



# Bloomberg Media

Audience Insight | May 2021

Spotlight: Tech-Focused Audiences

# This month: Data on tech-focused audiences that helps drive strategies to meet them where they live and work.

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**

## An audience at the leading edge of technology.

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

## More likely to be mobile.

This audience visits Bloomberg.com on both mobile and desktop, with a slight edge to handheld devices — suggesting **always-on engagement.**



50.4%



48.1%



1.5%

## And they're employed across all sizes of enterprise.

**34.7%**  
5,000+  
Employees

**15.2%**  
1,000-4,999  
Employees

**14.7%**  
200-999  
Employees

**35.4%**  
<200  
Employees

This audience is highly engaged with the **business impact** of a rapidly changing environment.

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

#### Transformative developments

- 5.2x [5G Network](#)
- 5.1x [Artificial Intelligence](#)
- 5.0x [Telecommunications](#)
- 4.8x [Cybersecurity](#)
- 4.6x [Streaming Services](#)
- 4.7x [Software Companies](#)

#### Evolving Industries

- 4.9x [Utilities](#)
- 4.8x [Electric Vehicles](#)
- 4.7x [Startups](#)
- 4.6x [Agriculture](#)
- 4.5x [FinTech](#)
- 4.2x [Renewable Energy](#)

Cybersecurity topics dominate among tech audiences across 4,000+ B2B publishers

- 4.7x Zero Trust Security
- 4.3x Attack Surface
- 4.2x IoT Security
- 4.2x Data Privacy & Protection
- 4.1x Botnet
- 4.1x Quantum Cryptography



**Analyst: Phil Robinson**

Head of EMEA Data Science & Insight

“Tech audiences are nearly 5x more likely to consume content on **cybersecurity as well as on utilities**.

The **automotive, finance and agriculture industries** are also hot topics for tech-focused audiences, pointing to the growth in startups and new technologies in this space.”

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



In a world of **endless evolution**, tech leaders always need to keep an eye to the future.



Jean Ellen Cowgill, General Manager of Bloomberg Quicktake and Global Head of Strategy and Business Development for Bloomberg Media, shares **what's resonating with tech-focused audiences.**



### On a constant search for new information.

Our audience is highly curious about the world and passionate about understanding global tech trends beyond their specific business arena. **Videos with invention- and solutions-oriented angles** are consistently among our top performers.

### Tracking innovation across industries.

We also know this audience seeks to stay ahead of the curve on everything from 5G to cybersecurity to the world's most successful and newsworthy startups.

### Knowing what's new is both essential and inspiring.

Tech leaders know that to stay ahead they need to understand the latest on emerging topics and innovations, from cryptocurrency to AI, electric vehicles or newsworthy startups. Even if these topics don't specifically connect to their business concerns of today, **they know all of these trends may connect to their world of tomorrow, and may inspire their next great innovation.**



Quicktake's audience on Twitter is **1.8x** more likely to be an entrepreneur, representing the largest density of entrepreneurs compared to our competitive set.

They seek to **deeply understand** both how technologies affect their lives — and how they should apply them in their businesses.



**Alex Webb**, Columnist, Bloomberg Opinion, shares insight into the **key questions that tech leaders must answer.**



**Is artificial intelligence a revolution or an evolution?**  
Will it put humans out of a job, or free them up from grunt work to focus on more creative problem-solving?

**Unlike previous networks, 5G is all about business.**

Earlier cellular generations paved the way for the app economy, social networks and video streaming. But the consumer use cases for 5G are less clear, so the technology is instead targeting business applications: connected utilities, smart factories and cities. Analysys Mason expects spending on private LTE and 5G networks to **grow 10-fold over the next five years.**

**Cybersecurity is no longer an afterthought.**

Cybersecurity has long felt like discretionary spending, but the recent spate of megahacks from [SolarWinds](#) to the [Colonial Pipeline](#) to the [entire Irish health system](#) has demonstrated otherwise. Some companies are seeing **cybersecurity as an opportunity**. Telecom operators, for instance, who may not be able to compete in cloud computing, can differentiate themselves by providing cybersecurity products and services. Even if they're running off another company's cloud, they can drive new revenue, because they are the gatekeeper.

And they are investing time and money into finding and acquiring the best **security solutions**.



Businesses are responding to a significant increase in hacked and breached data during the pandemic.

774<sub>MM</sub>

[Records stolen](#) by hackers in major breaches during Covid

20%

Estimated rise in the SAAS global market 2020-2024, to ~\$300B

50%

Estimated rise in the cybersecurity market 2020-2024, to ~\$70B





## 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**<sup>®</sup>

### Bloomberg Opinion

Tackling the issues that matter, [Bloomberg Opinion](#) delivers a broad range of long-form commentary and short-form explainers across a focused suite of topic pillars, delivering distilled perspective on real-world issues.

**BloombergOpinion**

### Bloomberg Quicktake

[Bloomberg Quicktake](#) is our 24/7 global video network designed for modern leaders, delivering live news and original series through the lens of business. We use every indicator -- data, forecasts, experts on the ground -- to tell these stories across our social, digital and streaming network.

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