BETTING ON THE FUTURE
FOR THE DIGITAL & MEDIA INDUSTRY.

An analysis of the investment and acquisition portfolio of 25 leading companies.

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The Idea: Introduction

• Research project “Technology Adoption Strategies in the Digital and Media Industry” with focus on technology investments and acquisitions

• Underlying idea: Acquisitions and equity investments always (should) contribute to future-oriented strategies and goals and are a way of anticipating future developments in the industry and identifying upcoming trends
  → Identifying future trends within the digital and media industry based on the investment activities (equity investments and acquisitions) of 25 leading companies from the digital and media industry
  → Identifying highly relevant technologies and growth sectors for the future of the digital and media industry
The Data: Crunchbase

list and leading digital and media companies

technologies (based on the Gartner Hype Cycle of Emerging Technologies)

sectors (industries based on Crunchbase)

years (equity investments and acquisitions from 2010 to 2022)
The Data: Crunchbase

listed and leading digital and media companies

technologies (based on the Gartner Hype Cycle of Emerging Technologies)

sectors (industries based on Crunchbase)

years (equity investments and acquisitions from 2010 to 2022)
7,169 equity investments 1,062 acquisitions
Highly relevant technologies for the future

- No equity investments or acquisitions in Mobile Payments, Predictive Markets, and RFID.
Highly relevant technologies for the future

- Every 5th equity investment or acquisition is an activity in Artificial Intelligence and/or Machine Learning
- Three emerging technologies that are most frequently linked to equity investments:
  - Artificial Intelligence 23%
  - Machine Learning 14%
  - Software-as-a-Service 14%
- Biotechnology ranks #4 (8%) among equity investments
- Three emerging technologies that are most frequently linked to acquisitions:
  - Artificial Intelligence 19%
  - Machine Learning 14%
  - Software-as-a-Service 11%
- Until 2015, Software-as-a-Service was the emerging technology of highest interest by the digital and media companies
Future growth sectors
Future growth sectors

→ Software as the top sector for both equity investments and acquisitions
  → equity investments 13%
  → acquisitions 15%

→ Top 10 sectors linked to all equity investments
  1. Software 13%
  2. Information Technology 6%
  3. Science and Engineering 6%
  4. Data and Analytics 6%
  5. Internet Services 5%
  6. Hardware 5%
  7. Other 5%
  8. Media and Entertainment 4%
  9. Health Care 4%
  10. Financial Services 4%

→ Top 10 sectors linked to all acquisitions
  1. Software 15%
  2. Media and Entertainment 8%
  3. Internet Services 8%
  4. Hardware 7%
  5. Information Technology 6%
  6. Data and Analytics 6%
  7. Mobile 6%
  8. Other 4%
  9. Science and Engineering 4%
  10. Apps 4%

→ Until 2016, Media and Entertainment as one of the top3-sectors for equity investments and acquisitions
Summary of results

• Artificial Intelligence, Machine Learning and Software-as-a-Service are overall the most important technologies for digital and media companies
  → Both in their own portfolio (products, services) and in terms of equity investments, this is where digital and media companies are looking to the future
  → BUT: Biotechnology seems to be a technology, digital and media companies are more and more interested in

• Software and Information Technology are the sectors of highest interest for digital and media companies
  → These are sectors related to the digital and media industry
  → However, unrelated sectors such as Science and Engineering, Health Care, and Financial Services are also of interest, especially for equity investments
Thank you!

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