

Eurocom Technology Confidence Survey - 2012

Local PR Experts - Global Expertise

Eurocom Worldwide Technology Confidence Survey 2012

Each year Eurocom Worldwide and its member agencies survey technology business leaders and senior senior executives in the technology sector.

This brief report presents the main findings in three areas: market confidence, industry news sources, and social media use. We hope you find the content valuable and informative.

This year we collected 318 responses from around the world, mainly from Europe and the Americas. The study was conducted via the internet and field work was carried out in January and February of 2012.

Thank you to everyone who worked to make this year's survey a success, and thank you to everyone around the world who took time to respond to our questions for the survey.



Mads Christensen
Network Director
Eurocom Worldwide



Technology Sector Optimistic on Jobs & Revenues

... but overall confidence falls

Despite uncertainty over world economic growth and the Euro debt crisis, senior executives in the global technology industry are optimistic about growth in their own company's jobs and revenues over the next 12 months. However, confidence in the outlook for the technology sector overall is down on this time last year.

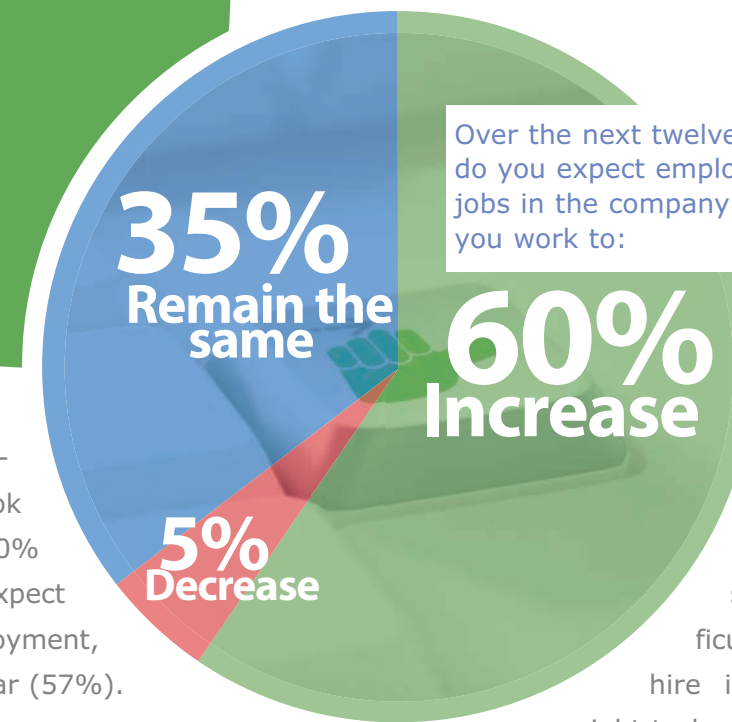
60% of respondents expect the business they work for to increase jobs and 71% forecast an increase in revenues. In contrast, less than half of respondents (46%) are more confident about the outlook for the technology sector over the next 12 months, down from 61% last year.

The executives surveyed remain upbeat about the outlook for their own businesses despite confidence in prospects for the technology sector in general falling from last year.

This is remarkable since our survey was conducted in January and February 2012 against the backdrop of continuing concern about the Euro debt crisis and amid slowing GDP growth across many economies.



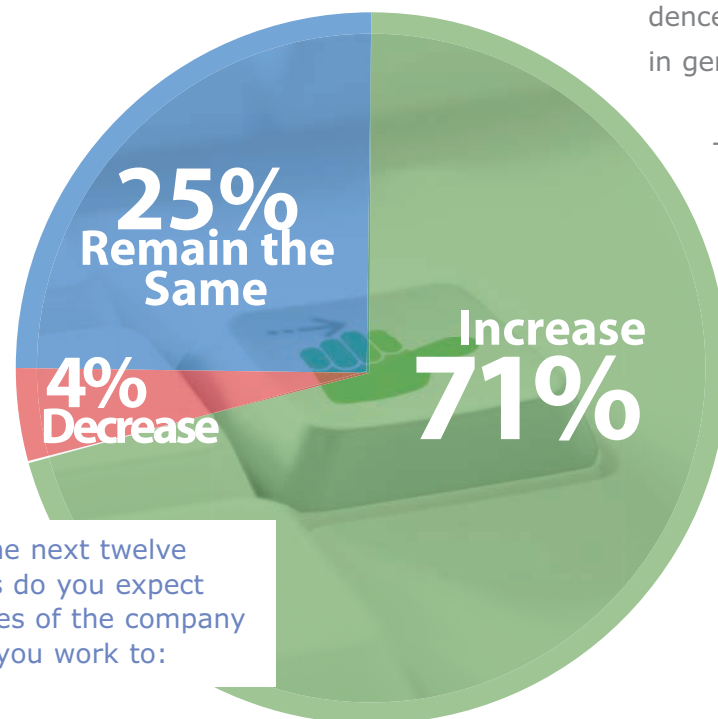
60%
of senior executives
expect to increase
technology jobs



The survey is positive on the outlook for tech jobs. 60% of respondents expect to increase employment, similar to last year (57%).

Almost a third of respondents refer to a skills shortage with 30% saying it is more difficult than last year to hire individuals with the right technology skills.

Just 5% expect to decrease headcount (9% in 2011).



71%
forecast revenue
growth over next
12 months





Tech Firms Reject Applicants due to Social Media Profile

1 IN 5

Almost one in five technology industry executives say that a candidate's social media profile has caused them not to hire that person.

The Eurocom Worldwide study has previously found that almost 40% of respondents' companies check out potential employees' profiles on social media sites but this is the first evidence that candidates are actually being rejected because of them.

The 21st century human is learning that every action leaves an indelible digital trail. In the years ahead many of us will be challenged by what we are making public in various social forums today.

The fact that one in five applicants disqualify themselves from an interview because of content in the social media sphere is a warning to job seekers and a true indicator of the digital reality we now live in.

The Eurocom Worldwide survey also reveals that while nearly half (49%) of technology executives say that their firm will increase their expenditure on social media in the next 12 months, over half (57%) say they are unable to accurately measure the impact of the investment. By contrast, only 23% say they can measure it.

49%
say expenditure on social media to increase

The significant role of online PR in search engine optimisation (SEO) is often underrated, but this appears to not be the case for technology firms. The survey found that 74% of respondents consider online PR to be very or quite important for their company's search engine optimisation with 37% saying it is very important.

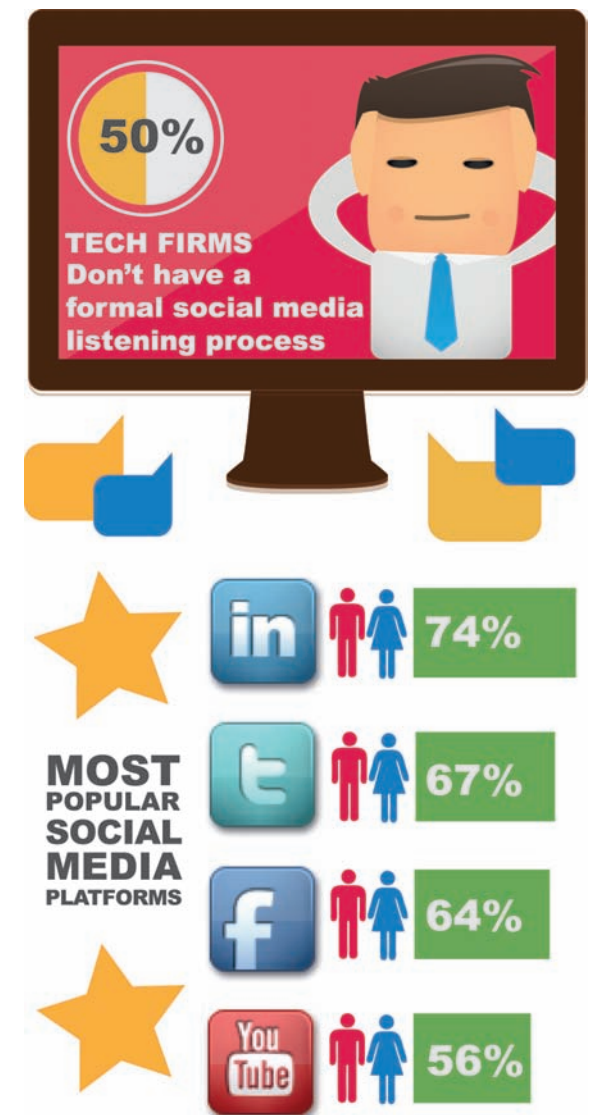
Respondents were also asked about the primary source of social media content and messaging for their company. The majority (78%) cite in-house sources with PR agencies the second most important source at 12%. Digital marketing agencies and advertising agencies combined account for the remaining 10%.

Of those respondents who work in companies that publish a blog, 57% say that it is done in order to raise profile or create thought leadership. Nearly as many (55%) state that the blogging aims to improve interaction with customers, while 37% say

the aim is to boost SEO and 36% say it is to participate in industry debates.

According to the responses, the main reason for not blogging is that it is 'too time consuming' cited by 42% of those who don't blog. One in five doesn't see the value of it while 14% fear a negative response.

The most popular social media platform for technology companies is LinkedIn (74%), whilst 67% of technology firms tweet, 64% have a Facebook presence and 56% are on YouTube. Only half of respondents surveyed say that their company has a formal process for listening to what is said about them in social media.





Online Media is Main Source for Tech News

... big jump in use of tablet devices to access news

Online media remains the most popular way for senior executives to source technology industry news. 78% of our survey respondents say that they mainly get their technology news fix from online media. This is some way ahead of social media (42%).

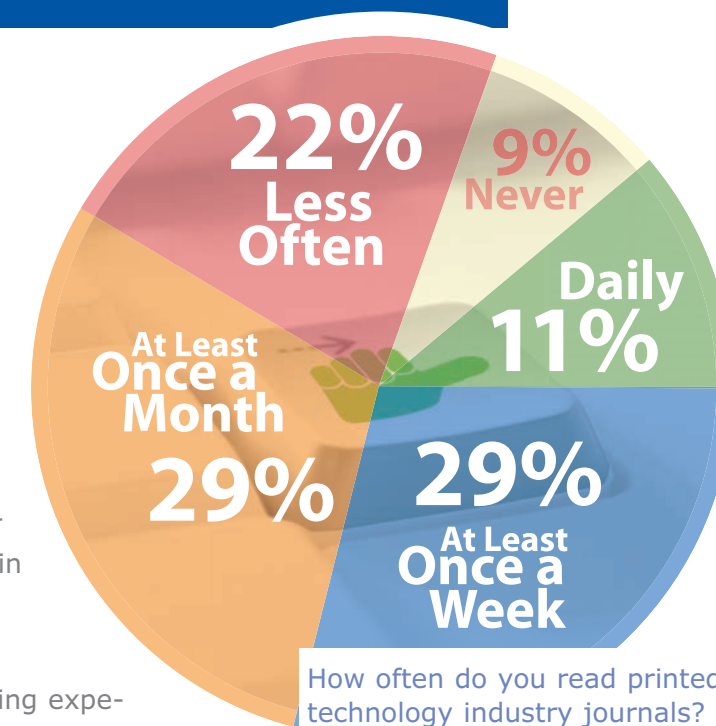
However, the third most popular source for accessing tech news is printed industry journals (40%). 37% get technology news from national newspapers. A third access tech news through search.

While online media is the main technology news channel, printed media has held up remarkably well. The survey found that almost 70% of respondents read a printed tech industry journal at least once a month and 40% do so at least once a week.

The challenge for online media, whether technology or general media, remains to turn all those eyeballs into revenue and profit. Anecdotal evidence from Eurocom Worldwide member agencies around the world suggests that journalists in both online and print are having to work harder and produce more with fewer resources.



70% read printed industry journals at least once a month



Since the 2011 survey there has been almost a doubling (from 16% to 30%) of those using tablet devices such as an iPad to read news, with tablets overtaking desktops for the first time in the survey.

Improvements in the tablet reading experience combined with their rapid growth could well encourage more users to subscribe for content. However, it remains to be seen whether publishing specifically to tablets will be a winner for the traditional print media.

What is your preferred device to access IT news?



83% of respondents access digital news via laptops

83% of respondents access digital news through laptop computers compared to 27% using traditional desktop

computers. 61% access news through mobile phones.



About Eurocom Worldwide

Eurocom Worldwide is a global alliance of independent, privately owned Public Relations agencies. Together, we form a global business-to-business communications solution provider with a focus on technology in its broadest sense. Eurocom Worldwide has 30 member agencies comprising over 550 communications specialists and consultants in 46 national capitals and centres of commerce covering 60 countries around the globe.

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