

Next Level Consumer & Communication Insights

IAA MOBILITY
SHOW INSIGHTS
SEPTEMBER 20 2021



IAA MOBILITY TURNS INTO AN INCREASINGLY DOMESTIC SHOW – YET, ACTIVE INTEREST IN GERMANY REMAINS SOMEWHAT STABLE

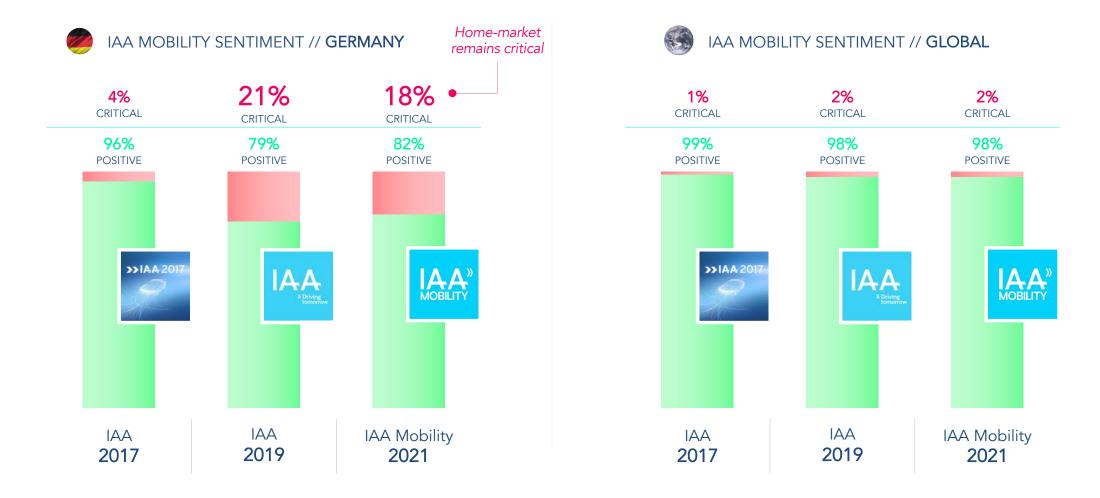






SENTIMENT AROUND THE IAA IN HOME MARKET REMAINS CRITICAL. CRITICISM OUTSIDE GERMANY VERY LIMITED







GERMAN MEDIA CONTINUE WITH THEIR CRITICAL COURSE AND FIND NEW AREAS OF CRITICISM





H Horizont

IAA Mobility: Guter Auftakt mit Abzügen in der B-Note

Die IAA Mobility ist vorbei. Über 400.000 Besucher waren da, was die Veranstalter als Erfolg feiern, angesichts der Corona-Pandemie und der ...

SZ Süddeutsche Zeitung

IAA 2021: Die große Vision bleibt aus

Die Autoindustrie wollte sich neu erfinden – und die IAA gleich mit. Doch die großen Zukunftsfragen der Mobilität bleiben offen.

§ Spiegel

Mobilitätsmesse: Vier Gründe, warum die IAA die Autowelt nicht weiterbringt

Viele Fahrräder, viele E-Autos – aber kaum welche mit Wasserstoff: Die IAA hat sich von ihrer Stammkundschaft entfernt und andere Menschen ...

BI Business Insider

IAA "Anziehungspunkt für Rentner": Autoexperte zieht vernichtendes Fazit

In dieser Form habe die Automesse keine Zukunft, prophezeite Branchenkenner Dudenhöfer. Die Veranstalter ziehen hingegen ein positives ...

III Handelsblatt

Automesse: Autobauer feiern IAA-Mobility als großen Erfolg – Experte sieht dagegen Schwächen

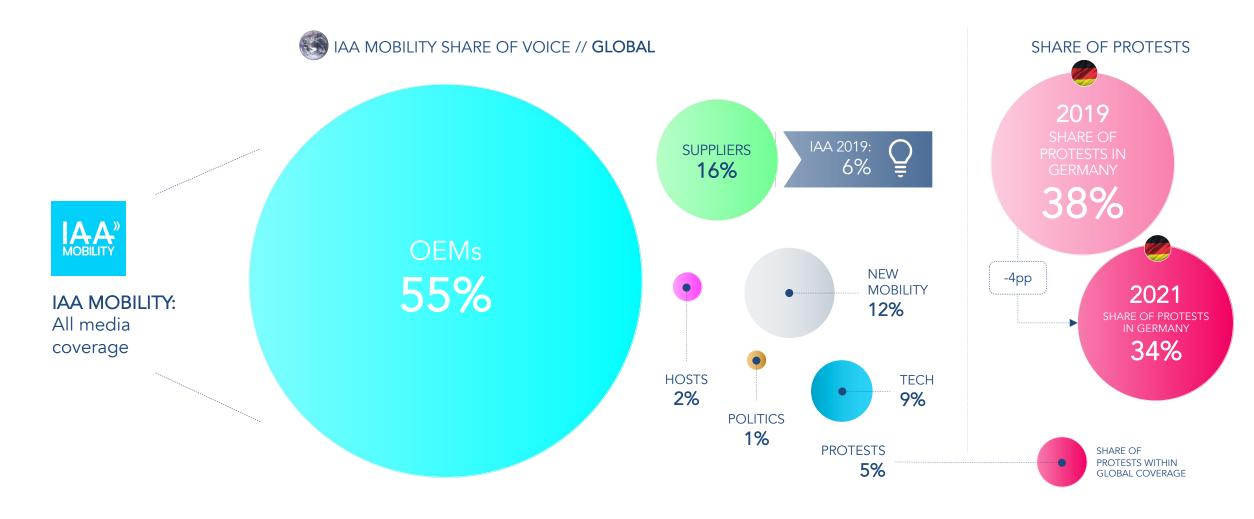
Die neue Mobilitätsmesse lockte 400.000 Besucher nach München. Die Branche zeigt sich zufrieden. Experten ziehen dagegen ein ernüchterndes ...

1st day of show +/- 10 days

- PROTEST-COVERAGE & CRITICISM OF POLICE INTERVENTIONS
- X MISSING OEM'S
- X CONCEPTUAL CRITICISM OF SHOW – LONG DISTANCES, OPEN-SPACE, BLUE LANE, ETC.
- X NOT GREEN ENOUGH GREENWASHING-ACCUSATIONS
- X TOO STRONG FOCUS ON INDIVIDUAL MOBILITY
- X ACCUSATIONS, THAT IAA HAS BECOME A DOMESTIC SHOW



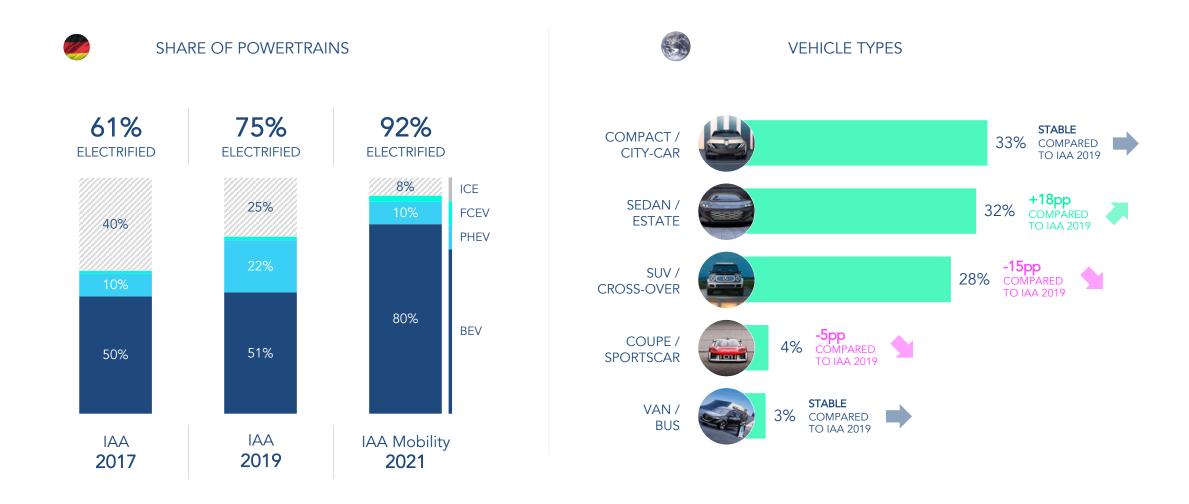












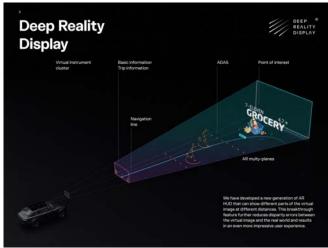


THE SMARTER THE CAR, THE LESS RELIANCE ON VISIBLE SCREENS. SCREENS TURN TO SURFACE PROJECTIONS AND BECOME DEEP REALITY DISPLAYS















SCOPE AND METHODOLOGY



15/15 MARKETS COVERED IN THIS ANALYSIS



NAFTA	LATAM
CANADA	ARGENTINA
MEXICO	BRAZIL
USA	

EMEA	APAC	
FRANCE	AUSTRALIA	
GERMANY	CHINA	
ITALY	INDIA	
SPAIN		
UK		
MIDDLE EAST		
SOUTH AFRICA		

MEDIA SCOPE

5.000+ opinion-leading media in social, online, print, audio & TV: Al-analyzed by LASSWELL Al™

METRICS / EARNED & OWNED MEDIA VISIBILITY

SALIENCE = PROMINFNCF OF AN ENTITY

MAXIMUM # OF OPPORTUNITIES THAT INDIVIDUALS COULD BE EXPOSED TO AN EARNED MEDIA MESSAGE (NOT UNIQUE)

ENTITY CONTACTS = PROBABILITY TO SEE

MORE EVOLVED THAN THE OLD 'MESSAGE CONTACTS MODEL', SHOWING THE PROBABILITY THAT INDIVIDUALS LIKELY ARE EXPOSED TO AN ENTITY (NOT UNIQUE)

BASED ON A STATISTICAL MODEL AND DERIVED FROM THE REACH OF EACH MEDIUM. THE POSITION AND PROMINENCE OF THE STORY AND OF THE ENTITY WITHIN THE STORY IS TAKEN INTO ACCOUNT

SHARE OF COVERAGE

SHARE OF A CERTAIN TOPIC WHEN ALL TOPICS SHOWN SUM UP TO 100%

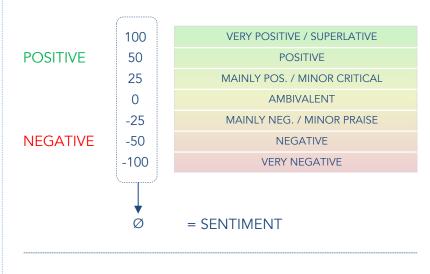
SHARE OF VOICE

SHARE OF ENTITY CONTACTS VS. COMPETITIVE SET/SEGMENT OR WHOLE INDUSTRY

METRICS / EARNED & OWNED MEDIA TONALITY

SENTIMENT

THE AVERAGE MEDIA EVALUATION OF A CERTAIN ENTITY OR ASPECT (E.G. COMPANY, PRODUCT, MANAGER, KEY MESSAGE)



FACTUAL / NEUTRAL

Al consumer & communication insights for better business decisions

THANK YOU!



BERND HITZEMANN

CEO I HEAD OF RESEARCH
+49 151/20193000

BERND.HITZEMANN@AITASTIC.COM

WE MAKE A SIMPLE PROMISE

Our holistic, comprehensive and customized approach to communication research and consulting will give you a competitive advantage in a rapidly changing and increasingly complex communications environment.