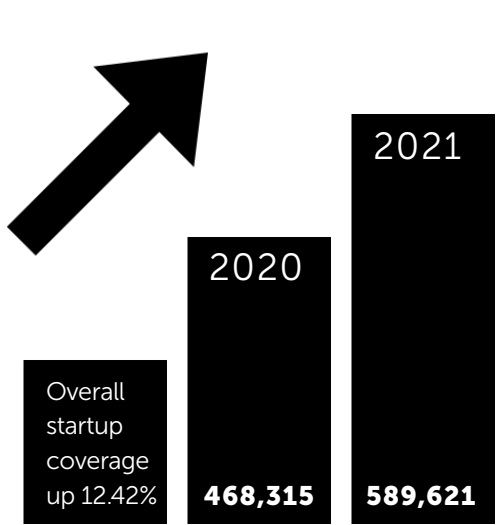


# TECH TREND REPORT

**CLEARSTORY.**  
INTERNATIONAL





Overall

Overall coverage for startups increased between 2020 and 2021 from **468,315** to **589,621**, an increase of **12.42%**. Popular topics were **Remote Working**, **Gaming**, and **Cybersecurity**. Cybersecurity in particular appears to be a topic of interest across multiple countries. **NFTs**, **Metaverse** and **AI** were the areas with the most growth in interest with NFTs and AI also being among the Up and Comers.



**589,621**  
the number of tech  
articles published  
in 2021 - up by  
over 130,000

Fastest growing

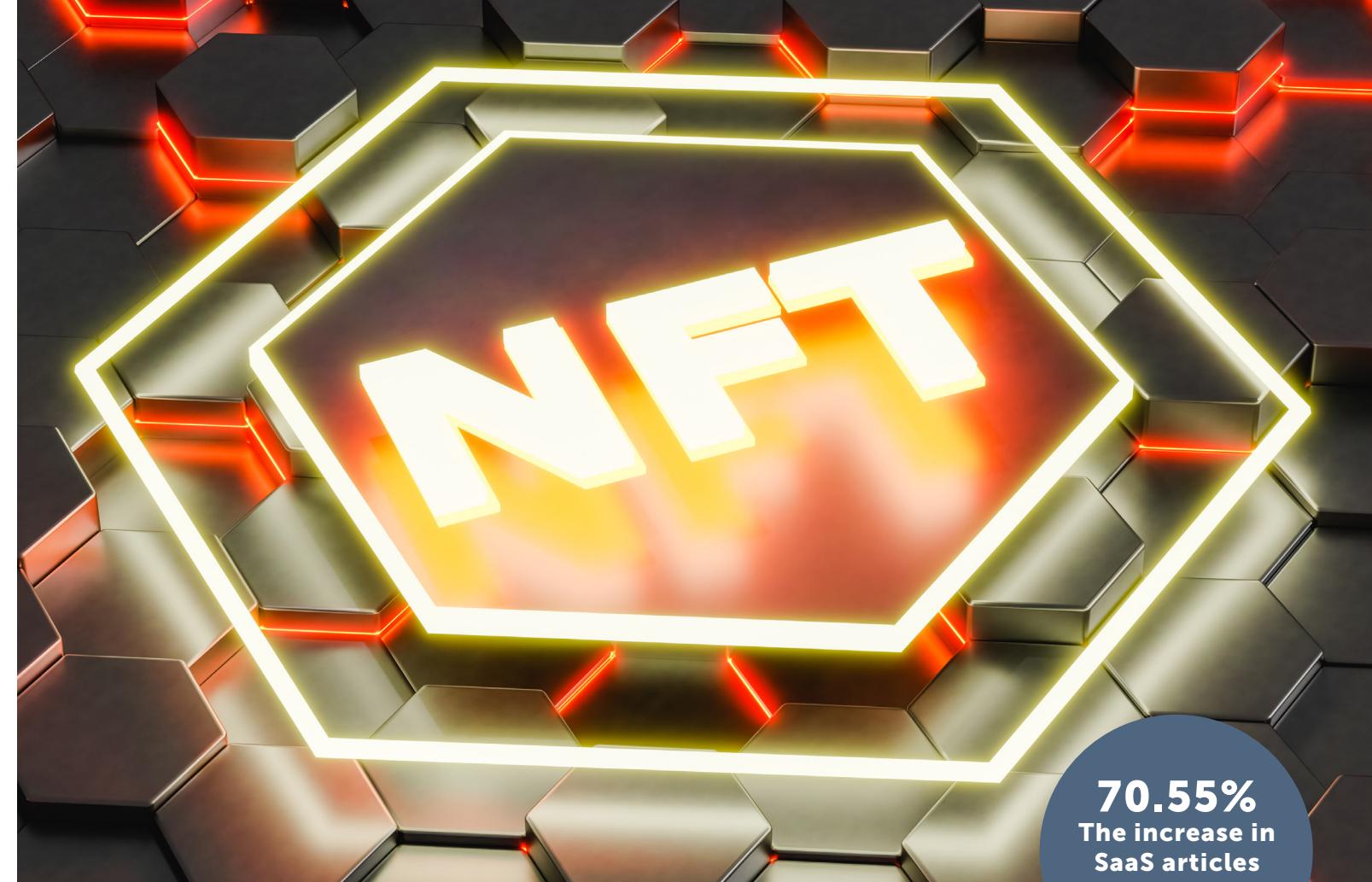
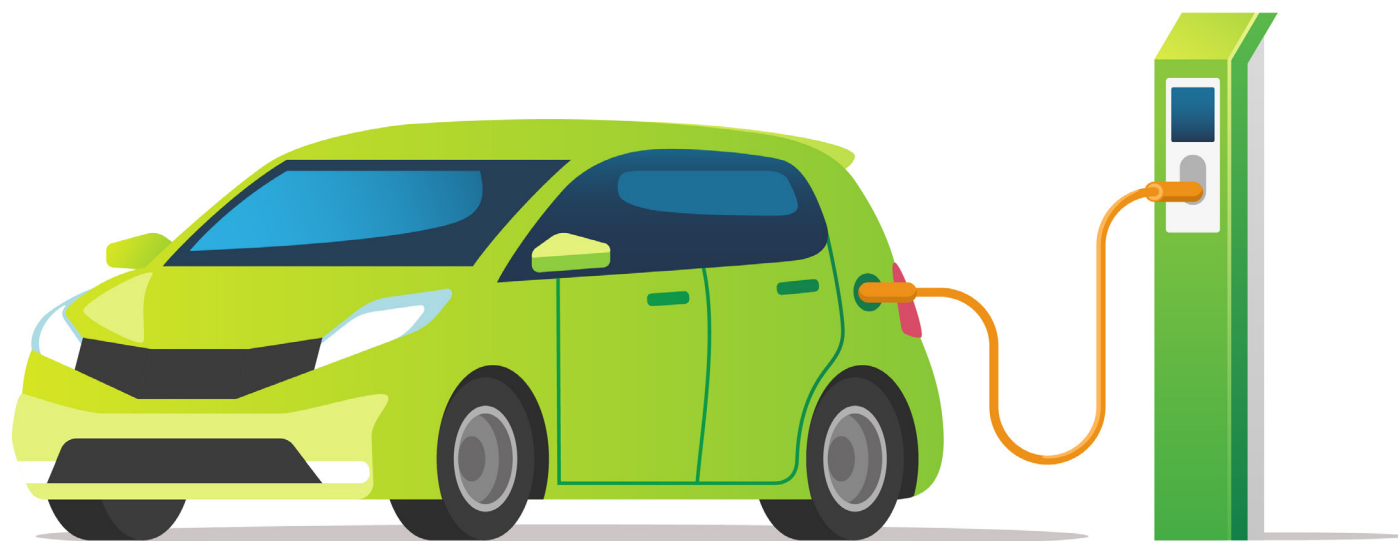
Tech coverage has continued to rise in France between 2020 & 2021 from **468,315** articles to **589,621** articles in 2021. The fastest growing trends between 2020/2021 are **NFTs**, **Metaverse**, **Decentralized Autonomous Organizations (DAO)** and **Cryptocurrency**. NFTs are an interesting topic to watch across 2022 as the EU may introduce regulation of NFTs. France appears to be a leader in regulating NFTs across Europe as the country prepared documents for the proposed regulatory structure. It is not surprising then that Cryptocurrency was also a fast-growing topic as if regulation is put upon NFTs it would also affect Cryptocurrency as a whole. DAO and Metaverse have been a topic that is on the rise across Europe. The Metaverse in particular has seen an increase of **143** articles to **4,200** in France, a staggering increase. It will be interesting to watch over the coming years if the topic continues to rise in popularity or if the initial novelty will eventually wear off.

**86,100**  
articles written  
on the subject  
of remote  
working

**21.08%**  
increase in  
gaming article  
in 2021

## Most popular

The most popular topics between 2020 - 2021 are **Remote Working**, **Gaming**, **Cybersecurity**, **Autotech** and **Artificial Intelligence**. Interestingly Remote Working has actually decreased in popularity between 2020 & 2021. There was a decrease of **25.78%** in articles written, however, it was still a very popular topic with **86,100** articles written in 2021. Gaming was next with **57,100** written in 2021, an increase of **21.08%** from **47,160** in 2020. Other popular topics include Cybersecurity with **41,100** articles, Autotech with **31,300** articles and AI with **36,000** articles written.



**70.55%**  
The increase in  
SaaS articles  
between 2020  
and 2021

## Up and coming

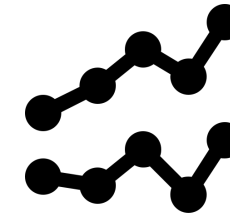
The number one up and comer of 2021 was **NFTs**. The topic increased in popularity from **399** articles in 2020 to **16,800** in 2021. Figures show that **Artificial Intelligence**, **Blockchain**, and **FinTech** are on the rise. **SaaS** has continued to increase in popularity from **14,225** articles in 2020 to **24,261** articles in 2021. An increase of **70.55%** between the two years.



**39.7%**  
The percentage  
that the sharing  
economy  
dropped in  
2021

## Falling stars

**Social Enterprise** and the **Sharing Economy** are two topics that have been losing traction in 2021. Social Enterprise is a topic that has been losing traction since 2019. There were only **7** articles written in 2020, falling to **no articles** written on the subject in 2021. It will be interesting to see if this topic has fallen out of the public consciousness in the coming years. The Sharing Economy is another topic that has been falling in popularity in recent years, from only **267** articles in 2020 to **161** in 2021, a decrease of **39.7%**. Other topics have continued to decrease including **Remote Working**, **E-Sport** and **Voice Recognition**. Interestingly though the topic of Remote Working decreased by **25.78%** between the two years. It was still a popular topic with **86,100** articles written in 2021.



## Conclusions

The fastest growing trends have been **NFTs**, **Metaverse**, **DAO** and **Cryptocurrency**. With the economic downturn all will be affected and it remains to be seen whether these topics will become more relevant or fade into the background. The most popular were **Remote Working** which declined somewhat, **Gaming**, **Cybersecurity**, **Autotech** and **Artificial Intelligence**. Cybersecurity and AI in particular are popular topics across Europe and are perhaps less likely to dip in popularity. NFTs were on the rise while Social Enterprise and the Sharing Economy are on the decline in terms of coverage.

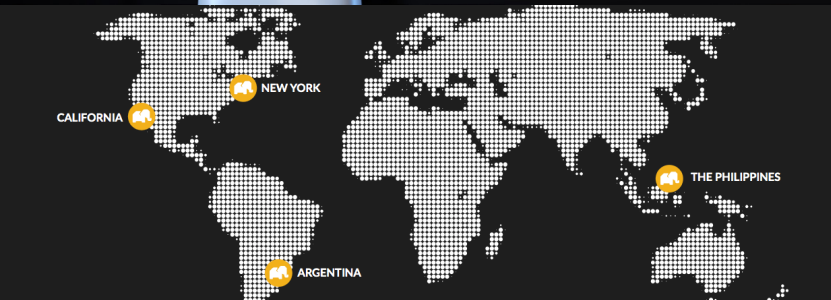
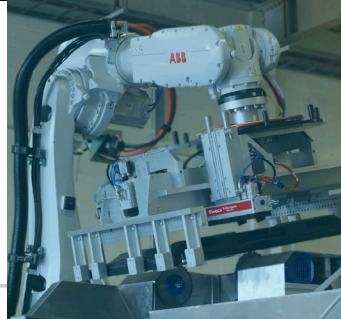
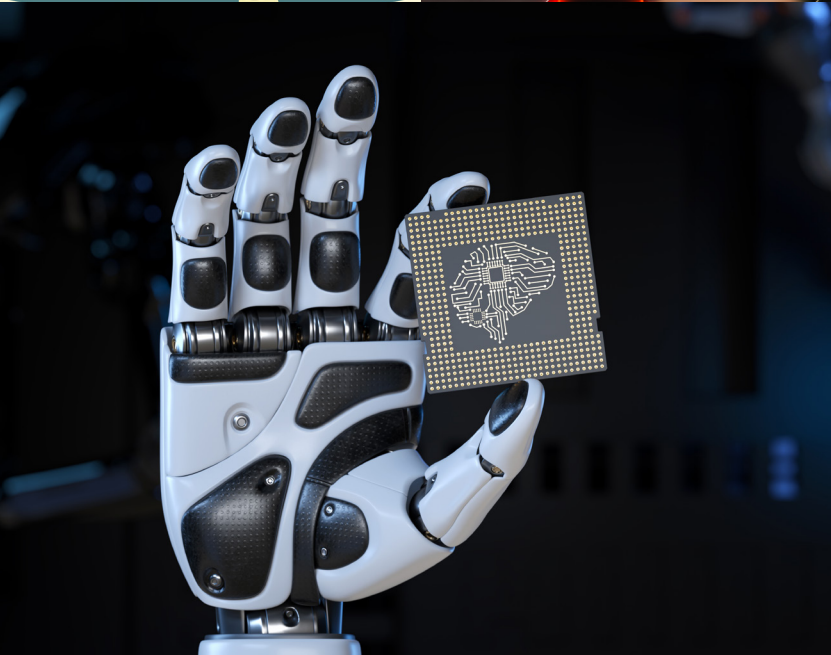
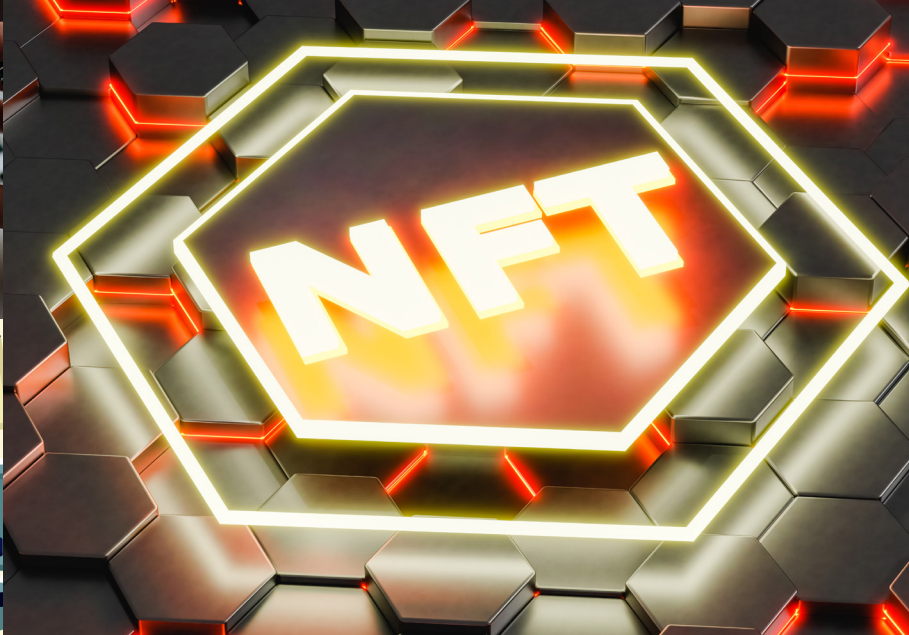


	2020	2021	2020 vs 2021%	% share of voice 2020	% share of voice 2021
1. Esport,sport électronique 4	9,691	8,150	-15.90%	2.07%	1.74%
2. Reconnaissance automatique de la parole, reconnaissance vocale 5	32	30	-6.25%	0.01%	0.01%
3. EdTech	1,010	2,050	102.97%	0.22%	0.44%
4. Sciences de la vie	4,890	5,860	19.84%	1.04%	1.25%
5. Économie collaborative 2	267	161	-39.70%	0.06%	0.03%
6. AgTech, agriculture connectée	288	481	67.01%	0.06%	0.10%
7. Semi-conducteurs 4	10,400	31,300	200.96%	2.22%	6.68%
8. Technologie portable	126	157	24.60%	0.03%	0.03%
9. Impression 3D, fabrication additive	6,120	6,100	-0.33%	1.31%	1.30%
10. Adtech	587	929	58.26%	0.13%	0.20%
11. Entrepreneuriat social 1	7	0	-100%	0.00%	0.00%
12. Drones	28,200	29,600	4.96%	6.02%	6.32%
13. Informatique en nuage, cloud computing	6,946	9,623	38.54%	1.48%	2.05%
14. Biotechnologie	10,900	12,000	10.09%	2.33%	2.56%
15. Protection des données	18,000	20,300	12.78%	3.84%	4.33%
16. Gig economy, l'économie des petits boulots	734	1,359	85.15%	0.16%	0.29%
17. Cybersécurité 3	28,200	41,100	45.74%	6.02%	8.78%
18. Réalité virtuelle (RV)	17,300	18,500	6.94%	3.69%	3.95%
19. Fitness	24,700	34,900	41.30%	5.27%	7.45%
20. Messaging	3,940	5,220	32.49%	0.84%	1.11%

	2020	2021	2020 vs 2021%	% share of voice 2020	% share of voice 2021
21. Réalité augmentée (RA)	11,000	13,300	20.91%	2.35%	2.84%
22. Robotique	11,500	15,900	38.26%	2.46%	3.40%
23. Gaming, jeux vidéos 2	47,160	57,100	21.91%	10.07%	12.19%
24. Analyse des données, data analytics	7,570	8,310	9.78%	1.62%	1.77%
25. MedTech	2,000	3,250	62.50%	0.43%	0.69%
26. Logiciel en tant que service, software as a service (SaaS) 5	14,225	24,261	70.55%	3.04%	5.18%
27. Cryptomonnaie 5	4,770	14,800	210.27%	1.02%	3.16%
28. Internet des objets (IdO)	3,890	3,940	1.29%	0.83%	0.84%
29. Télétravail 1 3	116,000	86,100	-25.78%	24.77%	18.39
30. Commerce électronique	7,440	10,500	41.13%	1.59%	2.24%
31. Apprentissage automatique, machine learning	2,730	3,670	34.43%	0.58%	0.78%
32. Technologie financière, fintech 4	11,233	17,880	59.17%	2.40%	3.82%
33. Blockchain, chaîne de blocs 3	16,700	33,100	98.20%	3.57%	7.07%
34. Intelligence artificielle (IA) 5	32,400	36,000	11.11%	6.92%	7.69%
35. Decentralised Finance 4	45	186	313.33%	0.01%	0.04%
36. Decentralized Autonomous Organization (DAO) 3	12	104	766.67%	0.00%	0.02%
37. Artificial Intelligence 2	6,760	12,400	83.43%	1.44%	2.65%
38. Metaverse 2	143	4,200	2837.06%	0.03%	0.90%
39. NFT's 1 1	399	16,800	4110.53%	0.09%	3.59%

Legend | 1→5 Fastest growing | 1→5 Most popular | 1→5 Falling stars | 1→5 Up and comers





## CONTACT DETAILS

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