EXCLUSIVE TARGET GROUP
Focus on the real decision-makers in business and administration

- Senior executives // 1,873 thousand
- Senior civil servants // 236 thousand
- Self-employed (min. 6 employees) // 552 thousand
- Independent professions (min. 1 add’l employee) // 423 thousand

Average age
47 years

138,000 c’t reader belong to the circle of LAE B2B decision-makers – 76% are senior executives

Focus / area of their activity:
89% work in the field of administration/organization/IT
35% in the field of data processing + IT

c’t-readers are ICT decision-makers
85%

Note: The ICT DECISION-MAKER has its competence in one of the areas: „IT hardware (e.g. desktop PC, notebook, tablet, server, switches)” / „software/ IT services/ consulting” / „internet/ e-commerce/ intranet” / „communication systems, such as telephone system” / „smartphone, cell phone”.

More security:
Exemplary – 69% have implemented the mobile/home office workstation setup (hardware/software /VPN– security risks) in the last 2 years.

Foresight:
84% plan to invest in these future technologies:
- Digital transformation
- Robotics in production, service, research etc.
- Data & analytics / Big data
- Artificial intelligence / Machine learning
- Collaboration tools for new forms of work
- Blockchain technology
- Establishment of mobile/home office workplaces