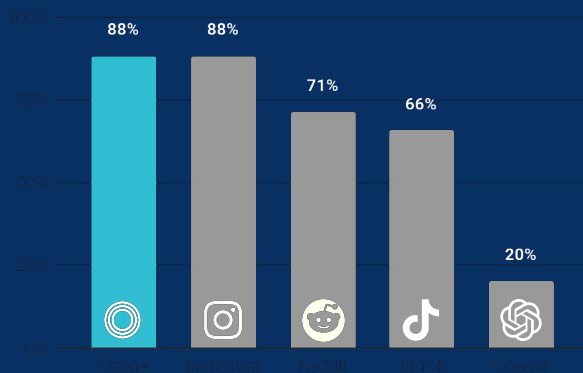


# Tech Enthusiasts



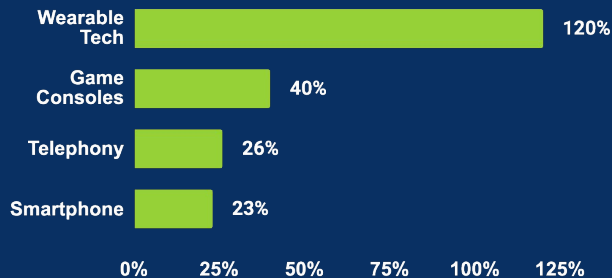
# CONNECTING YOU WITH 88% OF TECH ENTHUSIASTS THROUGH THE WINTER PERIOD

## Site Comparison (Reach %)



## Subtopics Driving Growth

November



## Highest Indexing Behaviours

**Health & Wellbeing**  
i134

**Music Events**  
i126

**Museums & Galleries**  
i125

**Performing Arts**  
i125

## Audience Targeting

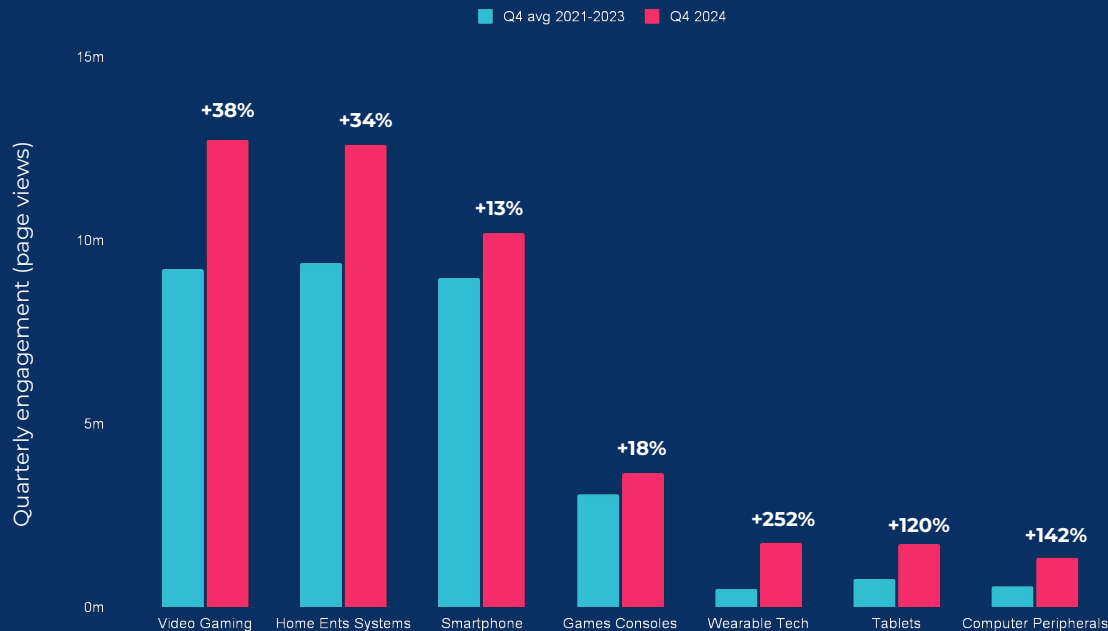
**Consumer Electronics**  
11.4M

**Smartphones**  
9.0M

**Sales & Promotions**  
9.9M

**Wearable Tech**  
885K

# Tech boosted by Q4 interest in new products, discounts and gifting



## Consumer Technology

Overall, the Tech & Computing category will be one of the quarter's biggest for online audience engagement. In Q4, competitive product launches, Cyber Monday deals and discounts, and tech gifting will drive interest.

Expect enthusiasm for new tech launched during Apple's September event to continue to bolster interest in Smartphone, Wearable Tech and Tablet content in Q4.

Mature categories, such as Video Gaming and Games Consoles, are expected to grow in 2025, with Nintendo's Switch 2 launch this year set to keep engagement high.



# Skins campaign surpasses expectations for leading tech client

We were briefed to target a leading tech client's computing and tech intender audiences to drive excitement for its latest range of smartphones for both the pre-order and launch phases.



**1.07%**  
Skins CTR



**+15.1%**  
Brand Uplift



**91%**  
IAS Viewability  
Score