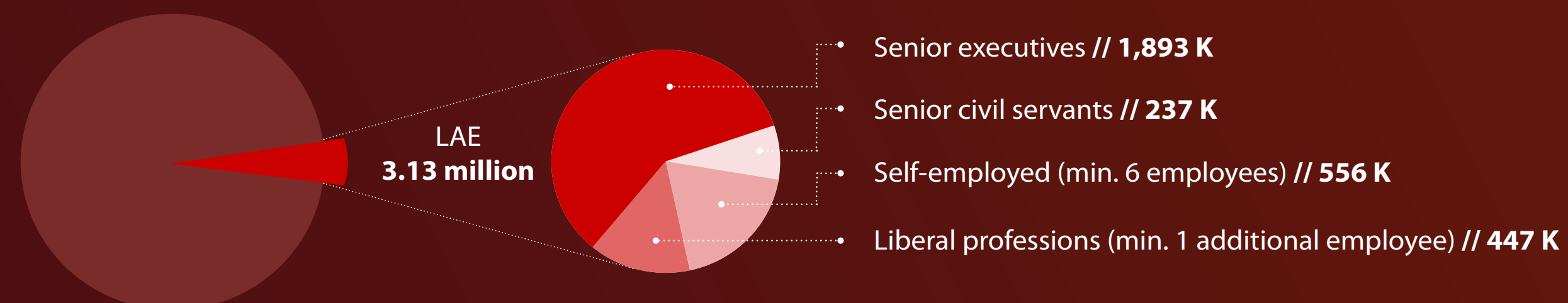


LAE 2024

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

Exclusive target group



Average age

47 Years

161,000 c't readers belong to the circle of **LAE B2B decision-makers** - 80% are executives.

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

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

79% of c't readers are **ICT decision-makers**

Note: The ICT decision-maker has expertise in one of the following areas: "IT hardware (e.g. desktop PC, notebook, tablet, server, switches)"/ "IT-services and consulting" / "software licences, cloud services" / "communication systems, such as telephone systems" / "smartphone, mobile phone".

Their position in the company:

26% are **heads of department/ authorised signatories**

34% are **department heads/ specialists/managerial employees in other functions**

Focus/area of their activity:

84% work in the area of **Administration/Organisation/ IT**

39% in the area of **Data processing + IT**

Looking ahead:

87% are planning to invest in these **future technologies**: digital transformation • robotics in production, services, research, etc. • data & analytics/ big data • artificial intelligence/ machine learning • collaboration tools for new forms of working • blockchain technology • setting up mobile/home office workstations • cyber security

Focus on security:

IT security infrastructure

(e.g. virus software, firewall, encryption technologies) available in the company or (follow-up) purchase planned in the next 12 months - **97%** of c't readers decide on this (Index 103).

63% plan to invest in cyber security in the next 2 years (Index 117).

Excellent

63% have set up mobile/home office workstations (hardware/software/VPN security risks) in the last 2 years.

In the extended security focus

67% decide on software licences, cloud services. **63%** have already invested in cyber security.

Contact us

