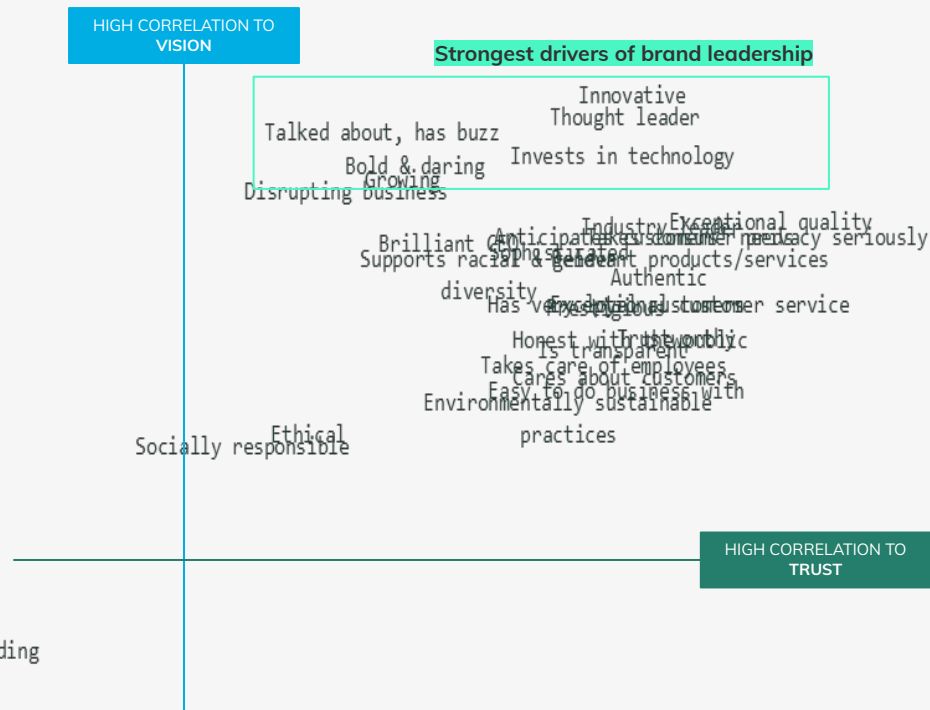


Attributes tested with TDMs in the Bloomberg Brand Accelerator correlated to Trust and to Vision are critical in building brand leadership in the eyes of Tech DMs.

It is critical for tech brands to build upon perceptions of **innovation, thought leader, and general ESG** to build future brand potential with Tech DMs.

Falling behind / fading

Brand Imagery Perception Drivers for Tech DMs

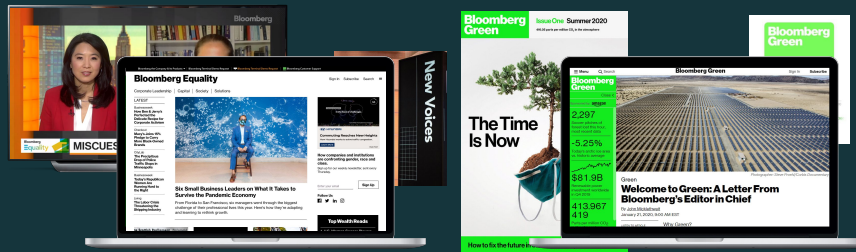


Takeaways and opportunities for brands connecting with Tech Decision Makers:

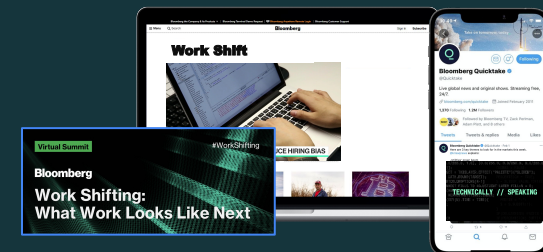
- 1 Build perception of innovation and thought leadership to resonate with Tech DMs.**
 Brands have an opportunity to raise profile and build perceptions in areas that are the most critical in the eye of Tech Decision Makers: innovation and thought leadership.
- 2 Provide tangible intelligence for them to help them navigate what's next.**
 With the growing responsibilities in responding to pandemic and geopolitical forces induced challenges, there's an opportunity for brands to prove value in new areas like sustainability by providing tangible insights with direct correlations to solving the challenges in front of them.
- 3 Solution the fast-shifting industry, workplace, and workforce with them.**
 Faced with increasing workplace management challenges and fast-shifting businesses, Tech DMs are eager to get ahead. Brands have an opportunity to explore the future of work and business with them.

Potential Opportunities

Activate brand messaging, initiatives, and thought leadership across Bloomberg's purpose-driven franchises Equality and Green to reach TDMs as they investigate how these themes intersect with their responsibilities.



Partner with Bloomberg for the Q3 2022 launch of new vertical Work Shift focused on the forces powering the future of work and business, enabling TDMs to future-proof their decision-making.



More about the Bloomberg Media Audience Insight 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 30,000 global publishers, including Bloomberg first part 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 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](#)