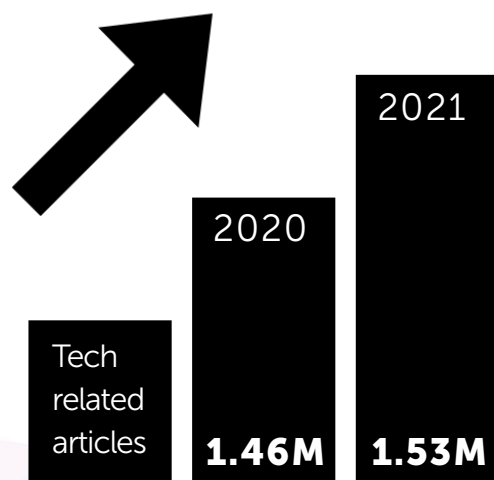


## TECH TREND REPORT

**CLEARSTORY.**  
INTERNATIONAL





### Overall

Tech coverage has continued to grow following the pandemic in Germany rising from **1,466,195** related articles in 2020 to **1,536,759** in 2021.

New trends in the tech industry and the cultural zeitgeist have dominated the media such as **Virtual Reality**, **Cloud Computing**, **Cybersecurity**, **Cryptocurrency** and **NFTs**.



**25,710**  
The amount  
of VR related  
articles in 2021,  
up from only  
951 in 2020

### Fastest growing

The fastest growing trends of the last year were led by **Virtual Reality**, **Cloud Computing**, **Cybersecurity**, **Cryptocurrency** and **NFTs**. Virtual Reality led the surge with an increase from **951** articles in 2020 to **25,710** in 2021. Next in line was Cloud Computing going from **688** articles to **9,560** between 2020 to 2021. Cybersecurity rose from **712** to **7,440** and Cryptocurrency rose from **5** to **51**. As we've seen in the statistics in all reports NFTs have exploded in popularity. There was an increase from **1,380** articles written in 2020 to **8,350** in 2021. The majority of the fastest growing topics in Germany appear to be internet based with topics like Cloud Computing, Cybersecurity and Cryptocurrency being among the most popular. It will be interesting to watch if Germany will become a hub for internet-based tech in the coming years.



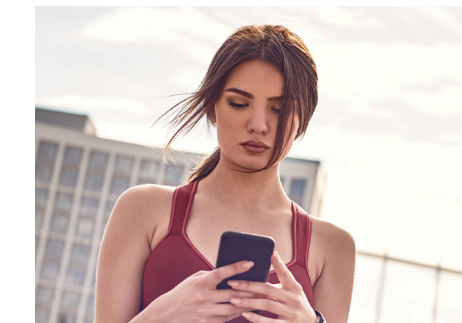
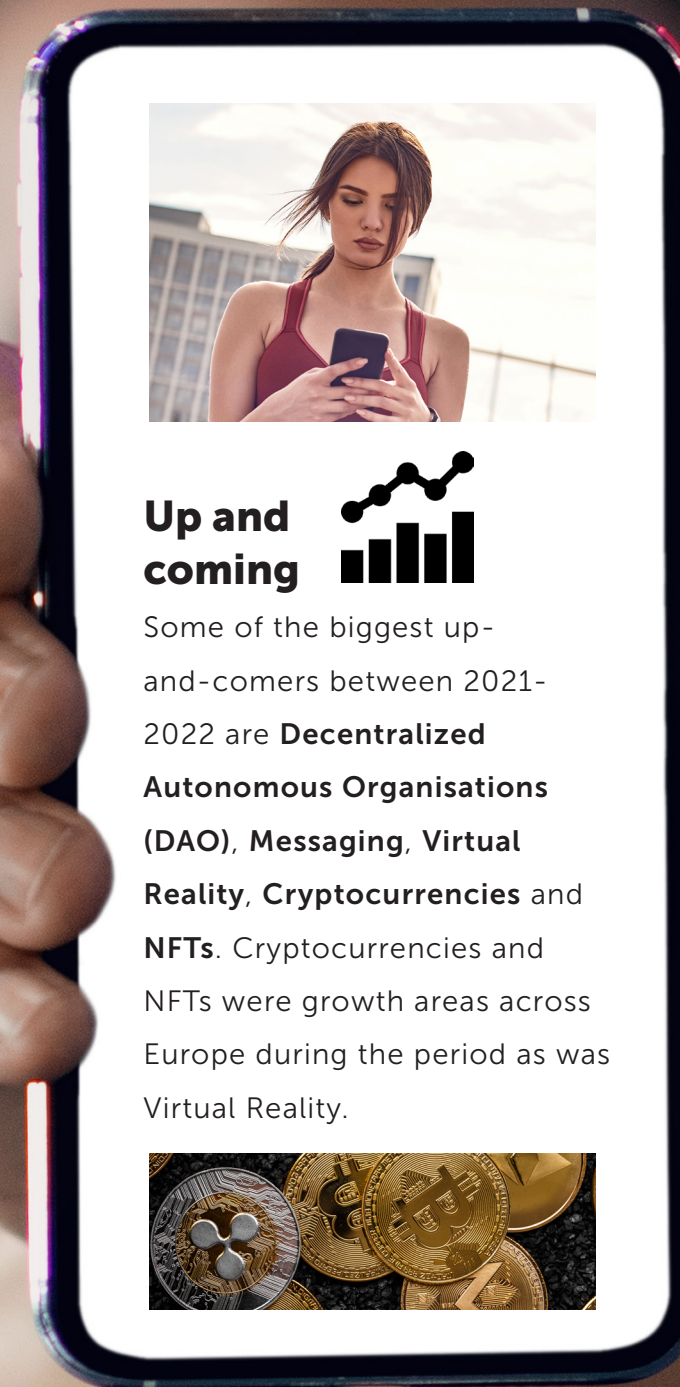
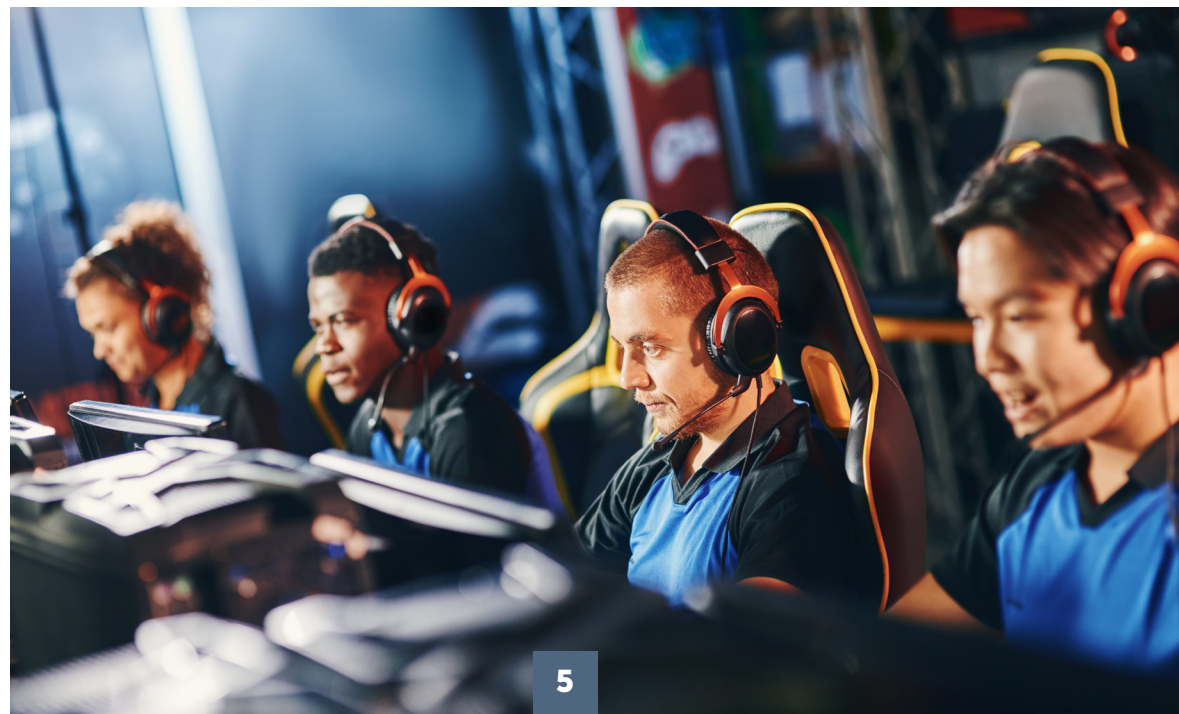
**271,000**  
Data Protection  
articles written  
in 2021

**161,000**  
Fitness  
Technology  
articles written  
in 2021

## Most popular

The most popular trend between 2020 and 2021 was **Data Protection**.

Interestingly the topic has fallen in popularity by **6.87%** from **291,000** articles to **271,000**. Though it has fallen in popularity it was still the topic with the most articles written in 2021. The next runner-up is **Gaming** with **163,000** articles in 2021, then **Fitness Technology** with **161,000** articles written. It is another topic that has decreased in popularity over the last two years but remains popular. It had a decrease of **17.86%**. **Biotech** had the same decrease in popularity but still garnered much of the media coverage in 2021. It decreased by **5.25%** but had **97,600** articles written on the topic. **Autotech** was the 5th most popular, with **87,300** articles in 2021.



## Up and coming



Some of the biggest up-and-comers between 2021-2022 are **Decentralized Autonomous Organisations (DAO)**, **Messaging**, **Virtual Reality**, **Cryptocurrencies** and **NFTs**. Cryptocurrencies and NFTs were growth areas across Europe during the period as was Virtual Reality.

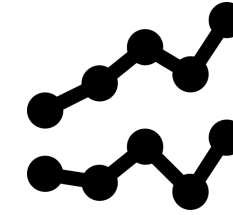




**72.39%**  
The amount  
E-Commerce  
has fallen in  
a year

### Falling stars

As well as the topics listed above topics like **E-Commerce, Artificial Intelligence, SaaS, IoT** and **Fitness Technology** have decreased in popularity. E-Commerce has fallen furthest, decreasing by **72.39%** from **138,000** to **38,100**. Artificial Intelligence has fallen by nearly the same per cent, **71.55%** from **153,600** to **43,700** and SaaS is down by **56.26%** from **47,100** to **20,600**.



### Conclusions

The fastest growing trends of the last year were **Virtual Reality, Cloud Computing, Cybersecurity, Cryptocurrency** and **NFTs**. However, with the economic downturn it will be interesting to see how the market will react and the effect on coverage. Between 2020 and 2021 **Data Protection** was the most popular, perhaps signaling concern over other data-based industries. **E-Commerce, AI** and **SaaS** all decreased by over half. Time will tell whether they recover some of their popularity or continue to fall.

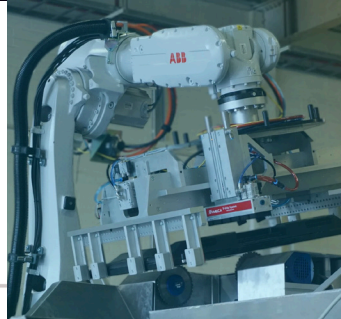
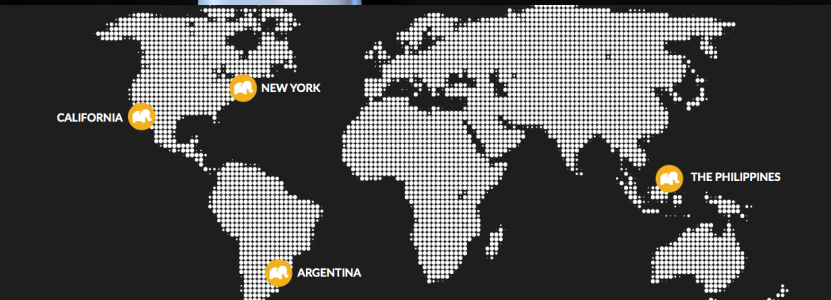
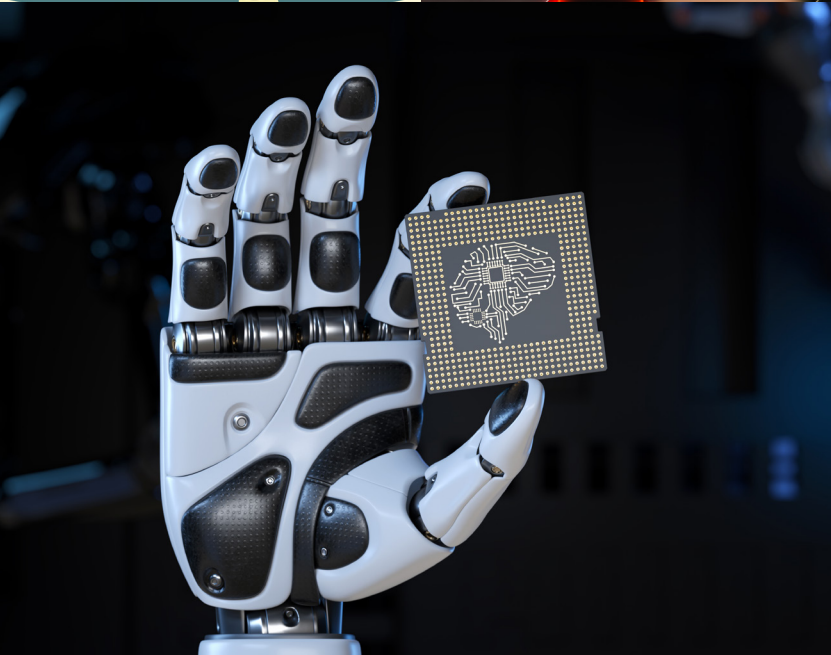
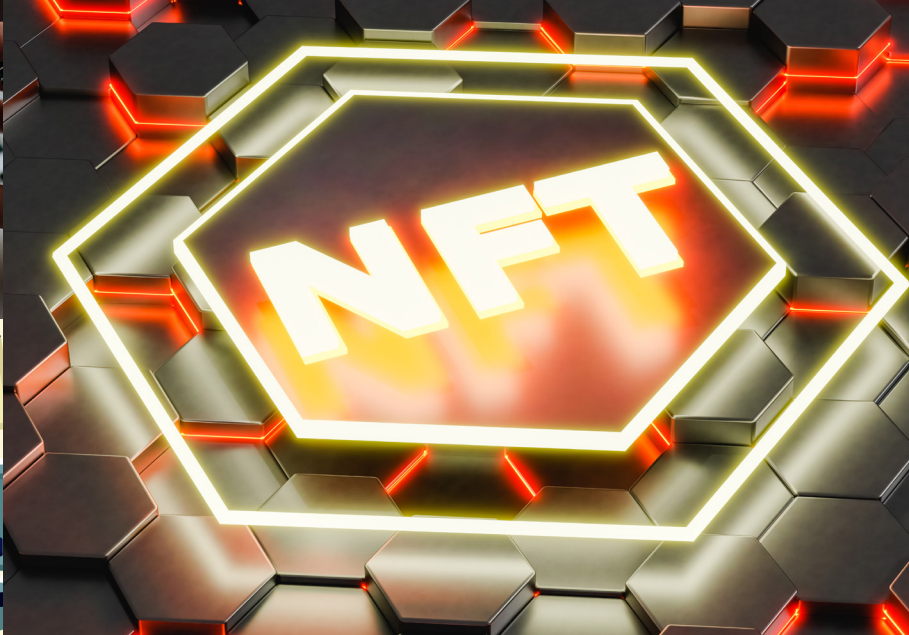


	2020	2021	2020 vs 2021%	% share of voice 2020	% share of voice 2021	% change in share of voice 2021
1. E-Sports	7160	8050	12.43%	0.43%	0.59%	0.16%
2. Spracherkennung	4790	4630	-3.34%	0.29%	0.34%	0.05%
3. EdTech	2030	4080	100.99%	0.12%	0.30%	0.18%
4. Biowissenschaften	5260	9800	86.31%	0.31%	0.71%	0.40%
5. Sharing Economy, Share Economy	2901	1686	-41.88%	0.17%	0.12%	-0.05%
6. AgTech	783	1530	95.40%	0.05%	0.11%	0.06%
7. Halbleiter 5	36400	87300	139.84%	2.17%	6.36%	4.19%
8. Wearables 8	16300	14600	-10.43%	0.97%	1.06%	0.09%
9. 3D-Druck, 3D-Drucken 6	20719	17683	-14.65%	1.24%	1.29%	0.05%
10. AdTech	1030	2180	111.65%	0.06%	0.16%	0.10%
11. Social Entrepreneurship, sozial Unternehmertum, Sozialunternehmen	2866	453	-84.19%	0.17%	0.03%	-0.14%
12. Drohnen	58200	57500	-1.20%	3.48%	4.19%	0.71%
13. Cloud-Computing, Cloudcomputing 2	688	9560	1289.53%	0.04%	0.70%	0.66%
14. BioTech 4	103000	97600	-5.24%	6.15%	7.11%	0.96%
15. Datenschutz 1 7	291000	271000	-6.87%	17.38%	19.75%	2.36%
16. Gig-Economy	574	795	38.50%	0.03%	0.06%	0.02%
17. Cybersicherheit, Internetsicherheit 3	712	7440	944.94%	0.04%	0.54%	0.50%
18. Virtual Reality, Virtuelle Realität 1 3	951	25710	2603.47%	0.06%	1.87%	1.82%
19. Fitness 3 5	196000	161000	-17.86%	11.71%	11.73%	0.02%
20. Messaging, Nachrichtenübermittlung	151	624	313.25%	0.01%	0.05%	0.04%

	2020	2021	2020 vs 2021%	% share of voice 2020	% share of voice 2021	% change in share of voice 2021
21. Augmented Reality, Erweiterte Realität	25840	29200	13.00%	1.54%	2.13%	0.58%
22. Robotik, Robotertechnik	31010	33600	8.35%	1.85%	2.45%	0.60%
23. Gaming 2	142000	163000	14.79%	8.48%	11.88%	3.39%
24. Datenanalyse	28700	47900	66.90%	1.71%	3.49%	1.78%
25. MedTech, Medizintechnik	71180	73520	3.29%	4.25%	5.36%	1.11%
26. SaaS 3	47100	20600	-56.25%	2.81%	1.50%	-1.31%
27. Kryptowährung 4 2	5	51	920%	0.00%	0.00%	0.00%
28. IoT - Internet of Things, IdD - Internet der Dinge 4	22200	14114	-36.42%	1.33%	1.03%	-0.30%
29. Telearbeit, Heimarbeit, Home Office	38956	261	-99.33%	2.33%	0.02%	-2.31%
30. E-Commerce 1	138000	38100	-72.39%	8.24%	2.78%	-5.47%
31. Machine Learning, maschinelles Lernen	60100	24006	-60.06%	3.59%	1.75%	-1.84%
32. FinTech	50900	17800	-65.03%	3.04%	1.30%	-1.74%
33. Blockchain	67500	27200	-59.70%	4.03%	1.98%	-2.05%
34. Artificial Intelligence, Künstliche Intelligenz 2	153600	43700	-71.55%	9.18%	3.18%	-5.99%
35. NFT 5	1380	8350	505.07%	0.08%	0.61%	-0.53%
36. Decentralised Finance	205	414	101.95%	0.01%	0.03%	0.02%
37. Decentralized Autonomous Organization (DAO) 1	18	100	455.56%	0.00%	0.01%	0.01%
38. Artificial Intelligence	43600	43700	0.23%	2.60%	3.18%	0.58%
39. Metaverse	268	3550	1224.63%	0.02%	0.26%	0.24%

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





## CONTACT DETAILS

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