

2020 MEDIA LANDSCAPE REPORT

Evolution of PR Opportunities for Consumer Technology Brands

As the only PR agency 100% dedicated to the consumer technology industry, MBA completes an annual media landscape analysis for brands in the tech space.

MBA's Business Intelligence team analyzes over 30,000 coverage data points across 80+ brands to identify emerging media trends that are impacting how we consult our clients on PR.

HERE ARE THE TOP 10 LEARNINGS FROM THIS YEAR'S REPORT



01

LAUNCHES CONCENTRATED IN JANUARY, MAY AND OCTOBER

The busiest months for launch announcements tend to be in the months of January, May and October, indicating times that tend to be more saturated for press outreach.

02

BLACK FRIDAY AND CYBER MONDAY EDGE OUT HOLIDAY GIFT GUIDES

While gift guides were once the dominant coverage coming out of the winter holidays, tech brands are increasingly earning more Black Friday & Cyber Monday articles than gift guides.



03

MOTHER'S DAY AND FATHER'S DAY GIFT GUIDE COVERAGE ON THE RISE

As media outlets look to increase revenue from affiliate links, brands are increasingly being featured in gift guides throughout the year. Of particular note, Mother's Day and Father's Day coverage more than doubled over the last 2 years.

04

MEDIA OUTLETS SHIFTING TO NON-AMAZON AFFILIATE NETWORKS

The amount of articles directing consumers to a brand's website through an affiliate link nearly doubled the amount that directed consumers to Amazon in early 2020, likely in response to shifting commission structures. Having a rock solid affiliate structure in place is crucial to optimize coverage.



05

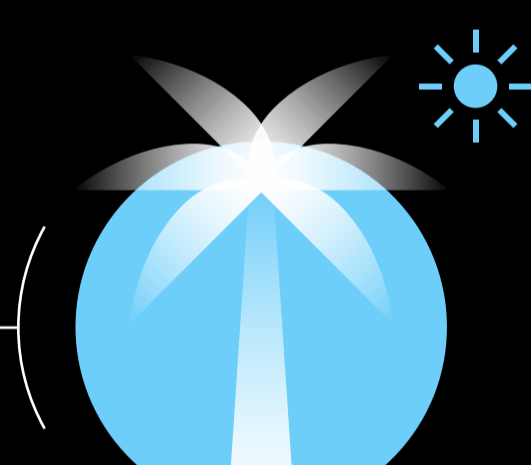
CES LAUNCHES JUST AS EFFECTIVE AS LAUNCHES AT OTHER TIMES OF THE YEAR

While CES is often a hotspot for brands to launch products, the average launch earns just as much coverage at other points of the year.

06

SUMMER MONTHS PROVE AN OPPORTUNE TIME FOR CAMPAIGNS & PRESS LAUNCHES

Due to a slower news cycle, press announcements receive the most coverage on average in July, proving to be an opportune time for campaign launches. June and August are also top performers.



07

COVID NEWS TRENDS USHERED IN RELEVANT MEDIA OPPORTUNITIES

Due to enhanced media focus on the work/play/workout from home lifestyle, there were more opportunities for tech brands in the wellness, fitness, office productivity, and home entertainment verticals. This led to a 96% increase in media coverage opportunities year over year for brands in this space.

08

BUSINESS OUTLETS DRIVE 40% MORE TRAFFIC THAN OTHER VERTICALS

Product coverage in business outlets are particularly effective at driving interest in technology products, driving significantly more website traffic.



09

ROUND-UPS DRIVE 60% MORE SALES THAN OTHER ARTICLE TYPES

Due to the high search visibility and long shelf-life of round-up articles, they tend to perform better than any other article type in driving sales results.

10

DATA STORIES 67% MORE LIKELY TO BACKLINK TO A BRAND SITE

Compared to other story types, data stories are 67% more likely to link back to a brand's website, offering a significant impact to SEO.

