

TECH TREND REPORT

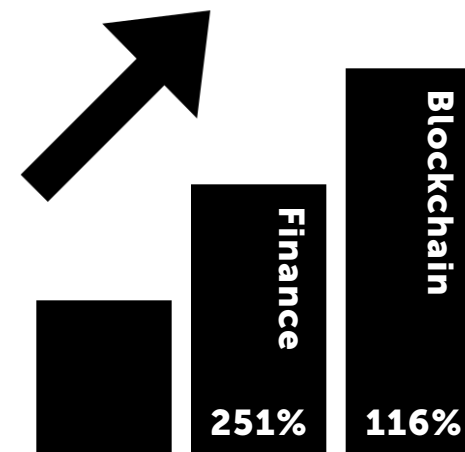
CLEARSTORY.
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Tech coverage
49,296
related articles
in 2020

Tech coverage
84,544
related articles
in 2021

Overall

Tech coverage has continued to surge following the pandemic in Ireland rising from **49,296** related articles in 2020 to **84,544** in 2021 as new trends emerge in the tech landscape. New trends in the tech industry and the cultural zeitgeist have dominated the media such as **NFTs**, the **Metaverse**, **Artificial Intelligence**, **Decentralized Finance**, **Sharing Economy** and **Cryptocurrency**.



Fastest growing

The fastest growing trends of the last year were led by **NFTs**, the **Metaverse**, **Artificial Intelligence**, **Decentralized Autonomous Organisations (DAO)**, **Decentralized Finance** and **Sharing Economy**. It is not surprising that the explosion of popularity of NFTs has made it the fastest growing trend between 2020-2021. It has grown from **just 12 articles** in 2020 to **990** in 2021. The finance world has dominated the conversation, with a **251% rise** in articles related to Blockchain and a **116% rise** in writing about Decentralized Finance. It is an exciting topic to watch as it threatens the status quo of traditional banking and finance systems.

M E T A V E R S E

4,710

The increase in
gaming articles
year-on-year
in 2021

Most popular

The most popular trend between 2020 and 2021 was

Gaming, increasing in media coverage

by **4,710** articles. The

next runner-up is

Messaging, with an
increase of **33.39%**.

Other topics that
remain popular

include **Artificial
Intelligence**,

Remote

Working and

Cryptocurrency.

Remote Working is a

topic that has become very
important and relevant due to

the Covid-19 pandemic. With

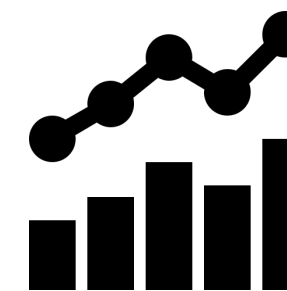
an **increase of 1,300 articles**

between early 2019 to early 2020

to **6,390** in 2021. It will be interesting to

watch the trajectory of this topic as remote

working continues to become the new normal.



Up and coming

The number one up-and-comer in 2021 was **DAO**. The topic increased from **no articles** written in 2020 to **20** in 2021. Figures show that **NFTs**, **Metaverse** and **Decentralized Finance** are on the rise. **E-Sports** have continued to rise in popularity from **1,020** articles in 2020 to **4,220**. Though not as dramatic an increase as the other topics, E-sports has continued to rise in popularity since 2019.



E-Sports -
4,220
articles written
in 2021...

...compared to
1,020
articles written
in 2020

Falling stars

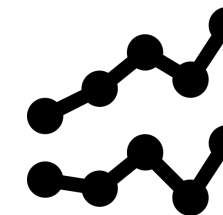
Two topics appear to be losing traction in 2020 and 2021, **Data Protection** and **Fitness Technology**. Data Protection has fallen by **33.95%** from **5,950** articles in 2020 to **3,930** articles in 2021. Fitness Technology has fallen by **27.78%** from **18** to **13** articles between 2020 and 2021. The drop in Fitness Technology may have been due to the pandemic limiting the amount of time people could spend at the gym or engaged in sports activities. With an easing of restrictions we may see and increase in coverage.



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27.78%

The amount Fitness Technology has fallen in 2021



Conclusions

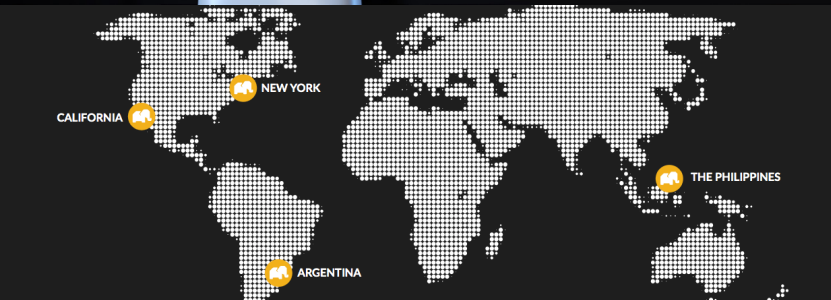
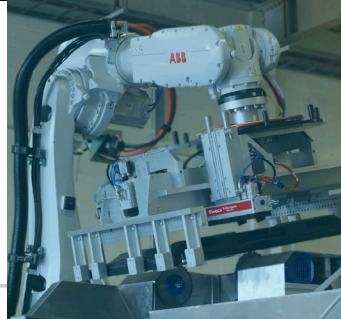
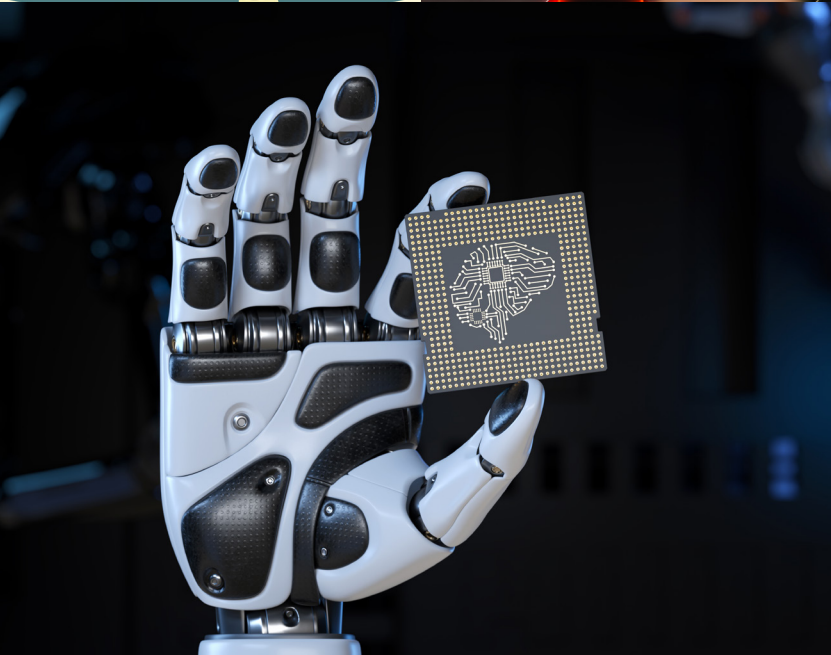
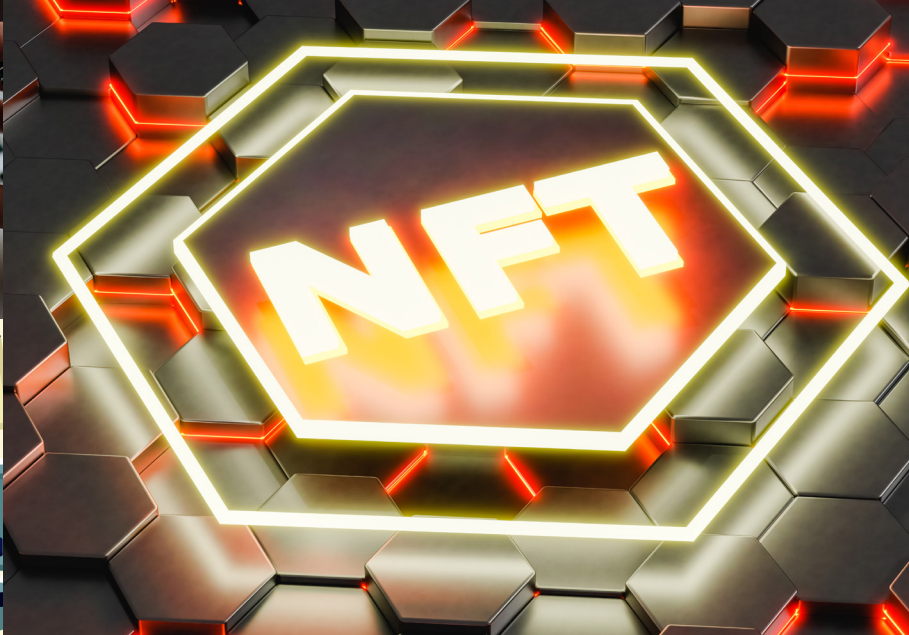
Overall media coverage of tech and startups continues to grow in Ireland. The topics that are growing to dominate tech coverage and the zeitgeist are the **Metaverse** and **NFTs**. They will be interesting topics to watch, especially NFTs, as it's to be seen whether this is a flash in the pan-cultural fascination or a new direction in the arts and commodities sector. Topics such as **Decentralized Finance** and **Blockchain** were among the fastest growing in the last two years and look to be on track to change our banking and finance industry. We will be watching with interest on what trends lead in 2022 and hope to provide further detailed analysis with future reports.



	2020	2021	2020 vs 2021%	% share of voice 2020	% share of voice 2021	% change in share of voice 2021
1. Esports 5	1020	4220	313.73%	2.07%	4.99%	2.92%
2. Voice Recognition	143	205	43.36%	0.29%	0.24%	0.05%
3. Edtech	85	185	117.65%	0.17%	0.22%	0.05%
4. Life Science	200	426	113%	0.41%	0.50%	0.10%
5. Sharing Economy 3	30	1100	3566.67%	0.06%	1.30%	1.24%
6. Agtech	77	115	49.35%	0.16%	0.14%	-0.02%
7. Autotech	8	18	125.00%	0.02%	0.02%	0.01%
8. Wearables	470	573	21.91%	0.95%	0.68%	-0.28%
9. 3d Printing	526	527	0.19%	1.07%	0.62%	-0.44%
10. Adtech	55	78	41.82%	0.11%	0.09%	-0.02%
11. Social Enterprise	688	1100	59.88%	1.40%	1.30%	-0.09%
12. Drones	1700	2360	38.82	3.45%	2.79%	-0.66%
13. Cloud Computing	657	1270	93.30%	1.33%	1.50%	0.17%
14. Biotech	1740	2400	37.93%	3.53%	2.84%	-0.69%
15. Data Protection 1	5950	3930	-33.95%	12.07%	4.65%	-7.42%
16. Gig Economy	374	434	16.04%	0.76%	0.51%	-0.25%
17. Cybersecurity	1850	3490	88.65%	3.75%	4.13%	0.37%
18. Virtual Reality	1160	1700	46.55%	2.35%	2.01%	-0.34%
19. Fitness Technology 2	18	13	-27.785	0.04%	0.02%	-0.02%
20. Messaging 2	6260	8350	33.39%	12.70%	9.88%	-2.82%

	2020	2021	2020 vs 2021%	% share of voice 2020	% share of voice 2021	% change in share of voice 2021
21. Augmented Reality	958	1280	33.61%	1.94%	1.51%	-0.43%
22. Robotics	1090	1740	59.63%	2.21%	2.06%	-0.15%
23. Gaming 1	7090	11800	66.43%	14.38%	13.96%	-0.43%
24. Data Analytics	1140	1520	33.33%	2.31%	1.80%	-0.51%
25. Medtech/Healthtech	9	11	22.22%	0.02%	0.01%	-0.01%
26. Saas	526	813	54.56%	1.07%	0.96%	-0.11%
27. Cryptocurrency 5 5	776	5100	557.22%	1.57%	6.03%	4.46%
28. IoT	1050	1830	74.29%	2.13%	2.16%	0.03%
29. Remote Working 4	4340	6390	47.24%	8.80%	7.56%	-1.25%
30. E-commerce	2960	4930	66.55%	6%	5.83%	-0.17%
31. Machine Learning	1050	2630	150.48%	2.13%	3.11%	0.98%
32. Fintech	1440	2410	67.36%	2.92%	2.85%	-0.07%
33. Blockchain	748	2630	251.60%	1.52%	3.11%	1.59%
34. Decentralised Finance 4 4	15	189	1160%	0.03%	0.22%	0.19%
35. Decentralized Autonomous Organization (DAO) 1	0	20	N/A	0.00%	0.02%	0.02%
36. Artificial Intelligence 3	3060	6910	125.82%	6.21%	8.17%	1.96%
37. Metaverse 2 2	21	867	4028.57%	0.04%	1.03%	0.98%
38. NFT's 1 3	12	990	8150%	0.02%	1.17%	1.15%

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



CONTACT DETAILS

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

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