

# ClearStory International Tech Trend Report: Hong Kong

Issue 2, 2020



The agency for globally ambitious scaleups and startups

**ClearStory**  
International

# About ClearStory International

ClearStory International specialises in delivering global recognition for determined technology companies through our global network of media contacts and editorial talent.

With a laser focus on the challenges facing globally ambitious early stage and scaling companies, we understand the growth journey. From seed to post-Series A stage companies, we grow with our clients to provide the services and expertise required to help them scale and manage their reputation and credibility.

With multilingual capabilities and a network of global event partners across North America, Europe, Middle East, and Southeast Asia, we have established a network of media contacts from trade, national and international outlets across more than 80 countries.



We have a network of media contacts across 80+ countries offering unrivaled media access

# Foreword



We are delighted to release our inaugural Hong Kong tech trends report looking at the movement of tech trends between the period 1st May 2019 to 30th April 2020 across leading Hong Kong publications.

Hong Kong is one of the few media markets seeing a decline in media coverage, down 13% overall on the previous year. The effect of this is significant as it has seen a drop in coverage across more than 20 tech topics out of the 33 we analysed. The drop in tech coverage is a concern but it does reflect a rapidly changing media landscape and increased pressure on newsrooms due to a reduction of resources.

If you are interested in trends across other markets we will be releasing additional tech trends reports for Ireland, UK, Singapore and others across 2020 which will be available on our website.

**James McCann**  
Managing Director  
ClearStory International



ClearStory was founded in 2017 by James McCann, a former PR Director for tech conferences RISE and Web Summit

# Analysis

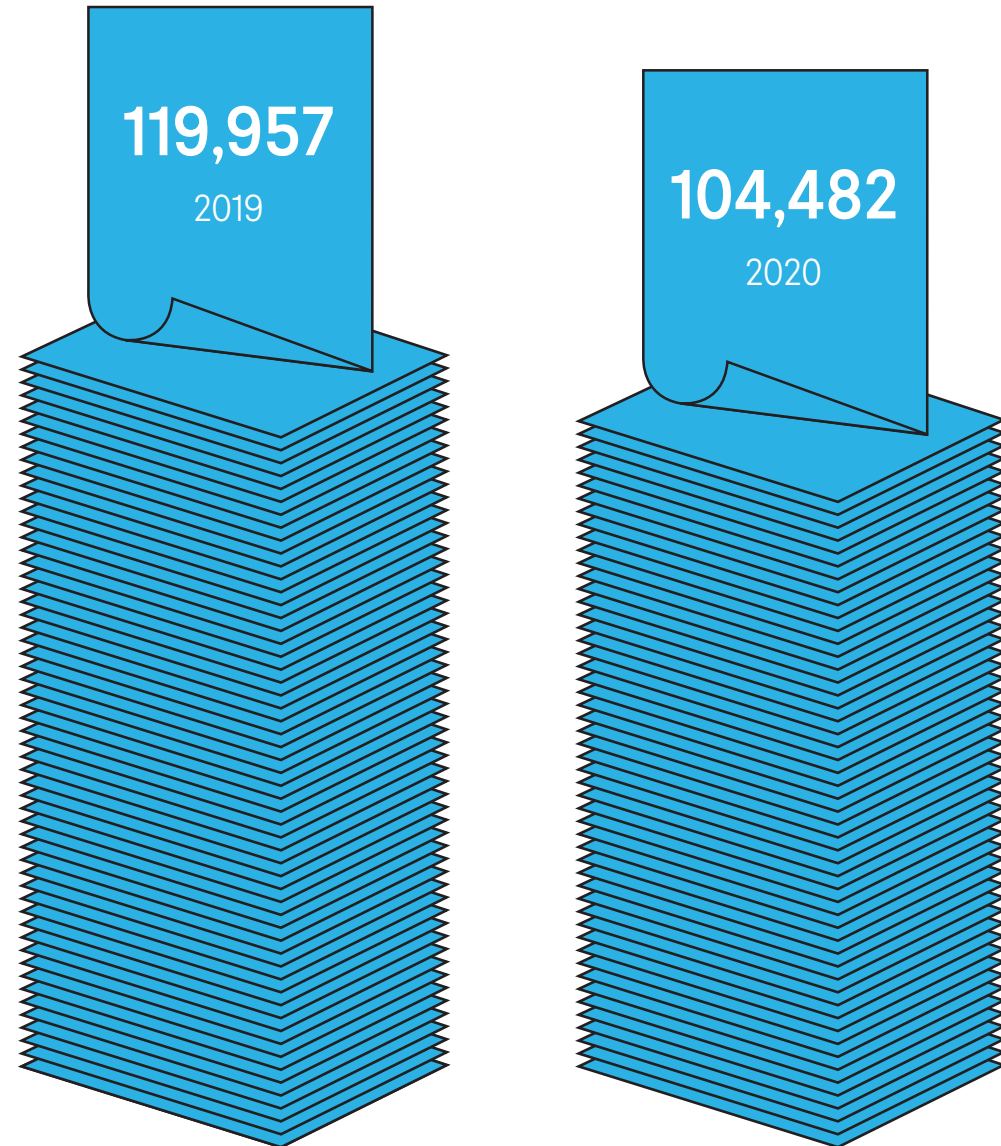
## Overall

We certainly live in interesting times and the 'COVID-19 effect' is clearly visible as in other markets in Hong Kong. Remote working, VirtualEvents and Video Conferencing all saw significant increases in coverage up 1092%, 338% and 189% respectively.

The drop in media coverage volume has seen many tech topics see a decline in their share of coverage with the exception of COVID-19 linked topics which were the only topics that saw an increase.



There was a decrease in general tech coverage of almost 13% in Hong Kong in 2020 compared to 2019



## Most Popular

While the most popular trends across the board have seen a drop in coverage this year, their share of coverage in some cases has increased.

E-commerce was the most popular tech trend this year in Hong Kong with a 12.5% share of coverage followed by Artificial Intelligence and Internet of Things which have seen their share of coverage drop by 1.5% and 2% respectively.



E-commerce wins the category for the most popular trend of 2020, with Artificial Intelligence in second place





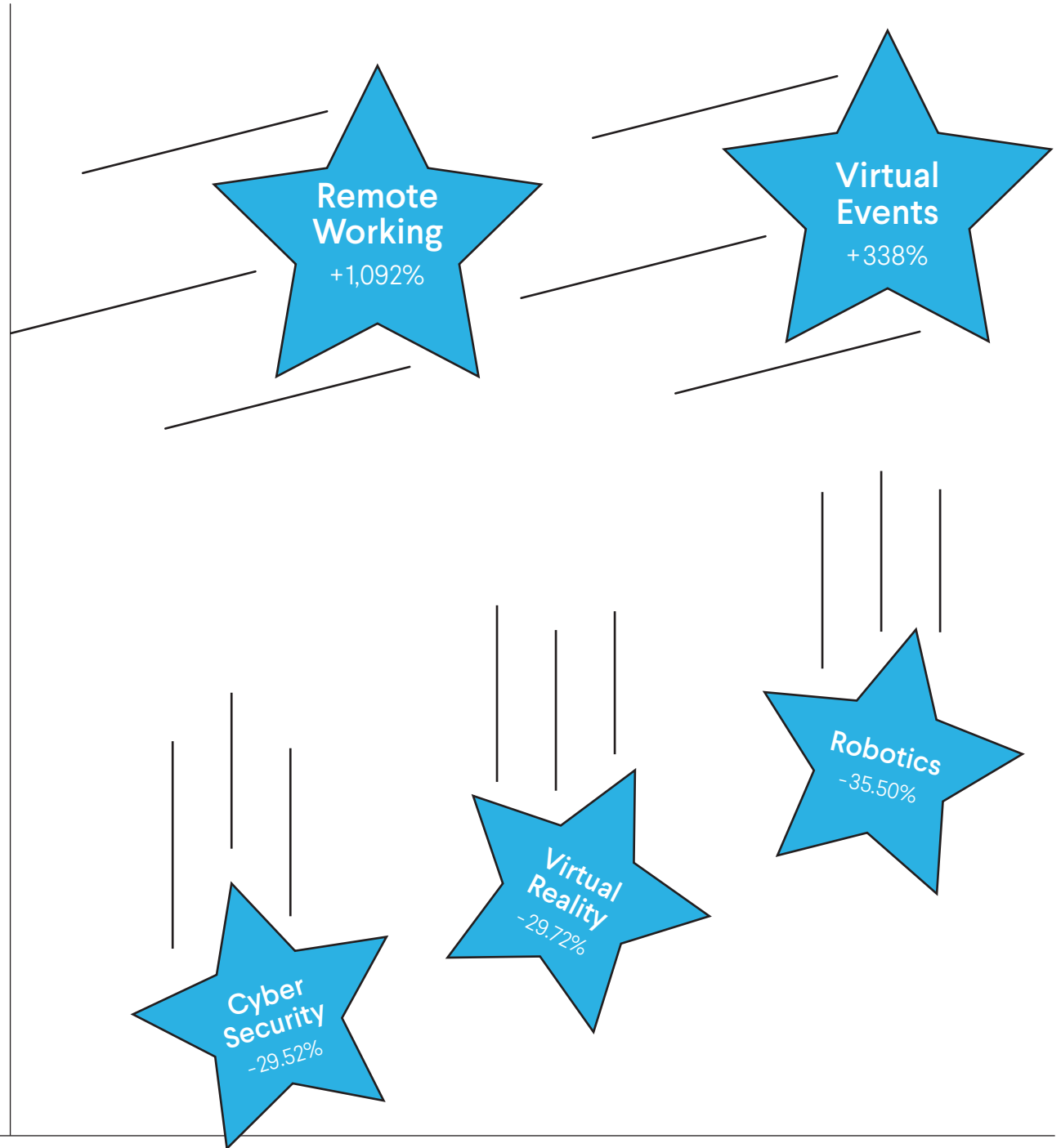
Messaging apps had a steady growth over the last year with a 180% increase in articles in 2020

## Rising Stars

There are some topics that, despite the overall drop in tech coverage, have seen an increase, namely Messaging apps, up 180% and the Gig Economy, up 67%. Other more minor movers and shakers included Edtech and Medtech related topics.

## Falling Stars

We recorded large drops of between 20-35% across topics such as Robotics, Virtual Reality, Cybersecurity, IoT, Data Protection, Cryptocurrency and Blockchain.



# Trend Report

## Legend

1 → 5 Most Popular (Year 2)

1 → 5 Fastest Growing

1 → 5 Falling Stars

# Hong Kong

2019 – 2020

Number of media appearances

		Year 1 1 May 2018 – 30 April 2019	Year 2 1 May 2019 – 30 April 2020	Year 1 vs Year 2
1.	Remote Working	38	453	+ 1,092.11%
2.	Virtual Events	13	57	+ 338.46%
3.	Messaging Apps	309	867	+ 180.58%
4.	Video Conferencing	278	722	+ 159.71%
5.	Gig Economy	257	429	+ 66.93%
6.	Edtech/E-learning	437	621	+ 42.11%
7.	Medtech	317	424	+ 33.75%
8.	Health Tech	92	106	+ 15.22%
9.	Fit Tech	10	11	+ 10.00%
10.	Saas	3,870	4,180	+ 8.01%
11.	Adtech	102	104	+ 1.96%
12.	Co-working	1,350	1,320	- 2.22%
13.	Biotech	3,100	3,020	- 2.58%
14.	Gaming	8,960	8,720	- 2.68%
15.	E-commerce	13,600	13,100	- 3.68%
16.	Fintech	7,520	7,210	- 4.12%
17.	Drones	2,580	2,470	- 4.26%

# Trend Report

If you would like more information on our Tech Trend Report series, please get in touch:

**James McCann**

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Data curated by ClearStory International Ltd.  
**Source:** Meltwater Editorial Media Monitoring,  
 Accessed May 2020

## Hong Kong 2019 – 2020

Number of media appearances

	Year 1 1 May 2018 – 30 April 2019	Year 2 1 May 2019 – 30 April 2020	Year 1 vs Year 2
18. Social Enterprise	506	474	• 6.32%
19. Data Analytics	2,630	2,440	• 7.22%
20. Artificial Intelligence <span style="float: right;">2</span>	13,200	11,900	• 9.85%
21. Cloud Computing	3,050	2,670	• 12.46%
22. 3D Printing	872	763	• 12.50%
23. Machine Learning	4,520	3,860	• 14.60%
24. Augmented Reality	2,720	2,250	• 17.28%
25. Wearables	946	781	• 17.44%
26. Blockchain <span style="float: right;">4</span>	12,000	9,220	• 23.17%
27. Cryptocurrency	9,010	6,750	• 25.08%
28. Data Protection <span style="float: right;">5</span>	2,130	1,590	• 25.35%
29. IoT <span style="float: right;">4 3</span>	13,800	10,000	• 27.54%
30. Cyber security <span style="float: right;">3</span>	2,100	1,480	• 29.52%
31. Virtual Reality <span style="float: right;">2</span>	4,710	3,310	• 29.72%
32. Robotics <span style="float: right;">1</span>	4,930	3,180	• 35.50%
<b>TOTAL</b>	<b>119,957</b>	<b>104,482</b>	<b>• 12.60%</b>





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