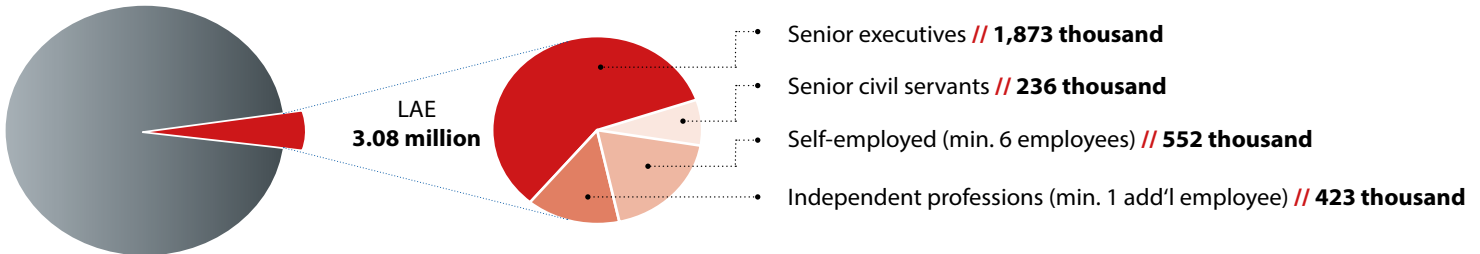


# c't in the LAE 2023

## The exclusive market media study for business-to-business communication

### EXCLUSIVE TARGET GROUP

Focus on the real decision-makers in business and administration



### Average age

47 years

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

The c't-readers in **top management levels:**

24% run the company - are on the first management level (CIO, CEO), **just under one in five** is a commercial managing director (CFO) or technical managing director (CTO)

Focus / area of their activity:

89%

work in the field of **administration / organization / IT**

35%

in the field of **data processing + IT**

Your position in the company:

25% are

**Department Head(s) / authorised representative**

33% are

**Area Manager / Officer / Senior Manager  
Employee in other function**

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“.

## Security in focus:

**IT security infrastructure** (e.g., virus software, firewall, encryption technologies) available in the company or (follow-up) acquisition planned in the next 12 months – **98% of c't-readers** decide on this (Index 105).

## More security:

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

### Foresight:

84% **plant o 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

### CONTACT

