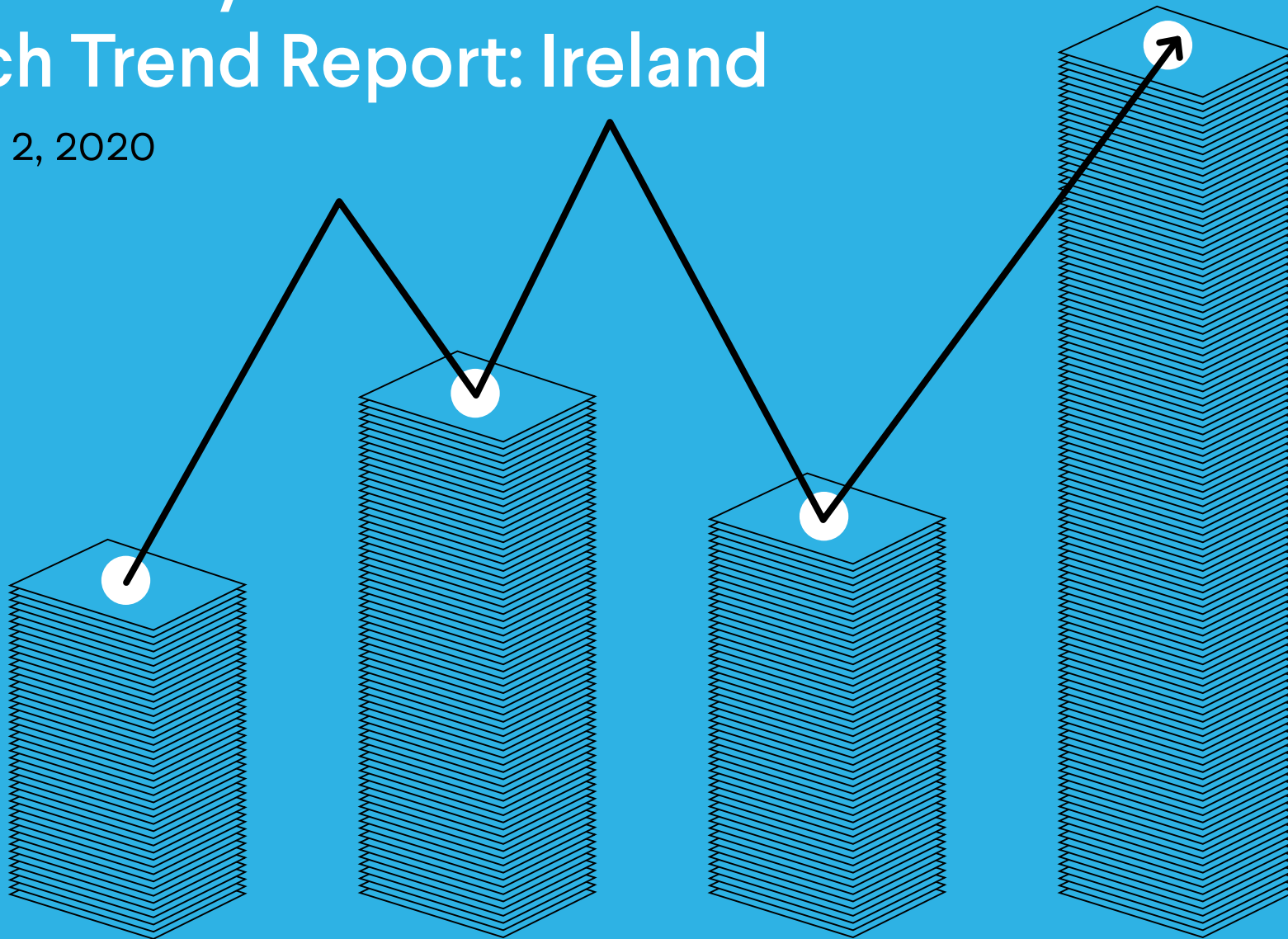


# ClearStory International Tech Trend Report: Ireland

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



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

We are delighted to release our second tech trends report for Ireland analysing the moving and shaking of tech trends across leading Irish publications between the period 1st June 2019 to 30th May 2020. This report which highlights the most and least popular trends in tech is aimed at PR professionals and journalists with an interest in technology and the surrounding media landscape.

In this edition we have broadened the scope of the report to include wider tech trend mentions as opposed to just trend mentions within the startup genre.

It's been a hectic year for Irish media, one which included Brexit, a General Election, and a global pandemic. With such significant stories in the news, it's not surprising that tech coverage in Ireland has seen a modest decline.

The mix of popular tech trends has also seen a significant shift as the COVID19 effect continues to throw previously unknown companies and topics into household names and issues.

If you are interested in trends across other markets, we have recently released additional tech trends reports for Singapore, United Kingdom and Hong Kong which are available on our website: [www.clearstoryinternational.com](http://www.clearstoryinternational.com).

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**James McCann**  
Managing Director  
ClearStory International  
July 2020

# Analysis

## Overall

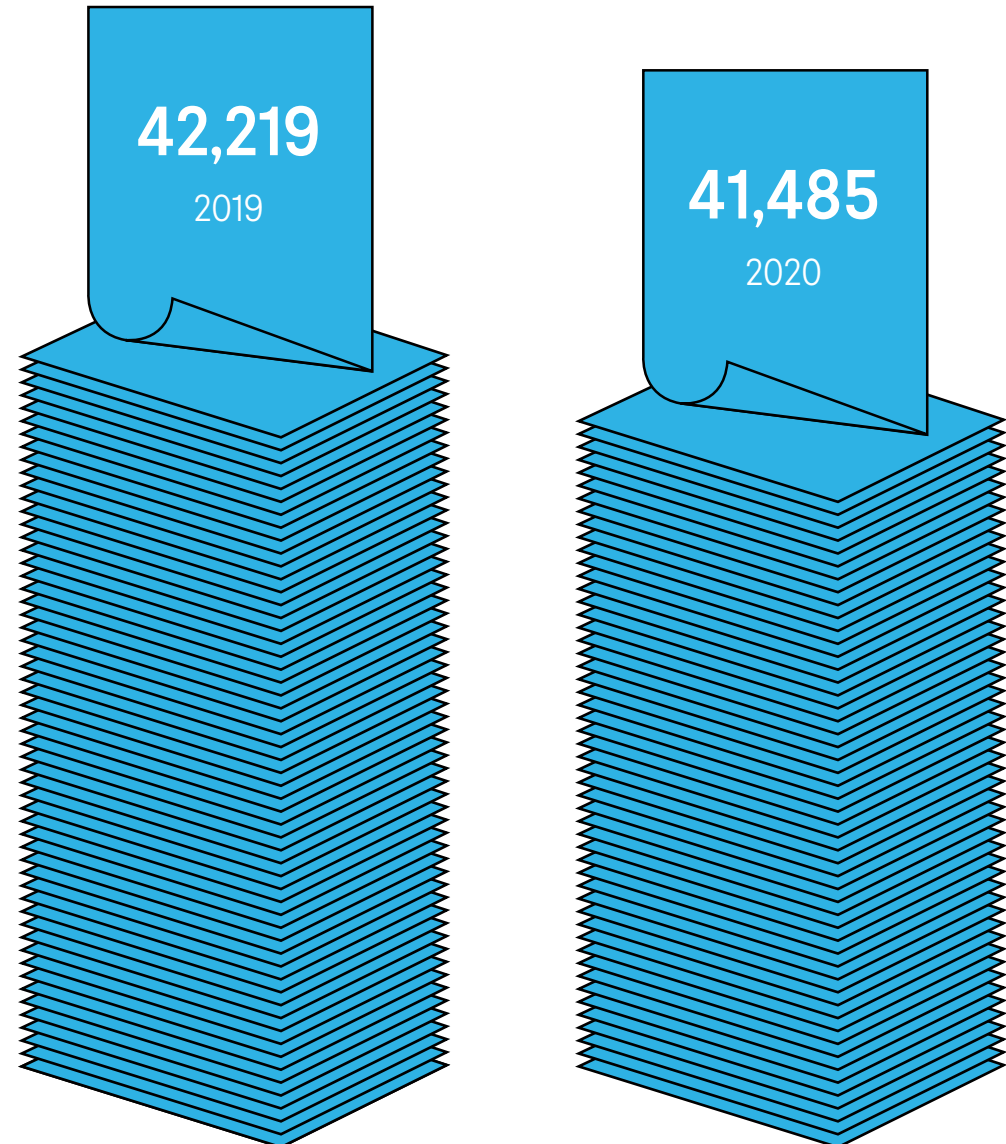
The total volume of tech coverage across Ireland has decreased by 1.74% from 42,219 to 41,485 articles across 37 tech topics between the period 1st June 2019 to 30th May 2020 compared to the same period the previous year.

The decrease in tech coverage comes at a time when newsroom resources remain tight with more job losses announced over the past 12 months coupled with a busy news agenda and the closure or scale back of some major titles.

Tech trends such as virtual conferencing and remote working surged with COVID-19. It remains to be seen if these trends will remain in the spotlight post COVID-19.



There was an decrease in Tech startup related coverage of 1.74% in Ireland in 2020 compared to 2019



## Most Popular

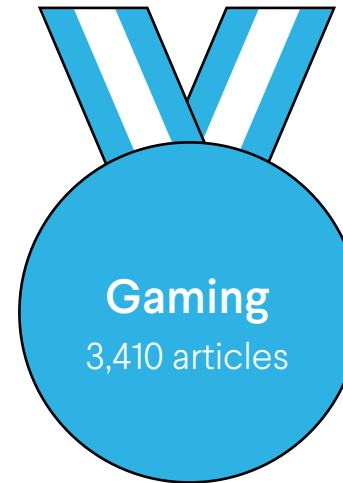
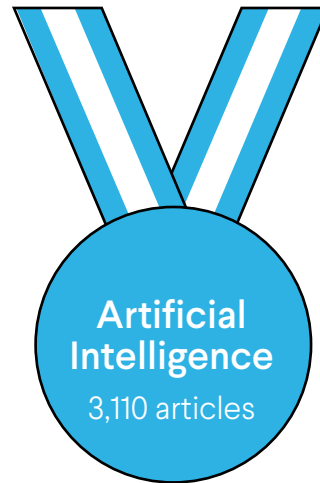
Data protection is the most popular tech topic in Ireland in 2020 accounting for more than 22% of the share of voice when it comes to tech coverage in Ireland. Compared to the previous year, coverage of Data Protection surged more than 175% from 3,310 to 9,130.

The remaining popular topics this year included Gaming (3,410 articles) in second place and Artificial Intelligence (3,110 articles) in 3rd place with Ecommerce (2,250 articles) and Cybersecurity (2,160 articles) taking 4th and 5th place. All of these topics saw a decline in coverage and share in voice due to the COVID19 effect.

Share of voice declines for each of the other most popular topics ranged between 12-20% but it was Artificial Intelligence that saw the largest decline of more than 42% from 5,370 knocking it from top spot in the previous year



Data protection wins the category for the most popular trend of 2020, with gaming in second place



## Rising Stars

This year, the 'COVID-19 effect' is very visible with topics such as Video Conferencing and Remote Working recording surges of coverage of 274% and 453% respectively along with Virtual Conferencing which largely didn't feature in coverage in 2018. Virtual Events came highest with over 6,000%. Outside of COVID-19 influence, the only other notable coverage increase was with respect to Esports which saw an increase of coverage of 67%.

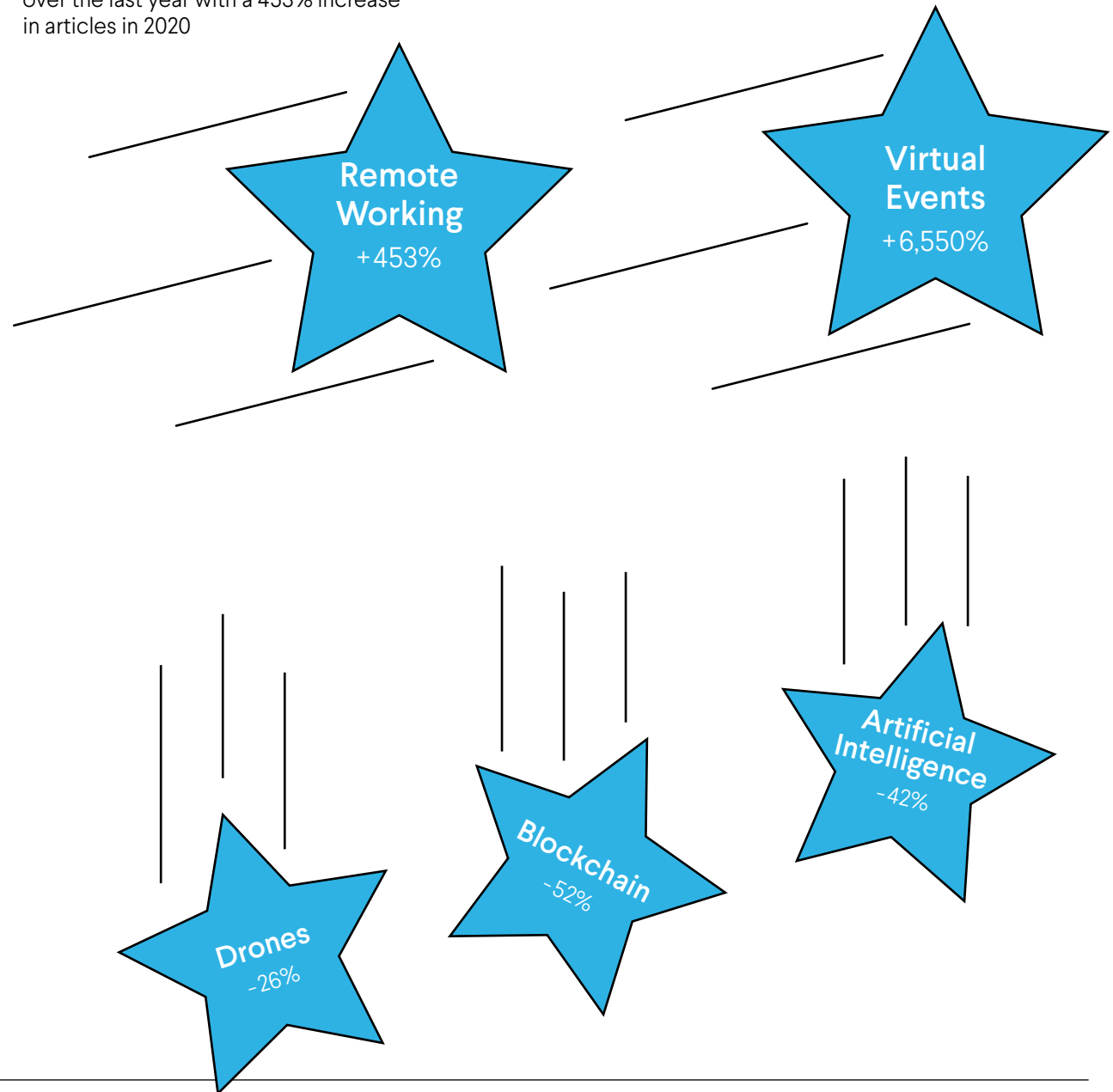
## Falling Stars

Artificial intelligence, while still ranking as one of the most popular tech topics in Ireland, saw the largest decline in coverage when taking into account the volume of coverage, which was down more than 42%.

Blockchain also experienced a sizable drop in coverage down 52% from 2,350 to 1,130 articles, while its cousin cryptocurrency saw a drop of 36% down from 1,230 to 792. Other notable declines include drones down 26% from 2,400 to 1,770 and cybersecurity down 20% from 2,690 to 2,160.



Remote working had a steady growth over the last year with a 453% increase in articles in 2020



# Trend Report

## Legend

- 1 → 5 Most Popular
- 1 → 5 Least Popular
- 1 → 5 Fastest Growing
- 1 → 5 Falling Stars

## Ireland

2019 – 2020

Number of media appearances

		1 June 2019 ↓ 31 May 2020	2019 vs 2020	2019 % share of voice	2020 % share of voice	% change in share of voice	
1.	Artificial Intelligence	<span style="background-color: #6c757d; border-radius: 50%; padding: 2px 5px;">1</span> <span style="background-color: #28a745; border-radius: 50%; padding: 2px 5px;">3</span>	3,110	– 42.09%	12.72%	7.50%	– 5.22%
2.	Drones	<span style="background-color: #6c757d; border-radius: 50%; padding: 2px 5px;">2</span>	1,770	– 26.25%	5.68%	4.27%	– 1.42%
3.	Blockchain	<span style="background-color: #6c757d; border-radius: 50%; padding: 2px 5px;">3</span>	1,130	– 51.91%	5.57%	2.72%	– 2.84%
4.	Cryptocurrency	<span style="background-color: #6c757d; border-radius: 50%; padding: 2px 5px;">4</span>	792	– 35.61%	2.91%	1.91%	– 1.00%
5.	Cybersecurity	<span style="background-color: #6c757d; border-radius: 50%; padding: 2px 5px;">5</span> <span style="background-color: #28a745; border-radius: 50%; padding: 2px 5px;">5</span>	2,160	– 19.70%	6.37%	5.21%	– 1.16%
6.	Virtual Events	<span style="background-color: #28a745; border-radius: 50%; padding: 2px 5px;">1</span> <span style="background-color: #17a2b8; border-radius: 50%; padding: 2px 5px;">5</span>	133	+ 6550%	0.00%	0.32%	+ 0.32%
7.	Remote Working	<span style="background-color: #28a745; border-radius: 50%; padding: 2px 5px;">2</span>	1,750	+ 453.80%	0.75%	4.22%	+ 3.47%
8.	Video Conferencing	<span style="background-color: #28a745; border-radius: 50%; padding: 2px 5px;">3</span>	768	+ 274.63%	0.49%	1.85%	+ 1.37%
9.	Data Protection	<span style="background-color: #28a745; border-radius: 50%; padding: 2px 5px;">4</span> <span style="background-color: #28a745; border-radius: 50%; padding: 2px 5px;">1</span>	9,130	+ 175.83%	7.84%	22.01%	+ 14.17%
10.	Esports	<span style="background-color: #28a745; border-radius: 50%; padding: 2px 5px;">5</span>	548	+ 66.57%	0.78%	1.32%	+ 0.54%
11.	Gaming	<span style="background-color: #28a745; border-radius: 50%; padding: 2px 5px;">2</span>	3,410	– 12.56%	9.24%	8.22%	– 1.02%
12.	E-commerce	<span style="background-color: #28a745; border-radius: 50%; padding: 2px 5px;">4</span>	2,250	– 17.58%	6.47%	5.42%	– 1.04%
13.	Gig Economy		359	+ 10.46%	0.77%	0.87%	+ 0.10%
14.	Machine Learning		1,600	– 19.60%	4.71%	3.86%	– 0.86%
15.	Fintech		1,300	– 13.33%	3.55%	3.13%	– 0.42%
16.	Data Analytics		1,120	– 25.33%	3.55%	2.70%	– 0.85%
17.	IoT		1,090	– 27.33%	3.55%	2.63%	– 0.93%
18.	Virtual Reality		1,050	– 21.05%	3.15%	2.53%	– 0.62%
19.	Robotics		993	– 29.07%	3.32%	2.39%	– 0.92%

# Trend Report

## Legend

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

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Data curated by ClearStory International Ltd.

Source: Meltwater Editorial Media Monitoring,

Accessed June 2020

## Ireland

2019 – 2020

Number of media appearances

		1 June 2019 ↓ 31 May 2020	2019 vs 2020	2019 % share of voice	2020 % share of voice	% change in share of voice
20.	Augmented Reality	783	– 21.39%	2.36%	1.89%	– 0.47%
21.	Health Tech	676	– 4.65%	1.68%	1.63%	– 0.05%
22.	Co-working	662	+ 2.48%	1.53%	1.60%	+ 0.07%
23.	Medtech	634	– 1.09%	1.52%	1.53%	+ 0.01%
24.	Biotech	596	– 12.74%	1.62%	1.44%	– 0.18%
25.	Social Enterprise	565	– 13.21%	1.54%	1.36%	– 0.18%
26.	Saas	551	– 7.86%	1.42%	1.33%	– 0.09%
27.	Cloud Computing	522	– 23.35%	1.61%	1.26%	– 0.35%
28.	Edtech/E-learning	445	+ 23.96%	0.85%	1.07%	+ 0.22%
29.	3D Printing	408	+ 2.26%	0.95%	0.98%	+ 0.04%
30.	Wearables	331	– 19.66%	0.98%	0.80%	– 0.18%
31.	Messaging Apps	235	+ 20.51%	0.46%	0.57%	+ 0.10%
32.	Quantum Computing	155	+ 1.97%	0.36%	0.37%	+ 0.01%
33.	Life Science	141	– 48.73%	0.65%	0.34%	– 0.31%
34.	Voice Recognition	128	– 39.91%	0.50%	0.31%	– 0.20%
35.	Agtech	91	– 11.65%	0.24%	0.22%	– 0.02%
36.	Sharing Economy	51	– 47.42%	0.23%	0.12%	– 0.11%
37.	Adtech	48	+ 50.00%	0.08%	0.12%	+ 0.04%
	<b>TOTAL</b>	<b>41,485</b>	<b>– 1.74%</b>	<b>100%</b>	<b>100%</b>	<b>—</b>





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