

BABEL

WHO'S TALKING ABOUT CYBERSECURITY?

A multi-market examination of the media titles
paying attention to key cybersecurity issues

2024



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INTRODUCTION

We all operate within a largely digital economy and the availability, reliability, and security of the digital platforms we collectively rely on is paramount. When one of those systems is compromised, the outcomes can be significant – for consumers, businesses, the public sector, and the platform operator.

In May 2023, the MOVEit data breach, based on an SQL injection, resulted in data held by more than 2,500 companies being exposed, and the personal details of hundreds of thousands of people being released to unauthorised individuals and organisations. That's just one of countless attacks and breaches reported in 2023, and you don't have to look far to see reports of these incidences rising year-on-year.

Unsurprisingly, the number of companies seeking to address these issues is rising in parallel. It's an incredibly competitive, international market. Getting noticed relies, not only on having a viable solution, but making sure target customers hear about that solution. There's a wide range of marketing tactics that could be deployed, but in such a busy sector, and one that impacts a wide range of audiences, getting noticed by the media can pay significant dividends. One positive mention in a key trade, technical, vertical sector, national or international title can lead to immediate attention and inquiry.



At Babel, we focus on identifying the titles that are most likely to be interested in what our clients have to say. We build trusted relationships with journalists working for those titles, and craft bespoke pitches for the news or opinions we are pushing on behalf of our clients. We then pitch the story to these journalists, wherever possible by calling them directly. Despite opinions to the contrary, journalists do pick up the phone to agencies they trust to deliver appropriate content.

Of course, for such an approach, you do need to know which titles will be interested in hearing your specific news, opinions, and reactions to key issues. You can't simply 'spray and pray' (well, you can, but it's unlikely to be successful). If you're on a budget (and aren't we all) it's also very useful to know which titles are restricted to a single market and which reach into multiple geographies

So, how do we go about identifying the right targets? We're an exclusively B2B technology agency and we've been operating in the cybersecurity sector since our founding in 2006, so it's partly experience and relationships developed over many years. But the market is dynamic, new titles appear, sometimes they fold and occasionally they change focus. We use a variety of tools to make sure we understand where our clients should be directing their news and opinion.

This report is an example of this approach in action. We've used one of the several tools we employ to examine which media titles, across ten different geographic markets, are responsible for the highest number of relevant news articles, ranking within a series of Google News searches.



ABOUT RUMA

RUMA is a proprietary software platform developed in-house by the Babel team. It allows us to simultaneously interrogate Google News results, and/or Google organic search results for up to ten different search terms (company names, technologies, issues, etc.).

The application will download, interrogate, and graph up to 400 results for each search term (in practice, Google never gives more than 300-400 results for news searches).



For Google News searches the data downloaded includes the date of publication, the title, the 'snippet', and the source. As well as the basic search term, additional parameters can be defined:

- The dates within which we wish to see results
- The country the user is searching from (RUMA uses a proxy network to enable us to replicate the results users in different geographic markets would see for the same search term).

The user interface language we wish to replicate e.g. for a user located in France, we would typically select French as the user interface language.

METHODOLOGY

For this analysis, we set the date parameters as 1st January to 31st December 2023 and we asked RUMA to examine the sources of the 100 highest-ranking articles for each of the following search terms:

- "DDoS"
- "Phishing"
- "Ransomware"
- "Cybersecurity" AND "Generative AI"



Results were examined for searches on each of those terms in each of the following ten geographic markets:

- United Kingdom
- France
- Netherlands
- Italy
- United States
- Canada
- Mexico
- Brazil
- Australia
- Singapore

It's important to note that, although most of the search terms are referred to with the same word in most markets (e.g. DDoS & Phishing), that isn't always true (e.g. Cybersecurity AND Generative AI). We have used market-specific search terms/spellings where appropriate.



INTERPRETING THE RESULTS

No media analysis platform is perfect. RUMA was developed out of a frustration with traditional platforms which tend to produce significant numbers of false positives for news coverage – press release reprints in ‘aggregator’ sites that are of little to no value, passing mentions of the search term in question, etc.

According to Google, news articles are ranked on content relevance, prominence, authority, freshness, location and language. That ought to be a decent proxy for readership, however there is little doubt that well optimised sites rank better than those that aren't. Furthermore, Google does miss news articles and it certainly doesn't list ALL news for a given term. That is particularly the case for date-constrained searches such as those used to generate this report.



Nevertheless, it is probably fair to say that if a piece of news isn't ranked in Google, it is unlikely to be significant or widely read. Conversely, any title that regularly focuses on, and achieves good readership for, a given term, is likely to appear in the results of a date-constrained search.

This report is not designed to identify the media titles that would result in the highest readership for each of the defined search terms on a particular day. That might be a major national or international business title such as the Financial Times or Wall Street Journal. What it does establish is which titles are likely to be most prolific (measured in volume of ranked articles in the top 100) within the search period defined.

We should highlight that even though this report focuses on searches with specific date ranges, the media sources identified would still be highly relevant without any date restrictions. For instance, in a search specifically for 'DDoS' articles from the United Kingdom, the sources identified accounted for 80% of the top 100 articles in a search conducted without any date limitations. A similar figure, 74%, was found for a search on 'Ransomware'.

“...A GOOD PICTURE OF THE ‘USUAL SUSPECTS’

The report gives what we believe is a good picture of the ‘usual suspects’ – the media titles that have demonstrated an interest in a particular subject based on their past coverage. They are titles you should probably consider if you are pushing news or views on that topic (not least because they do rank in Google News) but you shouldn't consider this list exhaustive.

In the appendices of this report, you can find charts showing the number of articles per search term per source for each of the geographic markets we examined. In addition, the final chart in each appendix shows the titles that achieve the greatest traction in Google News across all the geographies examined. If, after reading this report, you would be interested in a bespoke analysis, focussed on your specific issues, technologies, and geographic markets, please let us know via enquiries@babelpr.com.



OBSERVATIONS

WHY SHOULD I CARE?

This is a reasonable, and fundamental question. Your target decision-makers and those influencing their decisions probably don't often search for news online, but they do read, watch, and hear the news. That can happen through direct subscriptions, casual exposure, cuttings lists, or word of mouth, but it also happens in the search environment.

Take the example of someone searching online for a solution to address a growing threat from phishing within their organisation. They won't be searching for news, they'll be carrying out an organic search.

In the results they receive (no matter what search engine they use), they'll certainly see results from companies offering solutions, but they'll also see those results peppered with articles from media titles.

The number of those articles will vary however, it's likely to be much higher when there has been a major phishing incident - exactly when the number of companies searching for solutions is likely to increase exponentially. If your company is mentioned favourably in those articles, you're halfway there – we all know the value of third-party endorsement in the sales process.

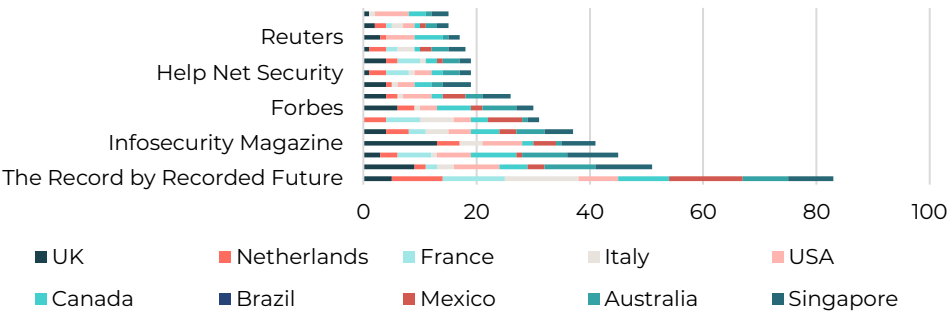
THE LINGUA FRANCA OF CYBER

What stands out most from our analysis is the prevalence of English language titles. Whether we like it or not, English, because of colonial factors, economic power, and the early development and dominance of the Internet in English-speaking countries, has become the language of international business.

That position is no less apparent in the cybersecurity market, and as previously mentioned, the English spelling of most of

the search terms we've researched are in common use in markets around the world. Unsurprisingly, results in English language titles achieve significant readership around the world. The following chart, showing the top 15 media titles based on the number of all articles, in all countries examined for 'DDoS', illustrates that clearly. Those titles won't necessarily be the highest-ranking articles in the non-English speaking markets (though they could be) but they are certainly achieving traction in multiple geographies.

DDoS - multi market traction (top 15 media titles by volume)



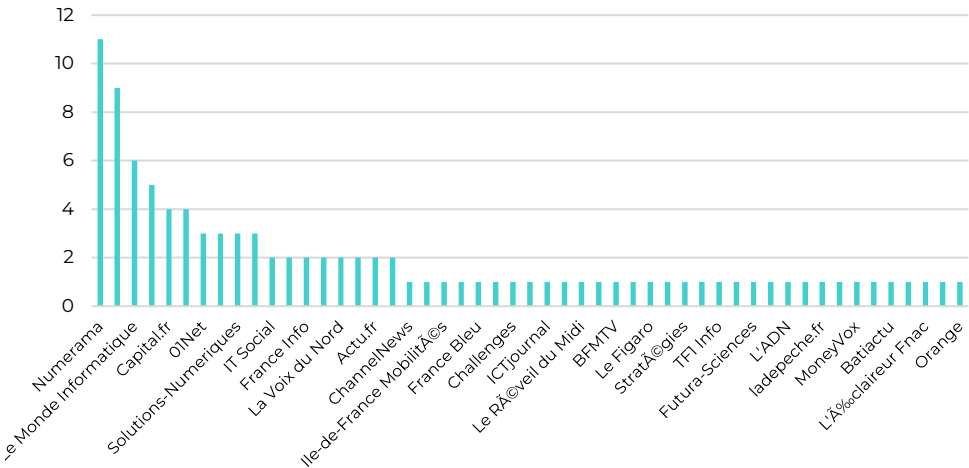
OBSERVATIONS

THE LINGUA FRANCA OF CYBER

If yours is a company that doesn't have the PR and communications resources of a global enterprise, this is very useful data. Concentrating your budget on an English language-based campaign is likely to deliver much greater 'bang for buck' than stretching the available funds by implementing more limited activity across, for example, English, German, Dutch, Italian, Spanish and Portuguese.

There are exceptions to this, France, for instance. It is a country fiercely committed to the retention and promotion of the French language in all walks of life. We do find English language titles being read in France, but titles written in French can be well represented as shown below. It's important not to assume, the data provides the evidence you need to make informed decisions.

Phishing, France - most prolific media titles in top 100 ranking Google News results (using a date constrained search - 1st January to 31st December 2023)



OBSERVATIONS

VARIETY IS THE SPICE OF LIFE

You might reasonably expect the results for each search term and each geographic market to be dominated by cyber-specific titles. While it's certainly true that those titles tend to be well represented in the results, there is more to it than this.

Looking across the charts, in addition to the cybersecurity titles, you'll find those focussed on general technology, vertical sector titles, government and regulation specialists, and national and international business and consumer media.

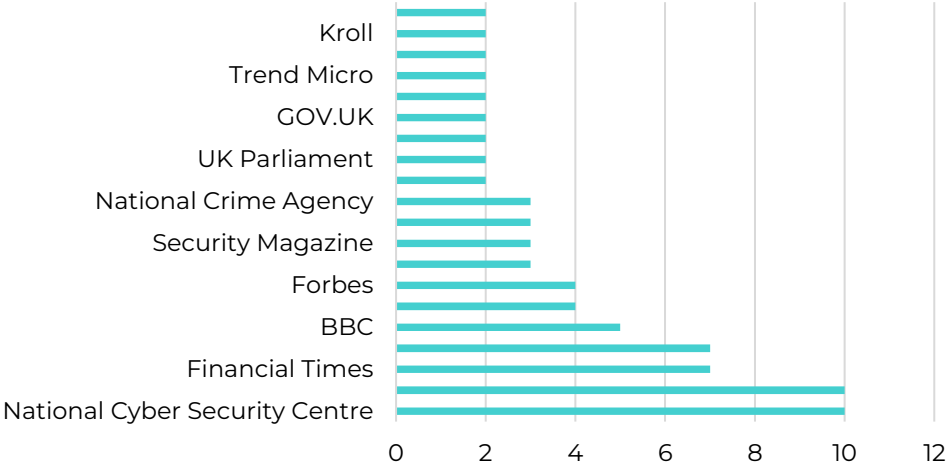
The usual suspects ought to be on your target list but if, for instance, you have something to say about the impact of DDoS attacks on the retail sector, you should also be targeting the retail sector titles read by business decision-makers and influencers who aren't directly involved in cybersecurity.

Equally, if the news you are announcing, or the issue you are addressing, has a significant impact on consumers, don't ignore mainstream consumer media. Those titles are read far and wide and will invariably end up on the clippings list of the people you are targeting.

The chart below illustrates the point – mainstream business titles are responsible for a significant number of the ranking articles.



Media titles with highest number of articles within the top 100 ranking results for a Google News search on 'Ransomware' (Date constrained to 1st January to 31st December 2024)



OBSERVATIONS

FLOATING THE NATIONAL MEDIA'S BOAT

RUMA also allows us to extract all articles from a media domain that have been indexed by Google over a specific period. Outlined below are the

top results we got for such a search on 'Ransomware' on The Guardian's UK site between 1st January and 31st December 2023.

DATE	TITLE	LINK	SNIPPET
14/09/2023	Greater Manchester police officer's data hacked in cyber-attack	https://www.theguardian.com/uk-news/2023/sep/14/greater-manchester-police-officers-data-hacked-in-cyber-attack	Details of thousands of officers may have been taken in ransomware attack on third-party supplier.
21/12/2023	British teenager behind GTA 6 hack receives indefinite hospital order	https://www.theguardian.com/uk-news/2023/dec/21/british-teenager-behind-gta-6-hack-receives-indefinite-hospital-order	Arion Kurtaj who has severe autism hacked Rockstar Games using just an Amazon Firestick mobile phone and hotel TV
11/04/2023	Anne Keast-Butler to become first female director of GCHQ	https://www.theguardian.com/uk-news/2023/apr/11/anne-keast-butler-first-female-director-gchq	Foreign secretary James Cleverly names new leader of UK intelligence agency.
22/11/2023	Social media platforms and police not tackling romance fraud MPs told	https://www.theguardian.com/uk-news/2023/nov/22/romance-not-being-tackled-by-authorities-commons-committee-told	Women describe being groomed abused and scammed online in evidence to home affairs select committee.
19/05/2023	Fraudster jailed for running multimillion-pound website iSpooF	https://www.theguardian.com/uk-news/2023/may/19/fraudster-tejay-fletcher-jailed-for-multimillion-pound-website-ispoof	Tejay Fletcher's site offered tools allowing criminals to make phone calls that appeared to be from trusted companies.
02/08/2023	Attack on energy network a major risk UK register says for first time	https://www.theguardian.com/uk-news/2023/aug/03/attack-on-energy-network-a-major-risk-uk-register-says-for-first-time	Cabinet Office assessment also upgrades likelihood of 'catastrophic' pandemic hitting the country.
27/08/2023	Met police on high alert after supplier IT security breach	https://www.theguardian.com/uk-news/2023/aug/26/met-police-on-high-alert-after-it-system-holding-officers-details-hacked	Incident reported to National Crime Agency as union says possible leak of data could do 'incalculable damage'

It doesn't take long to identify common themes among those stories. They exclusively relate to a major security breach or steps being taken to address security breaches. What they aren't is product news, and that's a common theme for major national titles in most markets.

Unless it's truly transformative, you'll rarely see product news in those titles, but that doesn't mean they should be ignored.

Pitching commentary on those breaking news stories can result in valuable positioning for your company and your executives. But what is pitched needs to be intelligent, to add a new angle and needs to be done very quickly – news becomes old news in no time at all. You need to anticipate likely news angles and to pre-prepare commentary. It's what we do all the time for our clients, and it produces dividends regularly.



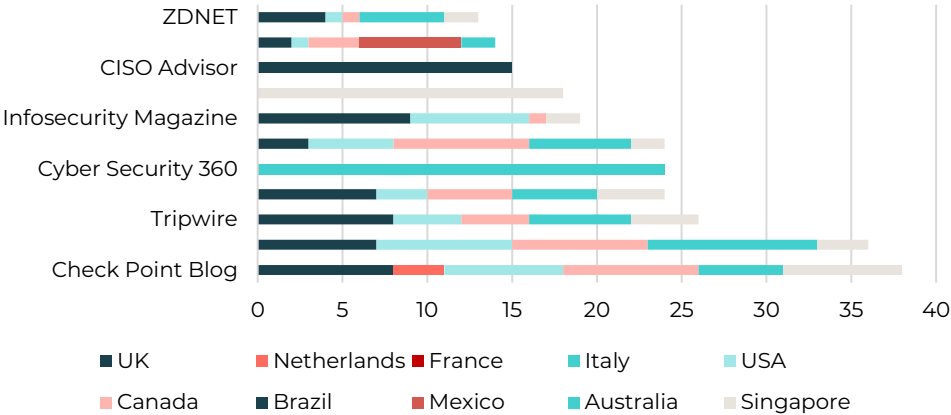
OBSERVATIONS

THE POWER OF OWNED CONTENT

One interesting result this analysis reveals is just how powerful owned content can be in attracting eyeballs. Google News treats some blogs as news sites, presumably because they are actually providing news, rather than simply being a platform for self-promotion. Hats off to the team responsible for Check Point's blog.

It achieves considerable traction across a wide variety of geographic markets on the topic of Phishing.vlt's a similar situation for Trend Micro's blog on the topic of Ransomware. Both companies are providing valuable market intelligence and it's working to build awareness.

Phishing - multi market traction (top 10 media titles by volume)



WHAT'S WITH THE NEWSWIRES?

We're not great fans of using newswires to push out every company announcement. It can be appropriate for major announcements from major companies, but it's unlikely to be effective for smaller companies that are not on the 'watch lists' of the target media. It also gets very expensive, so the return on investment is highly dubious in most cases.

Why then do we see newswires represented in the data? This likely results from Google's algorithm disproportionately highlighting articles due to the presence of a substantial number of news releases on each search topic within the newswire's domain.

This suggests an emphasis based on quantity in the domain rather than genuine interest. You are very unlikely to see an announcement on a newswire topping the results of a news search unless it's one of very few available results.



OBSERVATIONS

IT'S YOUR THINKING THAT COUNTS

Outlined below are the headlines of the top ten results of a search on "Cybersecurity" AND "Generative AI", surely one of the hottest topics in the sector right now. We've outlined the results for both a date-constrained search and one without date constraints.

There's something in common with both. We might like to think that our latest product or solution announcement is going to set everyone's heart on fire but that isn't supported by the data.

What appears to count is your thinking. Almost exclusively, the top-ranking results for those searches are articles that focus on educating the reader. The trick is to make sure your people and/or your brand are referenced as well as your thinking in those articles.

Date constrained -Jan. to Dec. '23 (search undertaken 18th Feb. '24 in the United States)

- Generative AI and Cybersecurity: Strengthening Both Defenses and Threats
- Three Ways Generative AI Can Bolster Cybersecurity
- How generative AI changes cybersecurity
- Generative AI: Cybersecurity Friend And Foe
- Why generative AI is a double-edged sword for the cybersecurity sector
- 6 Ways to Maintain Cybersecurity as ChatGPT and Generative AI Proliferate
- Google brings generative AI to cybersecurity
- IT Pros Worry Generative AI Will Be a Major Driver of Cybersecurity Threats
- Study finds increase in cybersecurity attacks fueled by generative AI
- Google Debuts Cybersecurity-Focused AI System - WSJ



No date constraints (search undertaken 20th Feb. '24 in the United States)

- Generative AI Guardrails: How to Address Shadow AI
- Generative AI and Cybersecurity: The Impact on CISOs and Security Teams
- We're at a Pivotal Moment for AI and Cybersecurity
- Microsoft says US rivals are beginning to use generative AI in offensive cyber operations
- Microsoft OpenAI Confirm Nation-States are Weaponizing Generative AI
- AI and cyber security: what you need to know
- UK Study: Generative AI May Increase Ransomware Threat
- AI will make scam emails look genuine UK cybersecurity agency warns
- Generative AI and Cybersecurity: Ultimate Guide
- Generative AI and the New Frontier in Cybersecurity



OBSERVATIONS

About Babel

Babel is a B2B tech PR and content marketing agency. Combining decades of collective experience and buckets of creativity, we leverage our deep connections in the world of tech to grow the profile of the companies we serve.

Data-driven and results-focused, Babel brings personality to progress – making the complex world of tech accessible to all. This is reflected in our team and client values:

- **Quality:** Because we're experts. We deliver quality service and achieve fitting, show-stopping exposure for our clients. With deep sector knowledge, gained over decades of experience, no one knows tech like Babel.
- **Collaboration:** Because we work as a team. No lone wolves here. We make it our business to understand your business, and each other's. We work as a pack, leaving no stone unturned and no story unexplored. We make progress where others can't.
- **Compassion:** Because we care; about each other, about our clients, and about our planet. We look after our team and the world around us and we value our clients as an extension of the Babel team. We work with warmth, kindness, and positive energy.



What's different about our approach?

Babel's approach is based on a blend of proactivity, sector and media knowledge, relationship building, smart use of data, and measurable campaigns. We want to be seen as a collaborative extension of our clients' teams, and to that end have been deeply embedded in the B2B technology sector for the past 17 years. We know that our clients need us to have our finger on the pulse to leverage the news agenda, inject them into pivotal industry discussions, and consistently suggest new ideas and narratives.

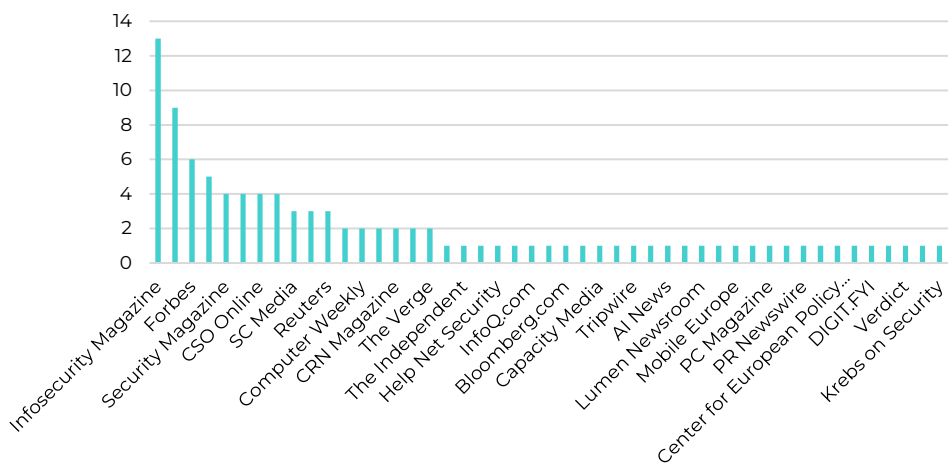
Our focus on media relations is central to everything we do. Few agencies dedicate as much time and effort to building relationships with industry influencers, analysts, and media as Babel. This year the team met with more than 100 media/analysts outside of core client activity to discuss our clients and ensure they remain front of mind when the biggest stories break. This approach ensures a strong cadence of opportunities for our clients and increases inbound media requests, establishing our clients as go-to thought leaders for reactive insights and commentary.

In today's highly congested and competitive media landscape, smart use of data can be a major differentiator. We have seen, time and time again, the power of data in creative storytelling, and we know how to engage journalists with data, whether that's owned, third-party research, FOIs, or good old-fashioned desk research. Creative use of data and our desire to push clients out of their comfort zones with novel tactics set us apart from other agencies.

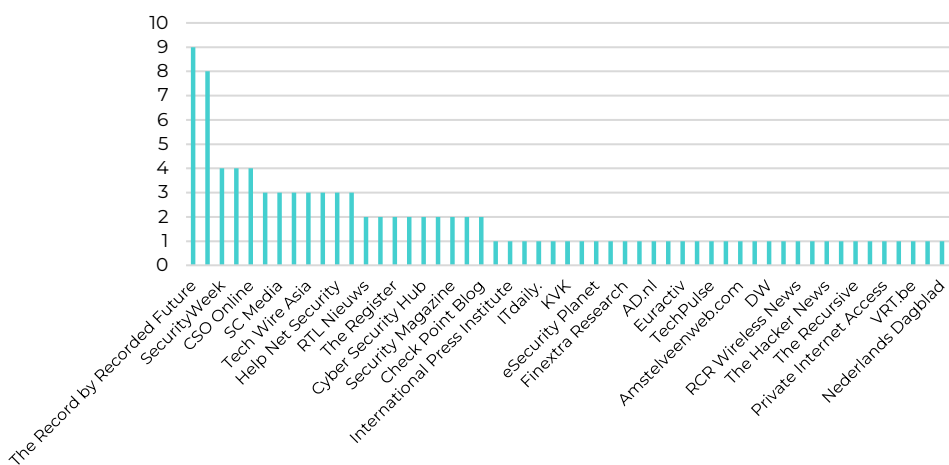


APPENDIX 1 – DDOS

DDoS, United Kingdom - most prolific media titles in top 100 ranking Google News results (using a date constrained search - 1st January to 31st December 2023)

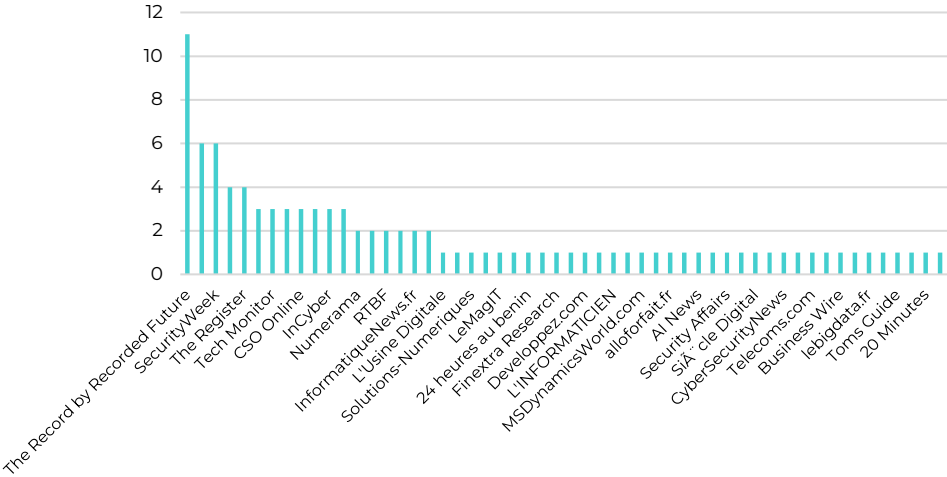


DDoS, Netherlands - most prolific media titles in top 100 ranking Google News results (using a date constrained search - 1st January to 31st December 2023)

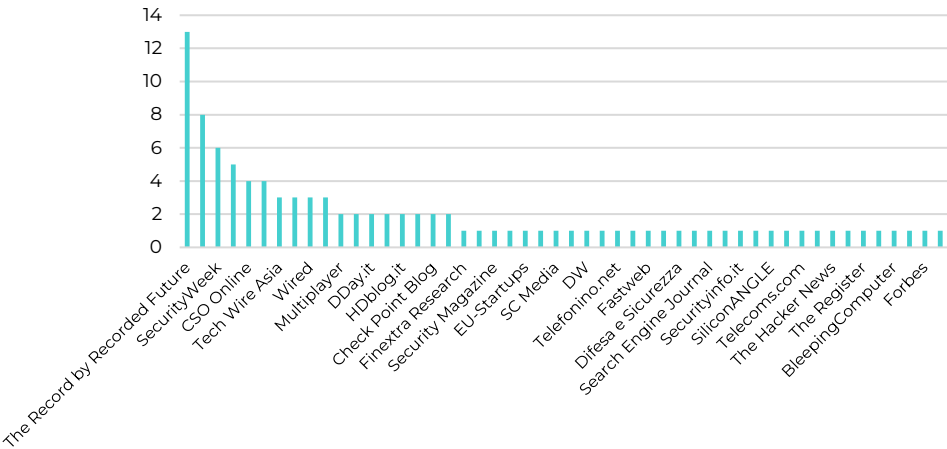


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DDoS, France - most prolific media titles in top 100 ranking Google News results (using a date constrained search - 1st January to 31st December 2023)

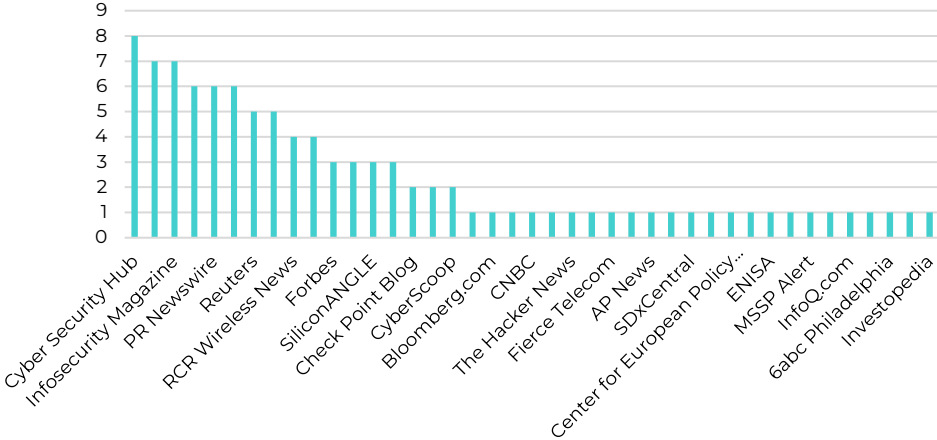


DDoS, Italy - most prolific media titles in top 100 ranking Google News results (using a date constrained search - 1st January to 31st December 2023)

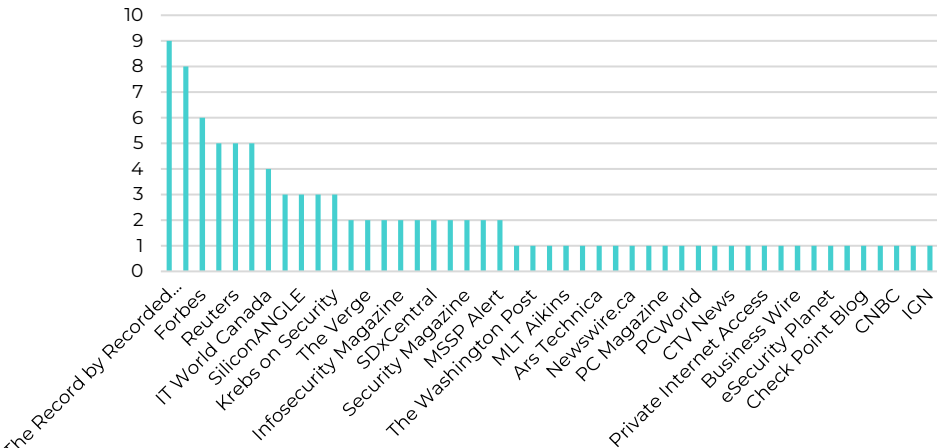


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DDoS, United States - most prolific media titles in top 100 ranking
Google News results
(using a date constrained search - 1st January to 31st December 2023)

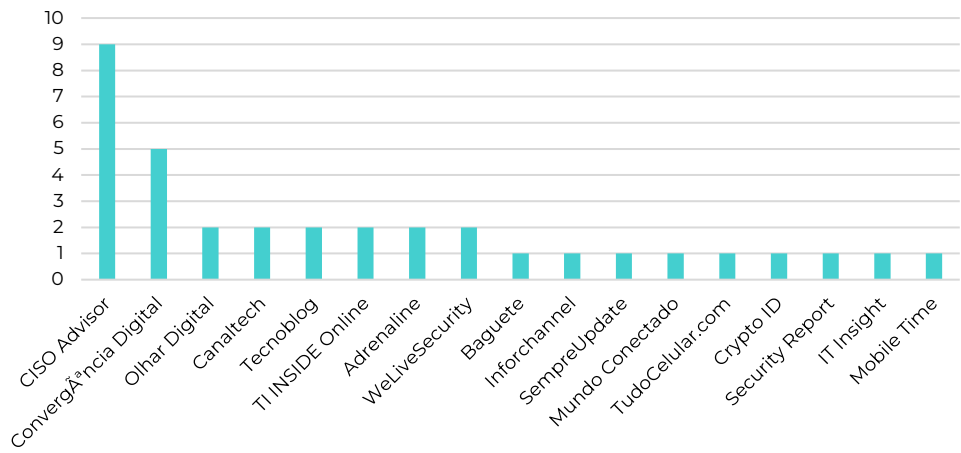


DDoS, Canada - most prolific media titles in top 100 ranking Google News results
(using a date constrained search - 1st January to 31st December 2023)

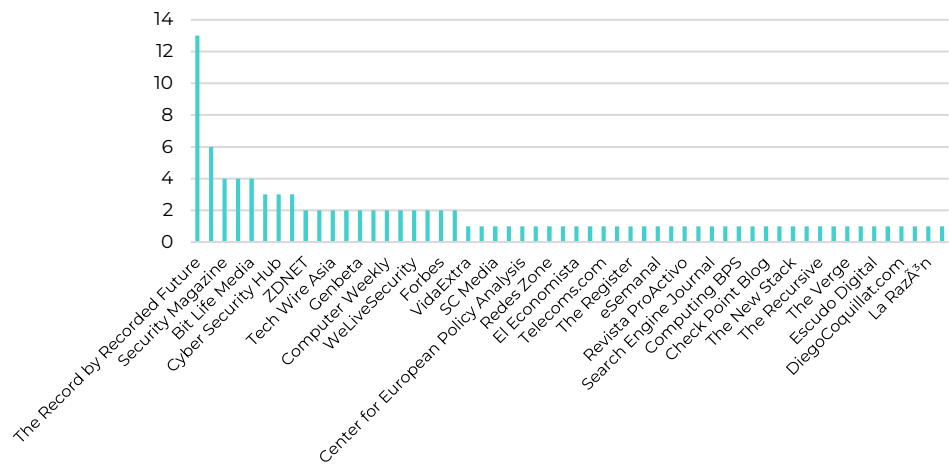


APPENDIX 1 – DDOS

DDoS, Brazil - most prolific media titles in top 100 ranking Google News results
(using a date constrained search - 1st January to 31st December 2023)

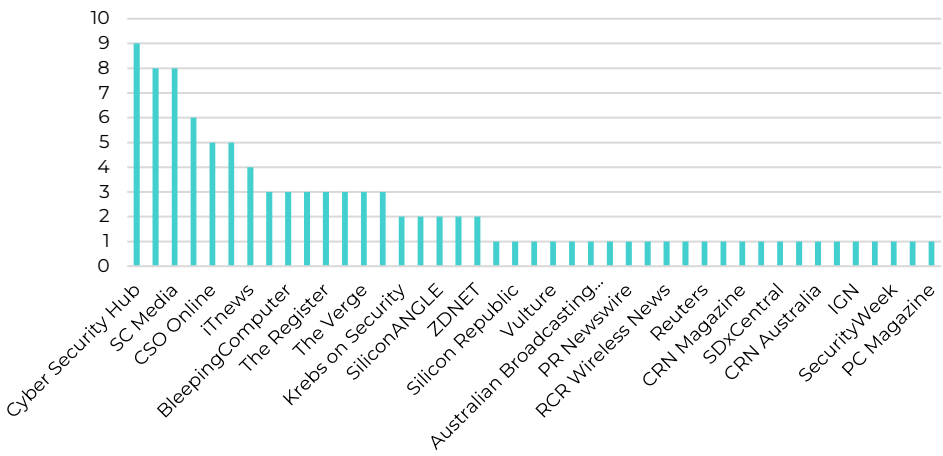


DDoS, Mexico - most prolific media titles in top 100 ranking Google News results
(using a date constrained search - 1st January to 31st December 2023)

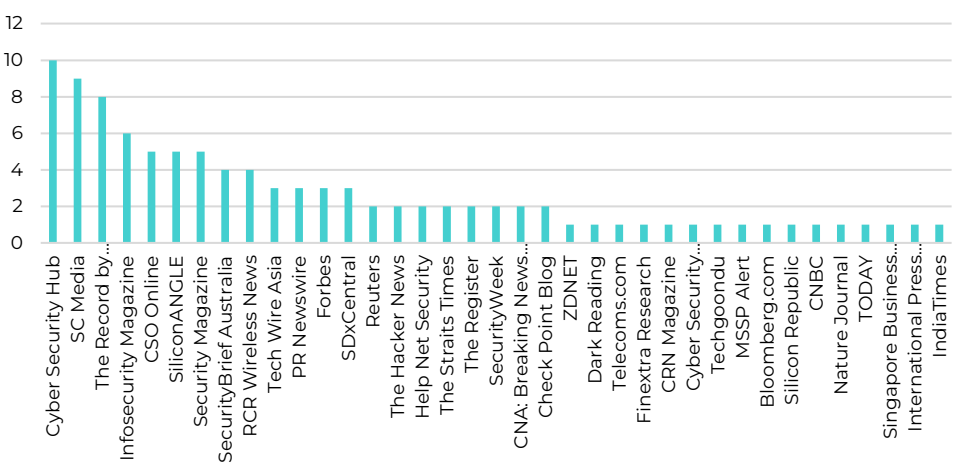


APPENDIX 1 – DDOS

DDoS, Australia - most prolific media titles in top 100 ranking Google News results
(using a date constrained search - 1st January to 31st December 2023)

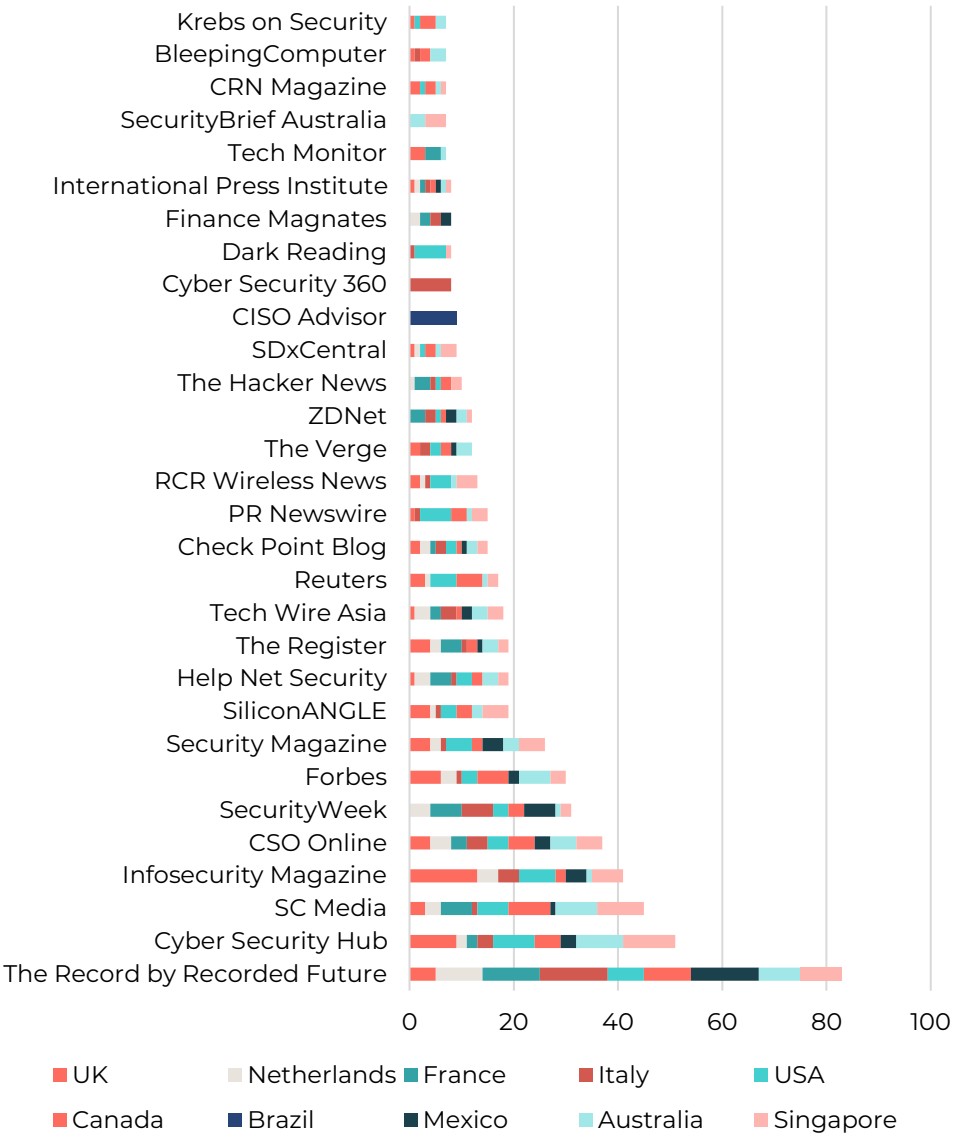


DDoS, Singapore - most prolific media titles in top 100 ranking Google News results
(using a date constrained search - 1st January to 31st December 2023)



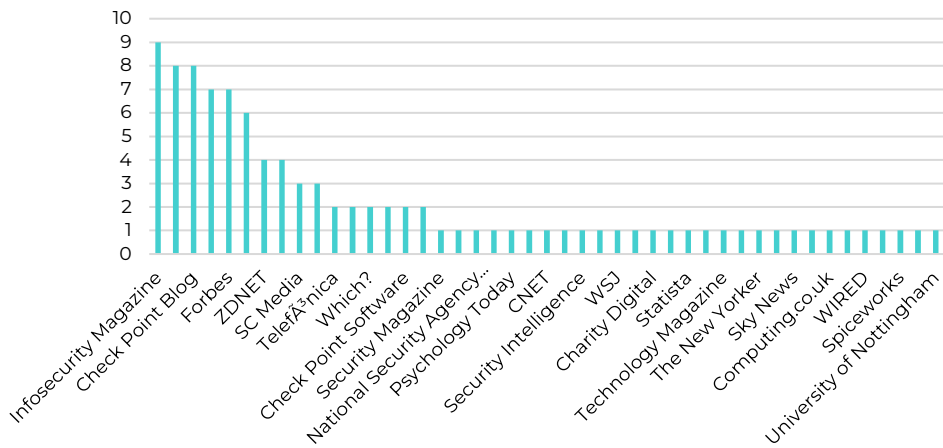
APPENDIX 1 – DDOS

DDoS - multi market traction (top 30 media titles by volume)

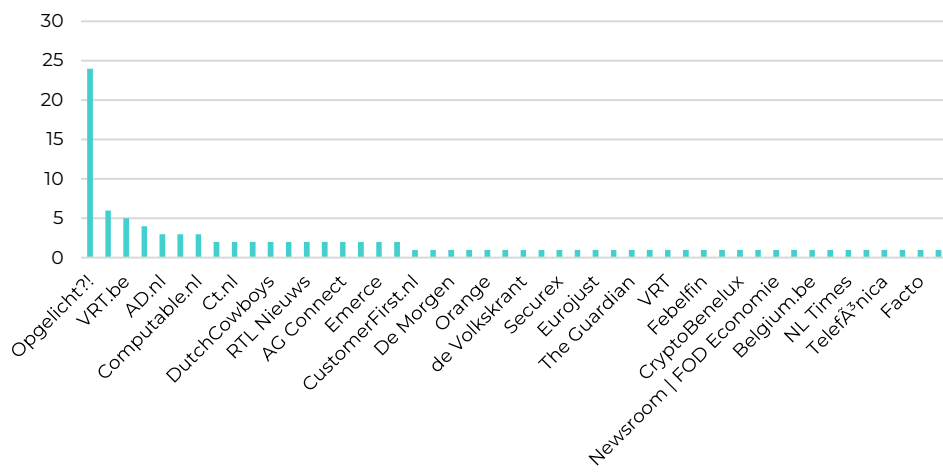


APPENDIX 2 – PHISHING

Phishing, United Kingdom - most prolific media titles in top 100 ranking Google News results
(using a date constrained search - 1st January to 31st December 2023)

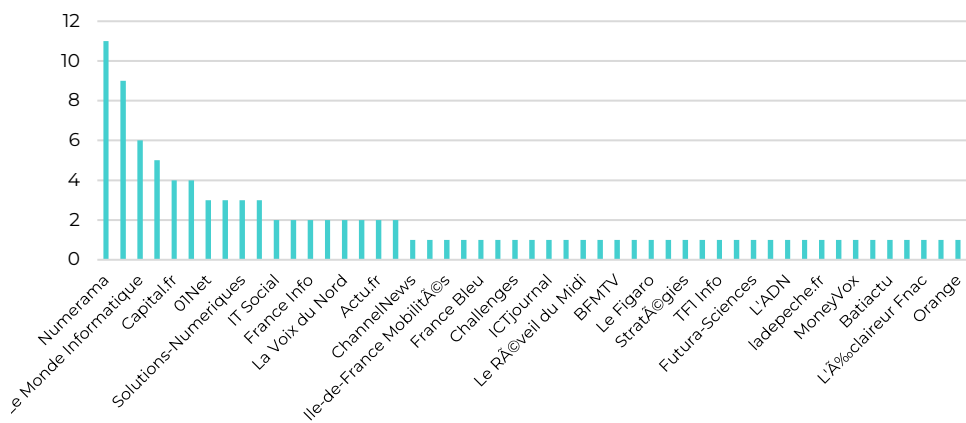


Phishing, Netherlands - most prolific media titles in top 100 ranking Google News results
(using a date constrained search - 1st January to 31st December 2023)

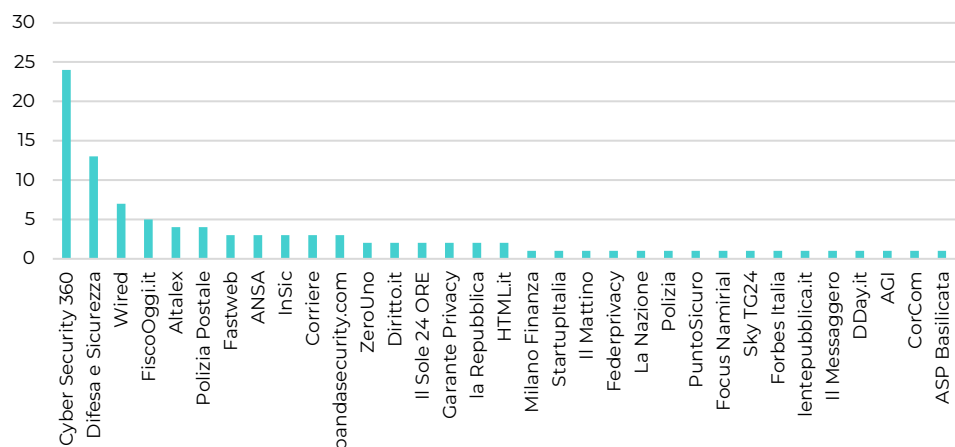


APPENDIX 2 – PHISHING

Phishing, France - most prolific media titles in top 100 ranking Google News results
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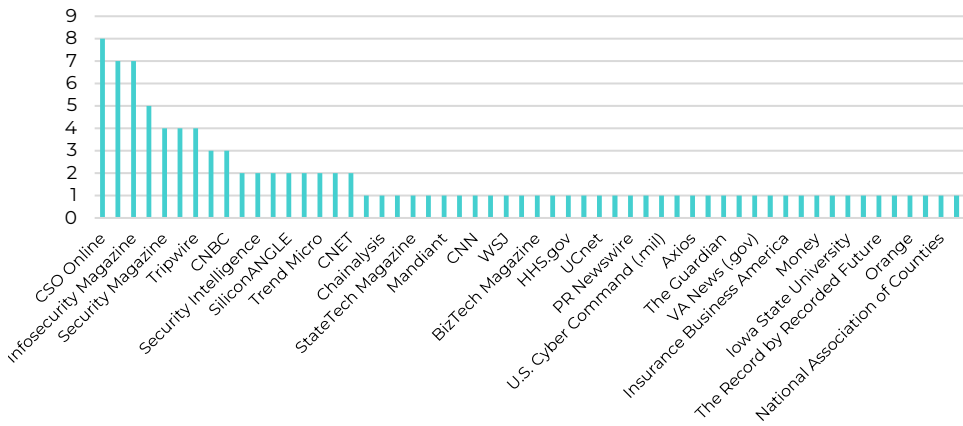


Phishing, Italy - most prolific media titles in top 100 ranking Google News results
(using a date constrained search - 1st January to 31st December 2023)

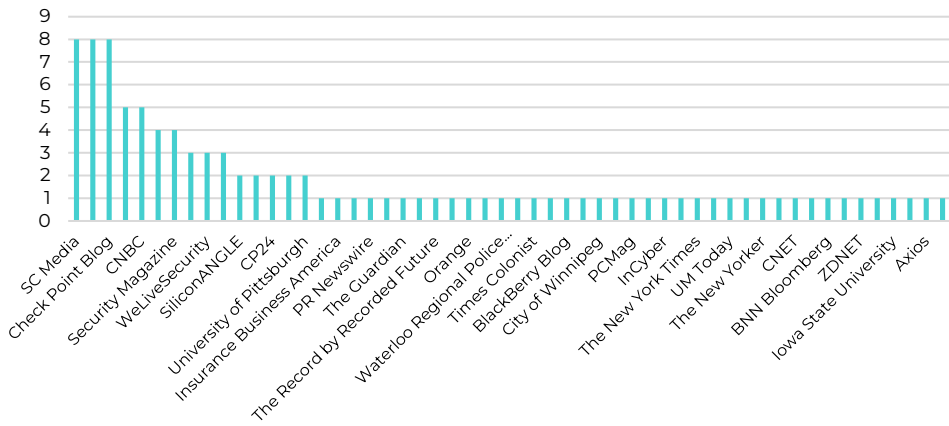


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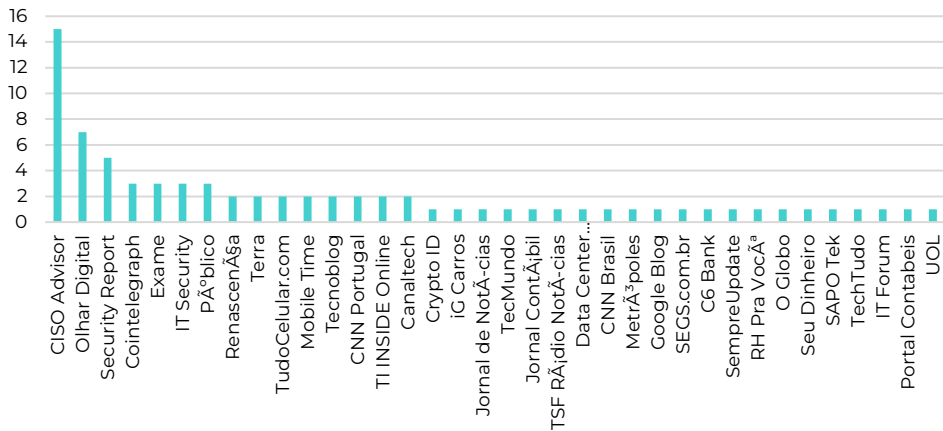


Phishing, Canada - most prolific media titles in top 100 ranking
Google News results
(using a date constrained search - 1st January to 31st December 2023)

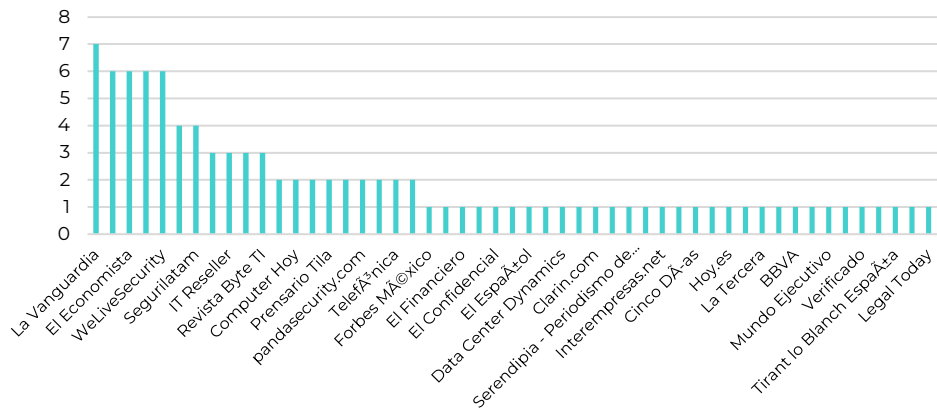


APPENDIX 2 – PHISHING

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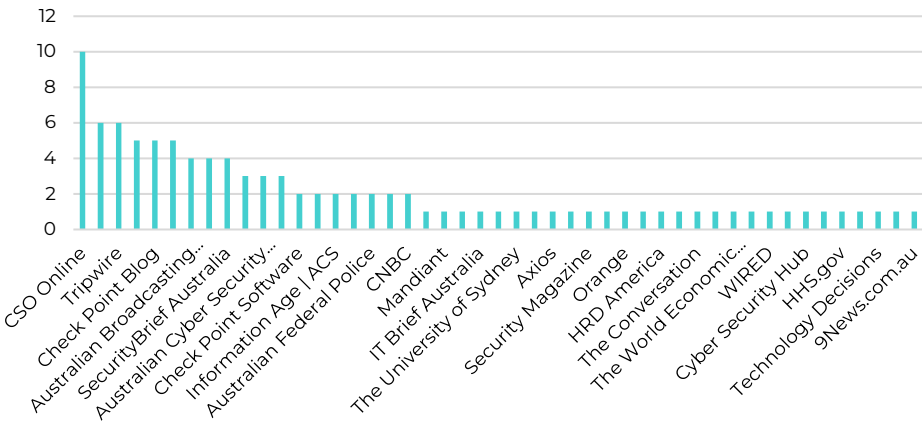


Phishing, Mexico - most prolific media titles in top 100 ranking Google News results
(using a date constrained search - 1st January to 31st December 2023)

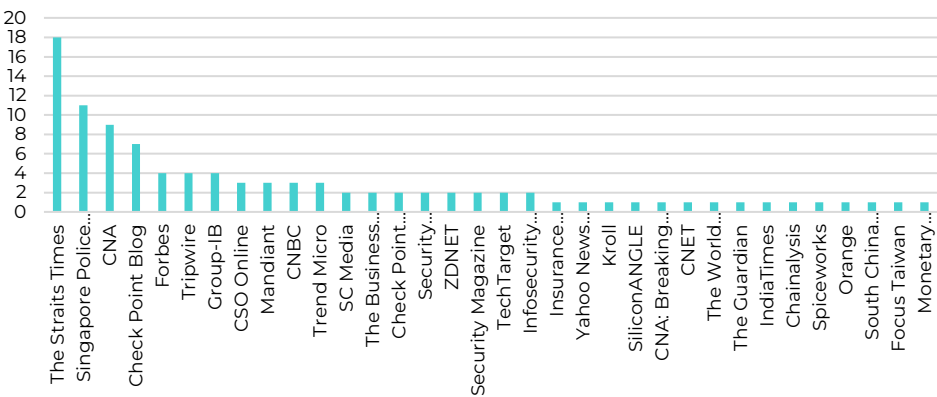


APPENDIX 2 – PHISHING

Phishing, Australia - most prolific media titles in top 100 ranking
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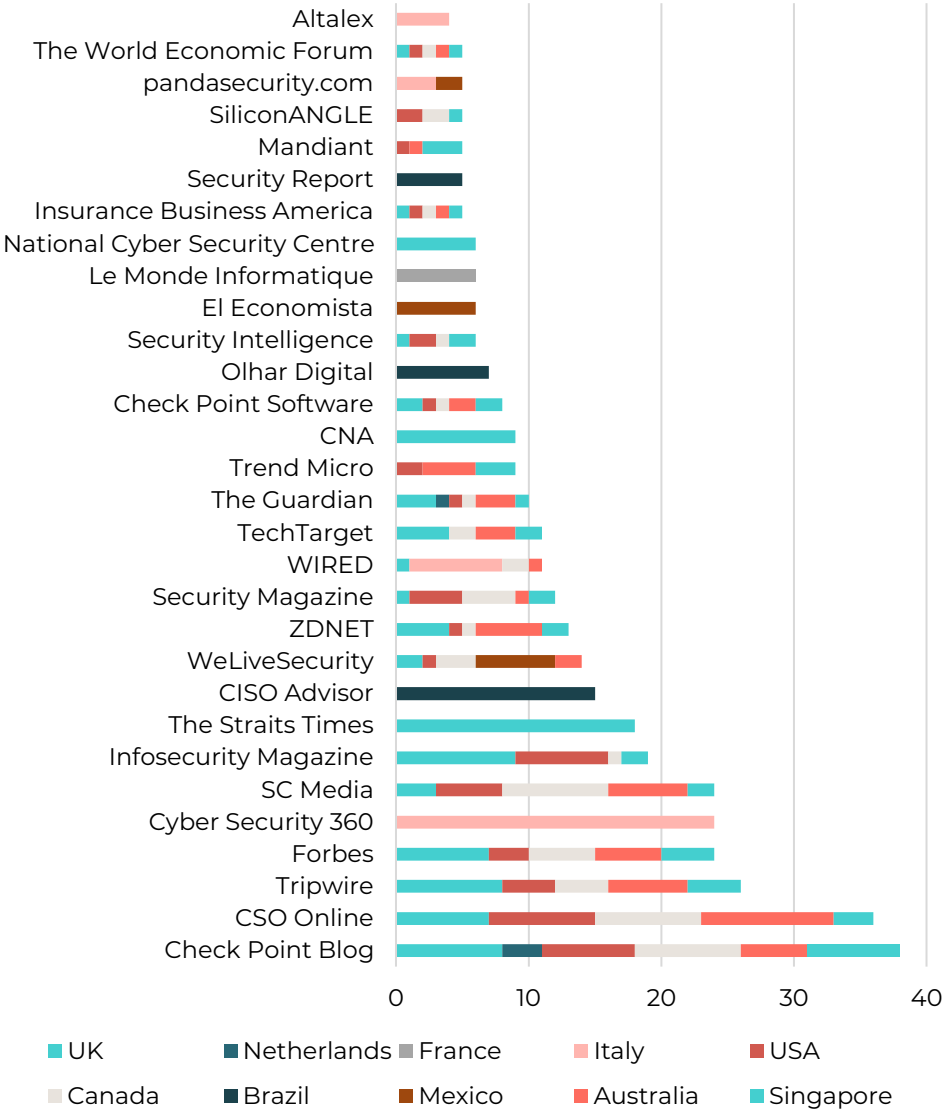


Phishing, Singapore - most prolific media titles in top 100 ranking
Google News results
(using a date constrained search - 1st January to 31st December 2023)



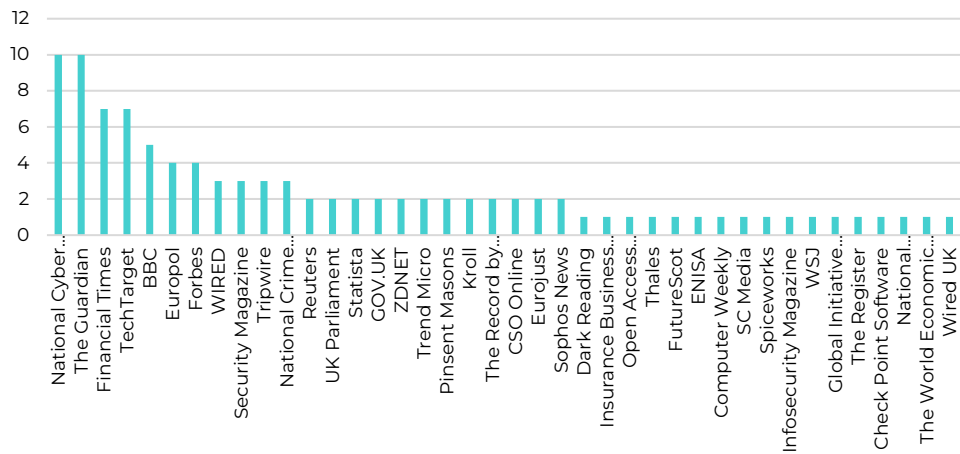
APPENDIX 2 – PHISHING

Phishing - multi market traction (top 30 media titles by volume)

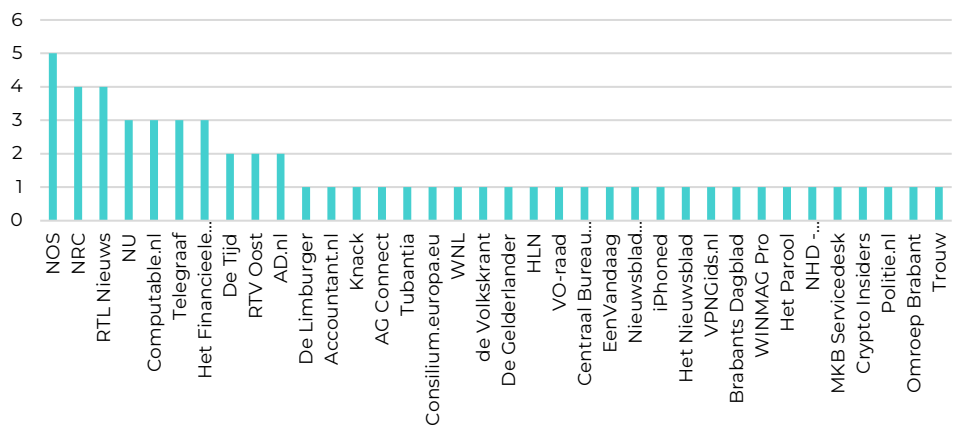


APPENDIX 3 – RANSOMWARE

Ransomware, United Kingdom - most prolific media titles in top 100 ranking Google News results
(using a date constrained search - 1st January to 31st December 2023)

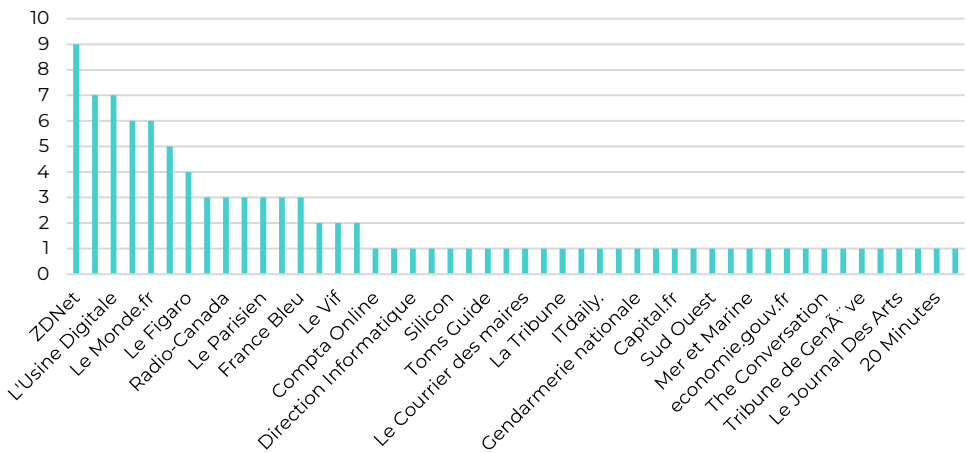


Gijzelsoftware OR Ransomware, Netherlands - most prolific media titles in top 100 ranking Google News results (using a date constrained search - 1st January to 31st December 2023)

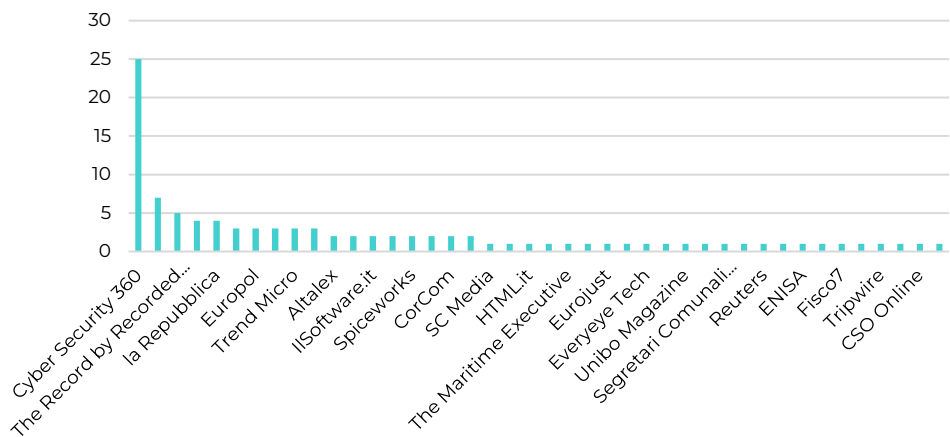


APPENDIX 3 – RANSOMWARE

Rançongiciel, France - most prolific media titles in top 100 ranking
Google News results
(using a date constrained search - 1st January to 31st December 2023)

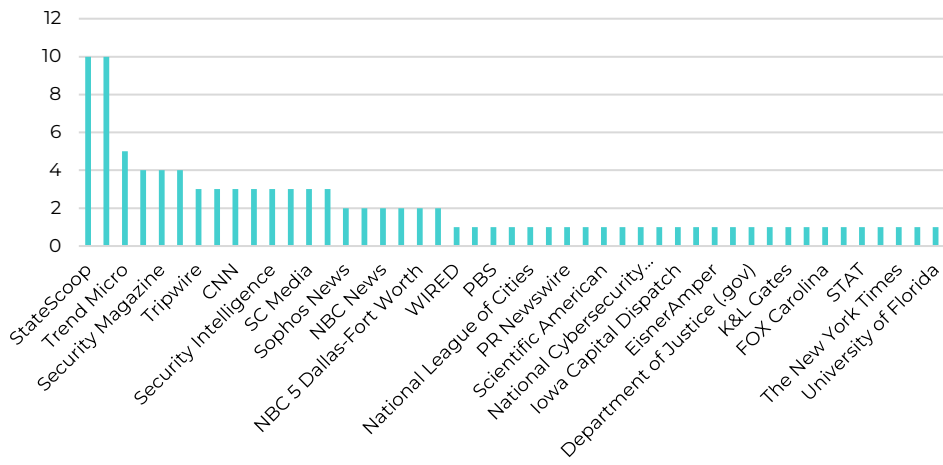


Ransomware, Italy - most prolific media titles in top 100 ranking
Google News results
(using a date constrained search - 1st January to 31st December 2023)

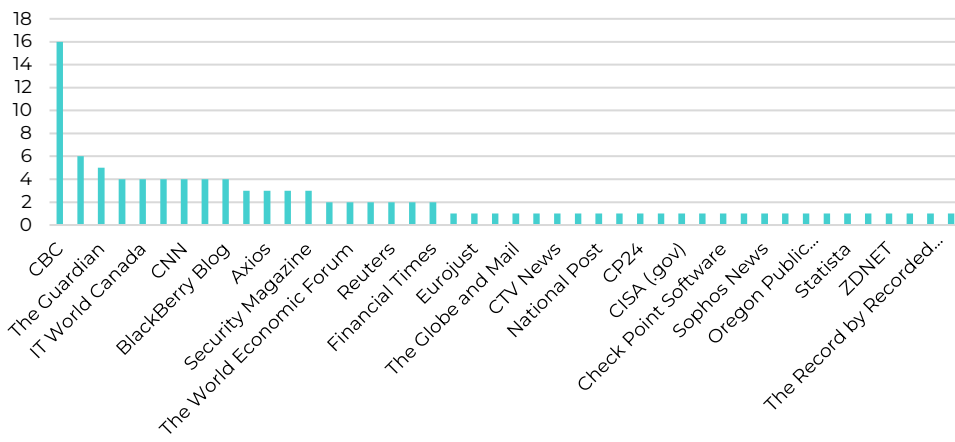


APPENDIX 3 – RANSOMWARE

Ransomware, United States - most prolific media titles in top 100 ranking Google News results
(using a date constrained search - 1st January to 31st December 2023)

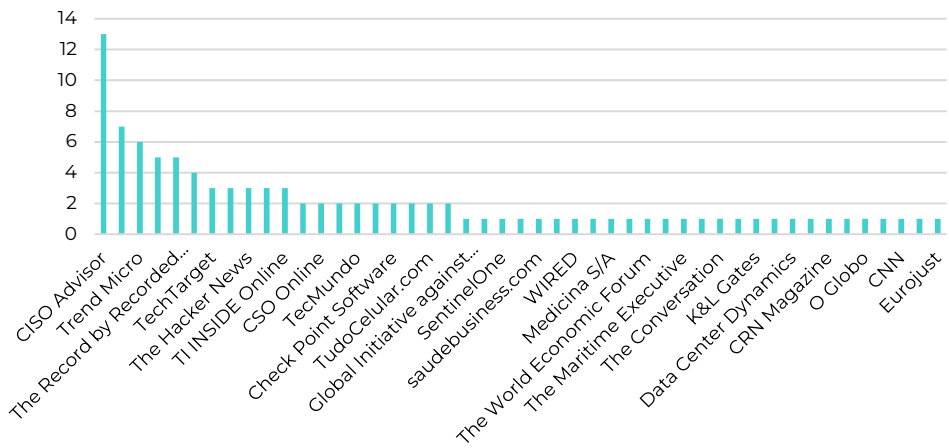


Ransomware, Canada - most prolific media titles in top 100 ranking Google News results
(using a date constrained search - 1st January to 31st December 2023)

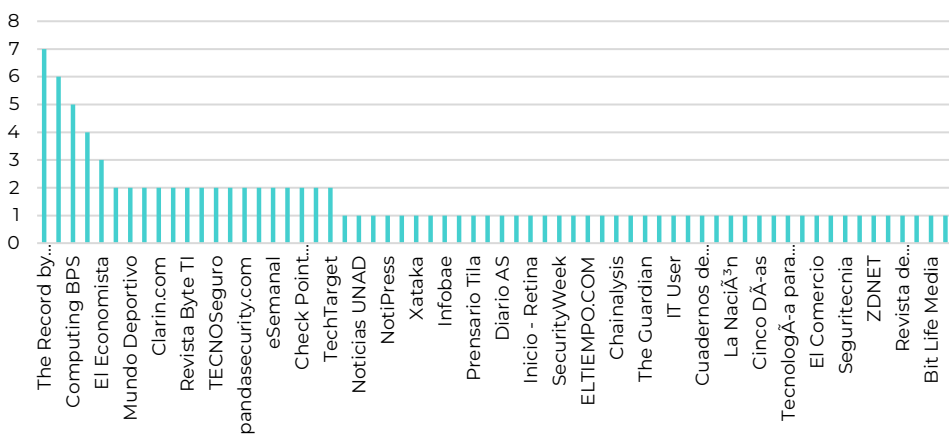


APPENDIX 3 – RANSOMWARE

Ransomware, Brazil - most prolific media titles in top 100 ranking
Google News results
(using a date constrained search - 1st January to 31st December 2023)

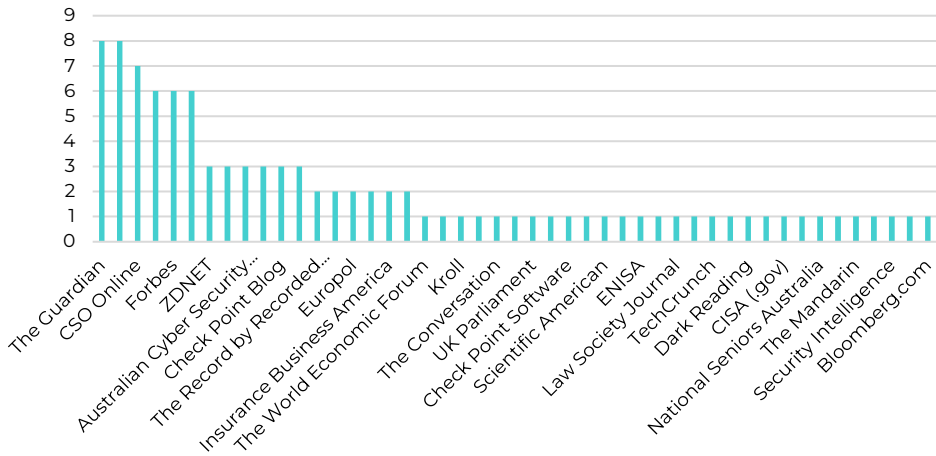


Ransomware, Mexico - most prolific media titles in top 100 ranking
Google News results
(using a date constrained search - 1st January to 31st December 2023)

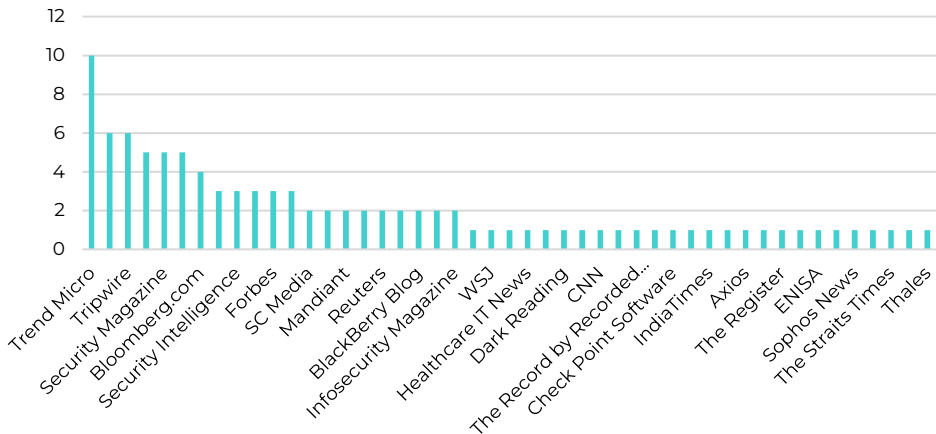


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Ransomware, Australia - most prolific media titles in top 100 ranking Google News results (using a date constrained search - 1st January to 31st December 2023)

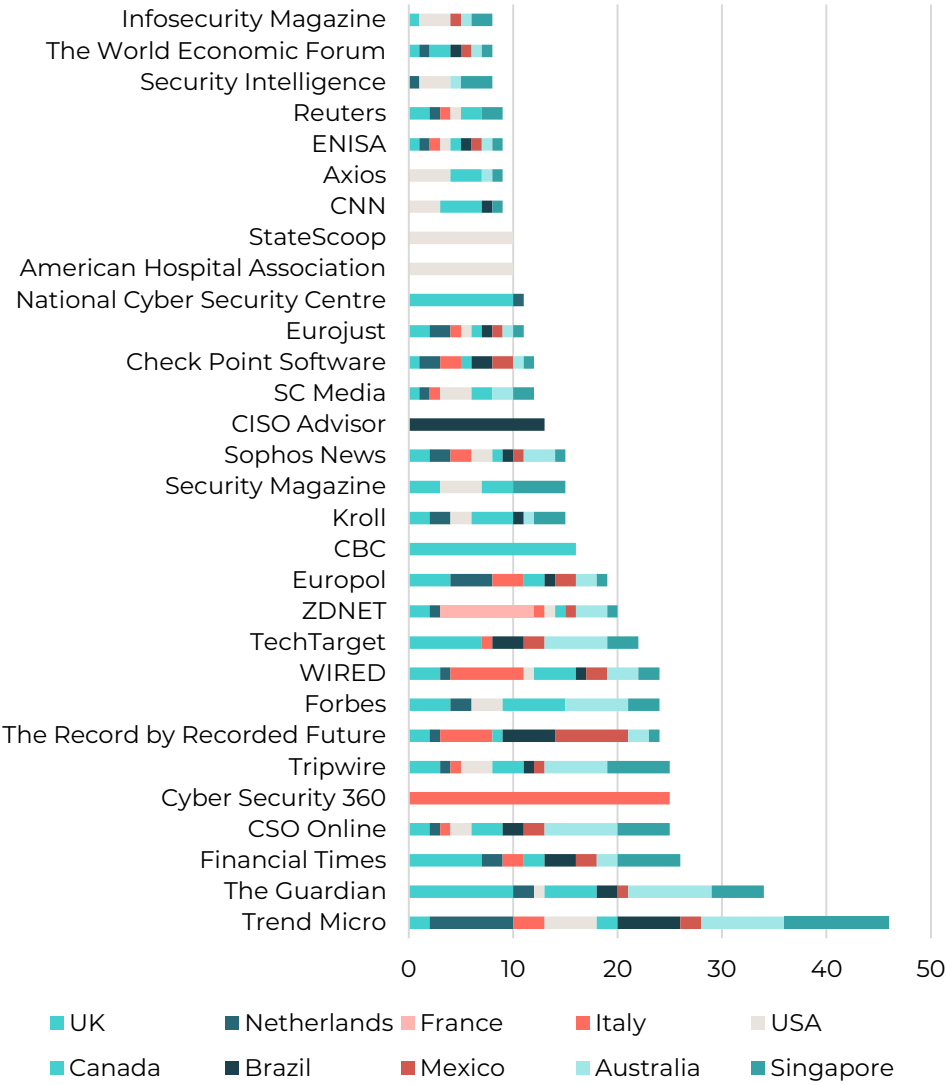


Ransomware, Singapore - most prolific media titles in top 100 ranking Google News results (using a date constrained search - 1st January to 31st December 2023)



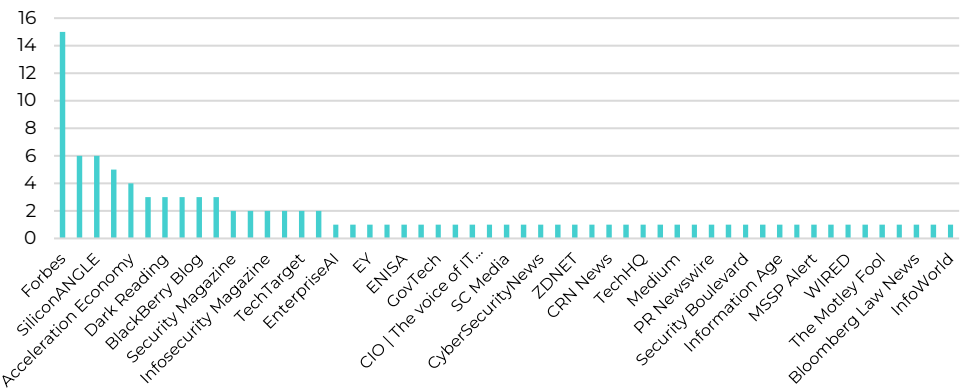
APPENDIX 3 – RANSOMWARE

Ransomware - multi market traction (top 30 media titles by volume)

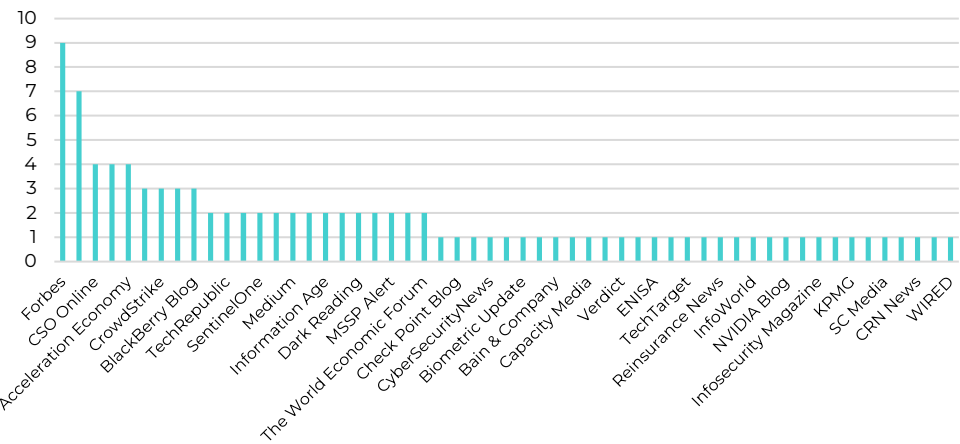


APPENDIX 4 – CYBERSECURITY AND GENERATIVE AI

Cybersecurity and Generative AI, United Kingdom - most prolific media titles in top 100 ranking Google News results
(using a date constrained search - 1st January to 31st December 2023)

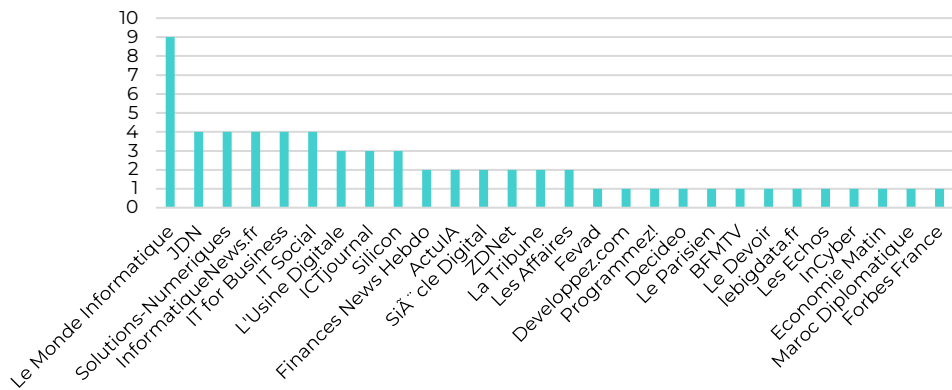


Cybersecurity and Generative AI, Netherlands - most prolific media titles in top 100 ranking Google News results
(using a date constrained search - 1st January to 31st December 2023)

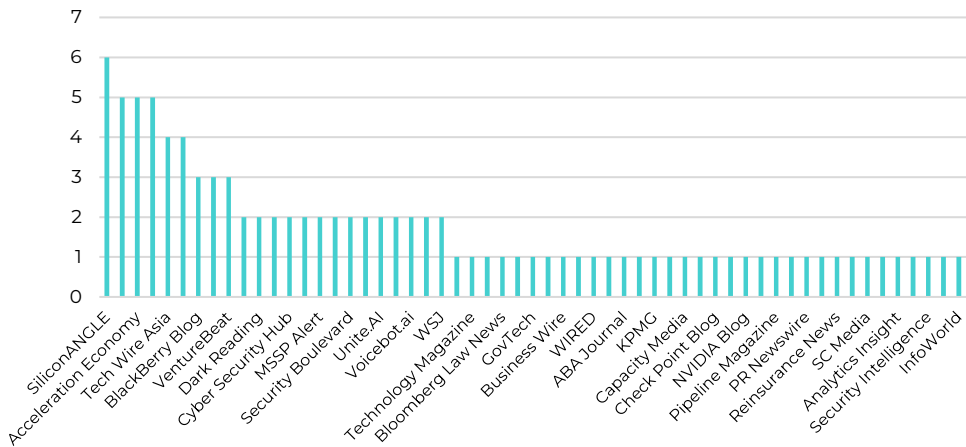


APPENDIX 4 – CYBERSECURITY AND GENERATIVE AI

Cybersécurité AND IA Générative, France (in French) - most prolific media titles in top 100 ranking Google News results (using a date constrained search - 1st January to 31st December 2023)

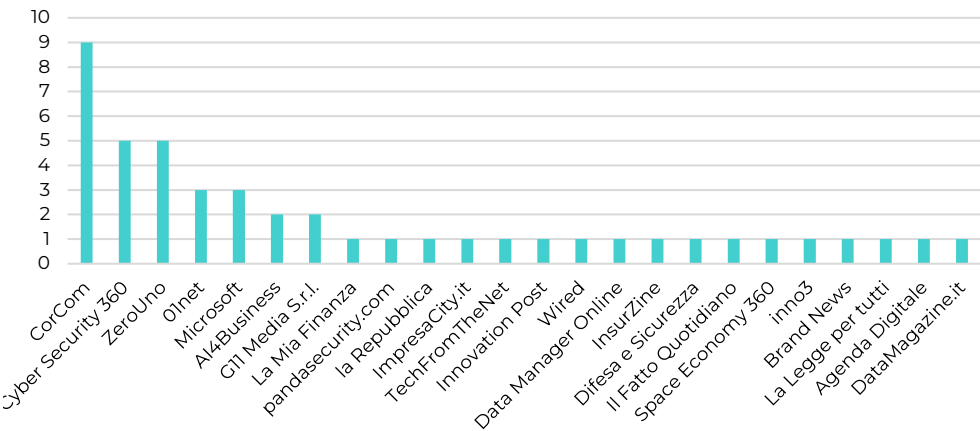


Cybersecurity and Generative AI, France (in English) - most prolific media titles in top 100 ranking Google News results (using a date constrained search - 1st January to 31st December 2023)

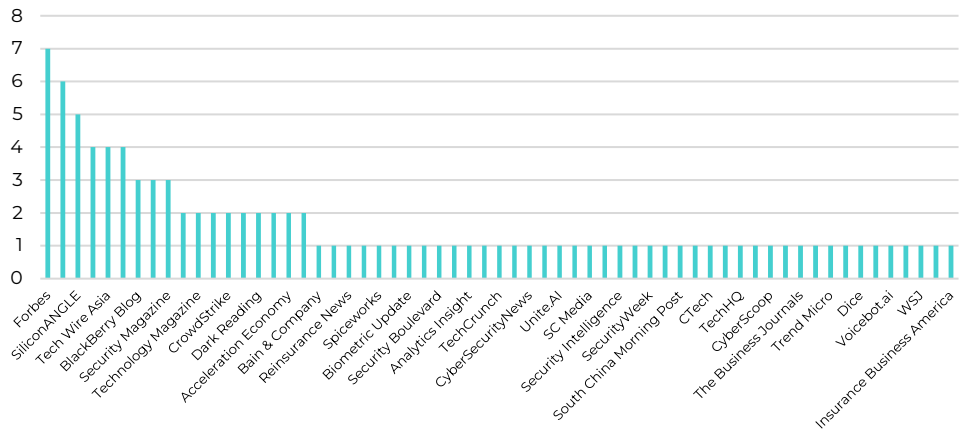


APPENDIX 4 – CYBERSECURITY AND GENERATIVE AI

Cybersecurity AND AI Generativa, Italy (in Italian)- most prolific media titles in top 100 ranking Google News results (using a date constrained search - 1st January to 31st December 2023)

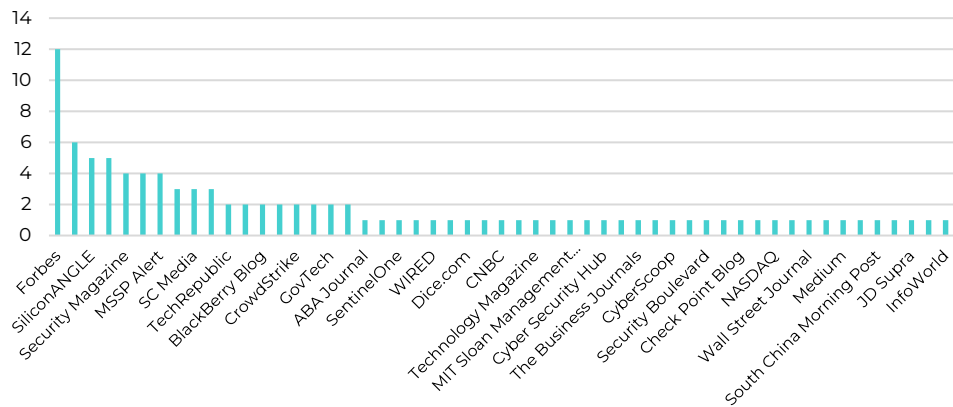


Cybersecurity and Generative AI, Italy (in English)- most prolific media titles in top 100 ranking Google News results (using a date constrained search - 1st January to 31st December 2023)

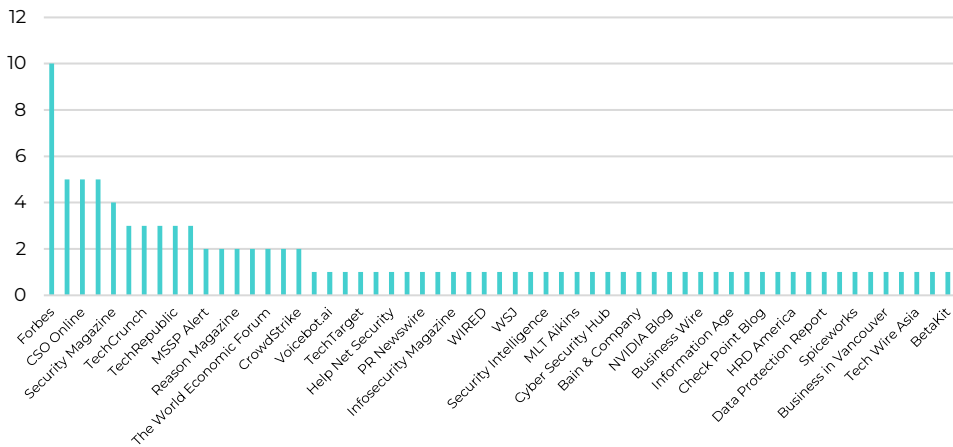


APPENDIX 4 – CYBERSECURITY AND GENERATIVE AI

Cybersecurity and Generative AI, United States - most prolific media titles in top 100 ranking Google News results
(using a date constrained search - 1st January to 31st December 2023)

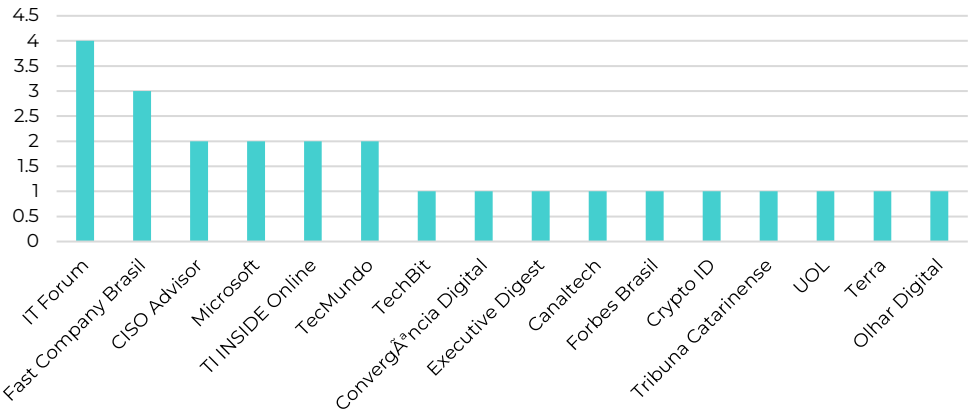


Cybersecurity and Generative AI, Canada - most prolific media titles in top 100 ranking Google News results
(using a date constrained search - 1st January to 31st December 2023)

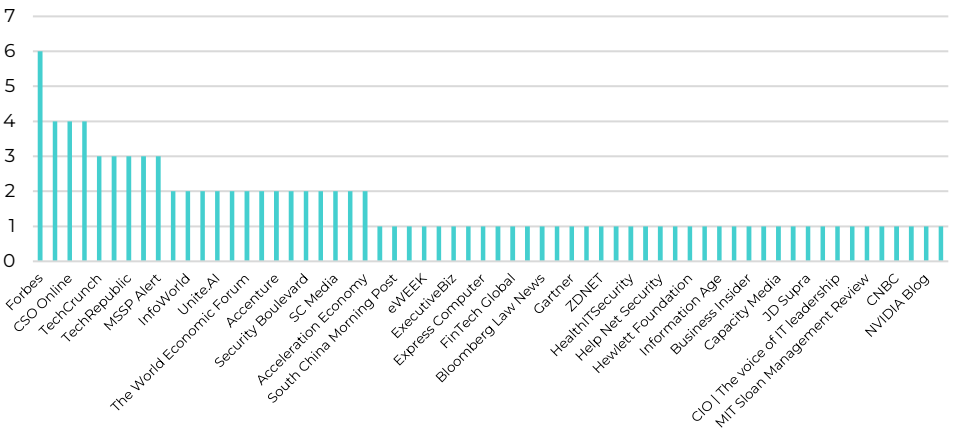


APPENDIX 4 – CYBERSECURITY AND GENERATIVE AI

Cibersegurança AND IA Generativa, Brazil (in Portuguese) - most prolific media titles in top 100 ranking Google News results (using a date constrained search - 1st January to 31st December 2023)

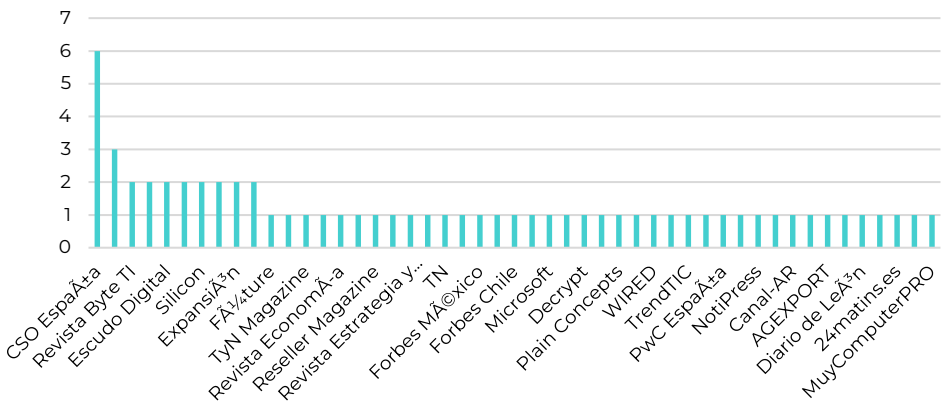


Cybersecurity and Generative AI, Brazil (in English) - most prolific media titles in top 100 ranking Google News results (using a date constrained search - 1st January to 31st December 2023)

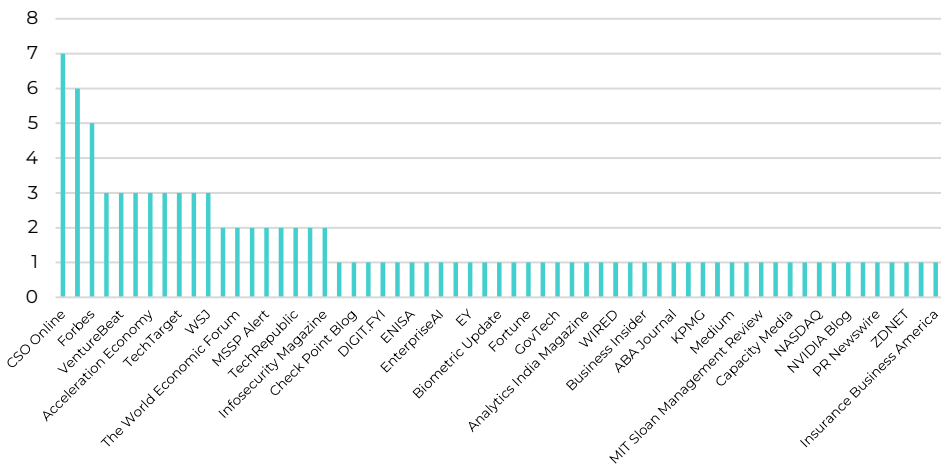


APPENDIX 4 – CYBERSECURITY AND GENERATIVE AI

Ciberseguridad AND IA Generativa, Mexico (in Spanish) - most prolific media titles in top 100 ranking Google News results (using a date constrained search - 1st January to 31st December 2023)

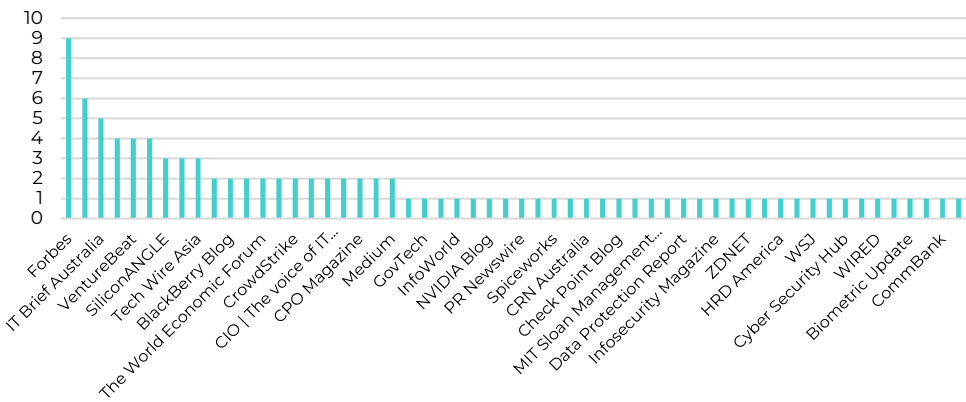


Cybersecurity and Generative AI, Mexico (in English) - most prolific media titles in top 100 ranking Google News results (using a date constrained search - 1st January to 31st December 2023)

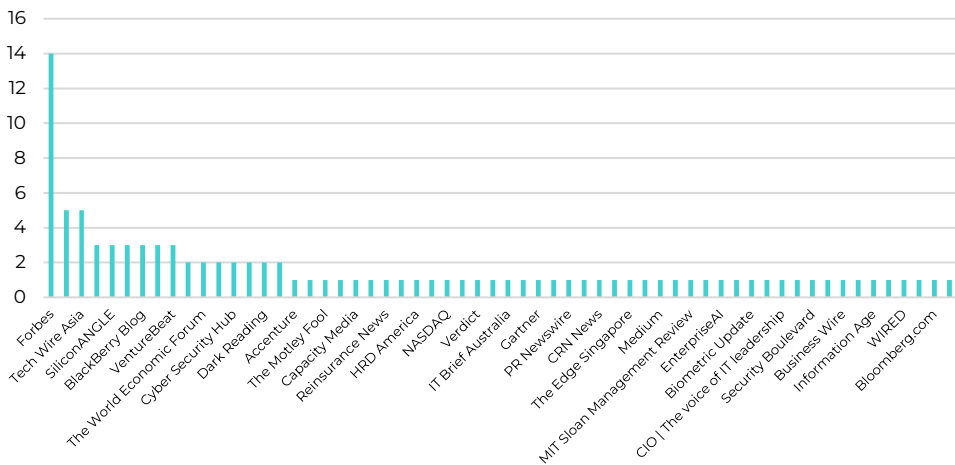


APPENDIX 4 – CYBERSECURITY AND GENERATIVE AI

Cybersecurity and Generative AI, Australia - most prolific media titles in top 100 ranking Google News results
(using a date constrained search - 1st January to 31st December 2023)

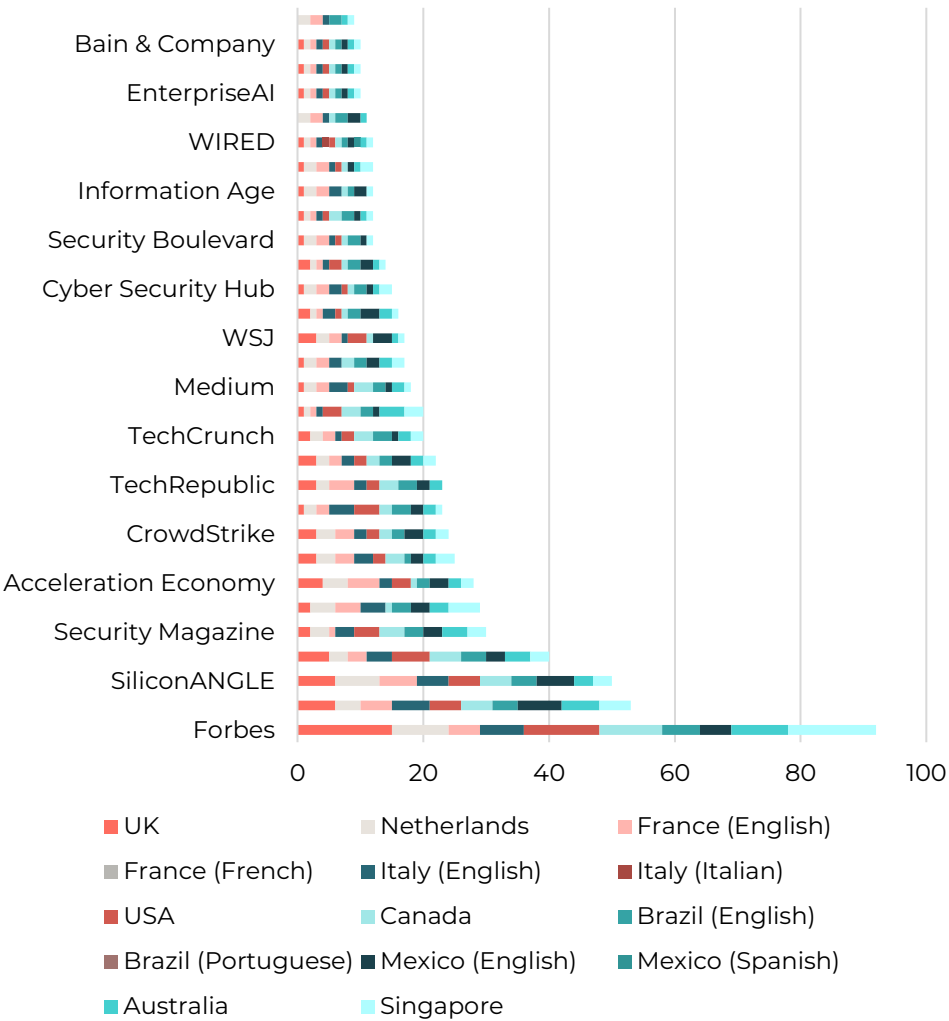


Cybersecurity and Generative AI, Singapore - most prolific media titles in top 100 ranking Google News results
(using a date constrained search - 1st January to 31st December 2023)



APPENDIX 4 – CYBERSECURITY AND GENERATIVE AI

Cybersecurity AND Generative AI - multi market traction (top 30 media titles by volume)



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