

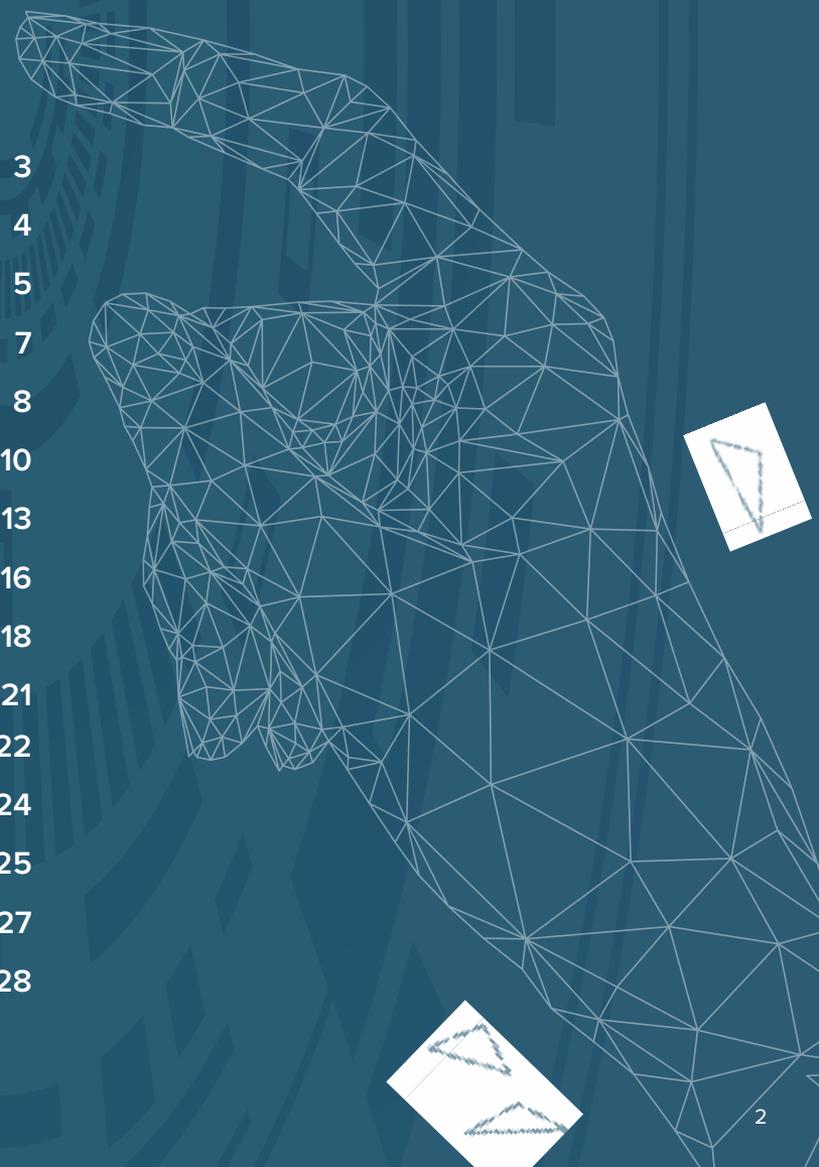
CISION® PR Newswire®

Tech Media 20 Pitching Kit 25



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INTRODUCTION

“ Breaking Through the Tech Media Storm: A Strategic Guide ”

Tech headlines hit the headlines daily, with newsrooms racing to cover the latest innovations reshaping our world. But there’s a catch: in a world where tech shapes everything – from coffee orders to global supply chains – even revolutionary products can get lost in the noise.

What journalists are looking to cover has shifted dramatically – beyond mere figures and specifications, they are hunting for stories and innovations that demonstrate real-world impact, and their interests have evolved significantly. Success is comprehending what they want to cover and framing your story for different audiences to ensure maximum impact.

This guide cuts through the chaos of tech media and empowers you with ideas for media outreach. We’ve assembled the latest trends in tech media and topics journalists want to write about, along with their contact information to kickstart your media pitching. Whether launching a new platform or announcing a breakthrough, you’ll encounter practical ideas to **make your story stand out in today’s crowded tech landscape.**



INDUSTRY BACKGROUND

Technology's Real Impact: Beyond the Buzzwords

The numbers tell the story: global IT spending is racing toward \$5.74 trillion by 2025¹, with smart home technology alone set to hit \$289 billion by 2030². We already see this played out in voice-controlled homes and health wearables that track our every move. Technology is rewiring how we live – and it's becoming hard to escape the pace of acceleration from the onslaught of tech advancement.

Despite the numerous knock-on benefits, challenges loom. Privacy concerns over connected devices worry consumers, while talent shortages hamper engineering progress. In an industry this fast-paced, today's breakthroughs can quickly become yesterday's old news.

What's on the horizon? Future sub-domain advancements like sustainable tech, healthcare, smart cities, and autonomous transport offer the potential for transformative change.

For tech companies, showcasing innovation will no longer suffice. Instead of hyping specs and features, companies and brands will need to demonstrate how their technology solves problems and creates genuine impact. As technologies mature, businesses must transition from mere observers to shaping how technology serves society to stand out.

1. <https://www.crn.com/news/cloud/2024/top-5-tech-markets-to-watch-in-2025-as-it-spending-hits-5-7t>

2. https://www.industryarc.com/Report/1250/smart-homes-market.html?utm_source=paidpressrelease&utm_medium=einpresswire&utm_campaign=shreeja



Trending Topics in Tech Media for 2025

INDUSTRY BACKGROUND

1. Artificial Intelligence and Generative Models

- AI's expanding applications: Natural Language Processing (NLP), predictive analytics, and automation.
- Real-world use cases: healthcare innovations, marketing personalization, creative content generation.
- AI's societal impact: job displacement versus productivity gains.
- AI-powered scientific discovery accelerating research across disciplines.

2. Sustainability and Green Tech

- Innovations in renewable energy, green manufacturing, and carbon-neutral operations, alternative energy sources, green hydrogen technology.
- The intersection of IoT and smart cities for environmental monitoring and efficient urban management.
- Biodiversity pledges, and corporate commitments to ESG (Environmental, Social, and Governance) driving meaningful change.
- Emerging sustainable technologies, including energy storage solutions (advancements in lithium-sulfur and solid-state batteries), carbon capture and utilization technologies for reducing CO2 emissions, and advanced water purification methods such as nanofiltration and solar-powered desalination.

3. Quantum Computing

- Breakthroughs in quantum hardware and its implications for encryption and problem-solving.
- Potential use cases: logistics, material science, financial modeling.
- Collaborative efforts between academia, governments, and industry.

4. 5G, 6G, and Connectivity

- 5G's transformative role in IoT, AR/VR experiences, and autonomous systems.
- The next frontier: 6G technologies and their implications for ultra-fast, global connectivity.
- Integration of AI and machine learning in 6G network management and optimization.
- Navigating regulatory hurdles and global adoption standards.

5. Advancements in Healthcare Technology

- AI-driven drug discovery and personalized medicine.
- Telemedicine and remote patient monitoring advancements.
- Wearable technology for continuous health tracking and early disease detection.

6. Cybersecurity and Privacy

- Advanced encryption, zero-trust frameworks, and AI-driven security systems.
- Addressing vulnerabilities in critical infrastructure, securing critical infrastructure, and mitigating risks in an interconnected world.
- Addressing global privacy concerns and building trust in smart technologies.

7. Technology in the Workplace / HR Technology

- Impact of AI and automation on workforce dynamics and skill requirements.
- Advanced collaboration tools and VR (virtual reality) for remote work environments.
- Cybersecurity challenges in distributed work settings.





Trevor Long

Editor, EFTM

Trevor is a Technology Commentator, Dad, Speaker and Rev Head. He produces and hosts two popular podcasts, EFTM and Two Blokes Talking Tech. He also appears on over 50 radio stations across Australia weekly, and is the resident Tech Expert on Channel 9's Today Show and appears regularly on A Current Affair.

Father of three, he is often found down in his man cave.

1. What are some of the key topics and events that your media will focus on in the next 6 months?

AI will continue to be a strong topic, but we'll be focusing on the consumer-focused side of AI as we believe many would be heavily interested in this side of things. Plus all the new gadgets that are released heading into the year and the legislative and news events that matter from outages to cyber attacks to government legislation.

2. From your perspective, what are some of the key changes that you observed within the tech industry that you are covering? Are there any ongoing key trends that you noticed?

A shrinking industry now infested mainly with affiliate link-driven content that doesn't serve the audience first. Plus, a fine balance between amazing tech at a price, and cost of living pressure on consumers. People still love gadgets though, so the consumer tech business has never been so good!

3. What advice do you have for PR professionals in terms of pitching and communicating with the media?

Everyone is different. Pitch personally, pitch what is likely to fit. Don't pitch an interview for a podcast that's never had interviews on it - shows you don't listen or care. Don't pitch women's products to a men's lifestyle magazine without first considering the angle of the "husband". Get to know your target, the better you know me - the better your pitches will land.



Shadow Chia

Content Manager,
Techapple

Shadow Chia is a content manager of Techapple. He has over 15 years of technology industry expertise combined with 10+ years of digital content operations and platform management experience. Shadow focuses on the tech, gadget and research industries.

1. What topics will your publication focus on in the coming half year?

LLM models latest developments, AI algorithm progress, AI implementation cases, and AI hardware-related developments.

2. What changes are taking place in your industry? What are the trends?

AI is reshaping our industry. ChatGPT and similar tools are changing not just how we work, but how our audiences consume tech news. They're looking for genuine insights and analysis that just goes beyond what AI can provide. Social media consumption patterns are evolving rapidly - we're seeing a shift from long-form articles to multi-format content delivery. Stories now need to work across different platforms - from detailed web articles to short-form video content and social media snippets.

3. What suggestions do you have for PR professionals in this industry?

Implement a cross-platform technical communication strategy. Content should be structured for modular deployment across various technical platforms while preserving scientific integrity. Facilitate access to research personnel and technical specialists who can provide detailed insights into methodologies and experimental procedures.



Stone IP

Editor-in-Chief,
Techritual.com

Stone IP, Editor-in-Chief at Techritual.com. Stone's expertise lies at the intersection of mobile technology, telecommunications, and artificial intelligence – sectors he has been actively covering for over 15 years.

His primary focus is on emerging technologies, particularly the evolving landscape of AI applications and mobile innovations. Stone's coverage aims to bridge the gap between cutting-edge technology and practical consumer applications, with a special emphasis on how these technologies are shaping our digital future.

1. What topics will your publication focus on in the coming half year?

Besides telecom and AI, another area that we are paying close attention to is wearables. In the past, products like Google Glass or VR headsets often felt too futuristic and impractical for mainstream adoption. However, with the latest advancements, particularly the introduction of the Ray-Ban Meta smart glasses, the landscape of wearable technology is undergoing a significant transformation. These smart glasses have already been recognized as one of the key innovations shaping the future of wearables, signaling a shift towards more practical and widely accepted applications. Given this trend, we have been dedicating more coverage to this sector, exploring how wearable technology is evolving and the potential impact it may have on different industries and daily life.

2. What changes are taking place in your industry? What are the trends?

The industry is shifting from traditional editor-written content to AI-assisted or AI-generated content, especially for simple daily news updates where AI now handles the majority. Basic news alone can no longer attract readers. Content needs to be more in-depth and explanatory to capture readers' attention.

Apart from genuine "breaking news," most content consumption has shifted to reader-selected content or social media absorption. It's transformed from a "push" model to a "pull" model where readers select what they want to consume.

For an example, in the past, product reviews were often written by editors who selected specific items and then crafted reviews suitable for the general audience. However, nowadays, the approach has shifted towards turning reviews into a combination of product feature introductions, explanations, and brief comparisons. Something that an unboxing review would consist of. Instead of focusing on broad, generalized reviews, the emphasis is now on serving as an information provider to the right consumers, with a balanced mix of objective details and appropriately included subjective impressions.

3. What suggestions do you have for PR professionals in this industry?

Traditional follow-up calls on press releases and new product announcements are no longer necessary or attractive. Basic coverage should focus on unboxing, reviews, in-depth explanations, and real-world usage scenarios to earn meaningful coverage.



Kenichi Yoshizawa

President and Editor-in-Chief,
AAiT

Born in 1971, Mr. Yoshizawa has been in China since 2003. For 13 years from 2008 to 2016, he was the editor-in-chief of the Chinese edition of NNA, a digital news media company affiliated with Kyodo News, and was stationed in Beijing, Shanghai and Guangzhou. Specializing in international politics and economics, he mainly covered and analyzed the manufacturing industry, including IT companies such as Huawei, BYD, and Alibaba, and automobile manufacturers.

In the fall of 2020, he established Asia Artificial Intelligence Communications, a joint-stock company that operates AAiT, a news media that disseminates information on artificial intelligence (AI) and cutting-edge digital technology in Asia and China.

1. What topics will your media focus on in the next six months?

U.S.-China trade war, AI and semiconductors.

A change in political climate with regards to U.S. and China could potentially see extensive regulations and sanctions over industries such as AI, semiconductors, and electric vehicles (EVs), which are key to the economic security of each country, and have a significant impact on industries in Japan, Korea, Taiwan, and other Asian regions.

2. What changes are taking place in your industry? What are the trends?

Compared to the past, companies now require more detailed information specific to policies and corporate trends for AI and semiconductors in Asian countries, which is necessary for management decisions and sales activities. Heightened geopolitical tensions, which could potentially lead to stricter sanctions against China are reshaping the AI and semiconductor landscape in Asia. As such, there is a growing need for in-depth analysis of AI and semiconductor-related developments across Asia. China is also likely to accelerate the domestic development of AI and semiconductor technologies.

Meanwhile, companies are expected to pursue the "China Plus One" strategy to reduce their reliance on China for investment and production. As part of this strategy, businesses are likely to accelerate investments in countries and regions outside China, such as India, Singapore, Malaysia, Vietnam, Mexico, and Brazil in South America.

3. Do you have any suggestions or advice for PR personnel in this industry?

Company representatives need to cover topics such as the latest technology that influences the trends in each industry, and we believe that PR that follows the trends will reach more companies.



Toshi Maeda

Executive Editor,
J-Stories

A multilingual journalist with over 25 years of experience in the media industry, Maeda worked as a producer and correspondent for Reuters TV in Tokyo after stints as a reporter at The Japan Times, The Associated Press in San Francisco, Newsday in New York, and The Desert Sun in Palm Springs, California. For many years, Maeda also served as a lecturer in journalism at Komazawa University in Tokyo.

Currently, he serves as the executive editor for solutions-focused bilingual news platform J-Stories, and makes a regular appearance on Tokyo's FM radio station J-WAVE as a news commentator. Maeda is also a co-representative of the Japan office of Startup Island TAIWAN, the tech island's government-backed global startup support initiative.

1. What topics in the tech industry will your media focus on in the next six months?

Japan is sometimes referred to as a "problem-advanced country," facing many challenges such as a declining birthrate and aging population, depopulation of rural areas, labor shortages, and natural disasters. We are particularly focusing on technological fields that aim to solve these issues—for example, areas like Age Tech (or Silver Tech) that enhance the quality of life for the elderly, and uniquely Japanese fields like Disaster Tech that aim to prevent or alleviate disasters before they occur. Similarly, we are also paying attention to fields such as life sciences (Health Tech, Bio Tech, Med Tech) and robotics that can solve Japan's social problems.

2. What changes are occurring in the Japanese tech industry? What trends should we be paying attention to?

In an effort to solve Japan's social problems, an increasing number of tech-startups from Asia—such as Taiwan, South Korea, and China—are entering the Japanese market. Countries in East Asia and Western Europe are also experiencing declining birthrates and aging populations, viewing Japan's current situation as "our own tomorrow." They believe that by addressing Japan's social challenges, they can bring those successful examples and achievements back to their own countries or markets in Southeast Asia in the future. Additionally, succeeding in Japan, where the required quality of service or product is relatively high, can enhance a company's brand power. Given that Japan's domestic market is also relatively large, the influx of inbound companies into Japan is on the rise.

3. If you have any suggestions or advice for the PR staff in this industry, please let us know.

For those promoting to the Japanese market from overseas, we recommend disseminating clear and accurate information in Japanese, as the number of fluent, business-level English speakers in Japan remains low. While Japanese companies and local governments need promising overseas technologies and solutions, they seldom start direct transactions with overseas companies with whom they have no prior dealings. For business development, we believe it is important to have a local Japanese agent or representative to conduct follow-up after PR and to expand your business in Japan.



Ryota Ando

Media Strategist,
Naigai Press Clipping Bureau

Ryota Ando holds multiple roles. On top of being a media strategist, he is also an artificial intelligence researcher, a public relations planner accredited by PRSJ and a certified specialist of intellectual property management administration.

His expertise lies in media analysis, conversational artificial intelligence and data construction for machine learning.

1. What topics will your company be focusing on in the next six months in terms of media trends in the Japanese technology sector?

Disinformation Security. Technologies for Verifying the Truth and Tracing Harmful Information.

With the advancement of AI tools and the widespread use of social media and other dissemination platforms, concerns are growing about the increasing incidents caused by disinformation targeting organizations. The spread of false information can be considered a form of cyberattack against societal systems. Ignoring this issue could lead to significant damage to your organization due to disinformation. By leveraging new technologies to detect the spread of false information early, it is crucial not to remain silent but to proactively disseminate accurate information through press releases or official corporate social media accounts.

2. What are the trends in Japanese technology media? What changes are shaping the industry?

According to our research, the number of news media outlets covering the technology sector in Japan is on the rise. In particular, the number of media outlets in the IT and electronic computer fields increased by approximately 25% from 2023 to 2024. While these changes may not be immediately visible in daily life, it is undeniable that information in these fields is steadily growing in the environment surrounding us.

3. Do you have any suggestions or advice for PR professionals in Japan's media industry?

The media outlets you provide information to may no longer cover your desired genre, but this does not mean the genre has disappeared. As new genres emerge and markets grow, they may evolve from a category within a publication to an independent media outlet.

If you are unaware of this shift, the media you target and the media where your information should be published may no longer align. To communicate effectively, it is essential to stay aware of changes in the media landscape and the flow of information.

**Fu Kun**

Content Director,
FBE Media

With nearly 20 years of experience in industrial B2B media, Fu Kun has held various roles, including reporter, editor, editor-in-chief, marketing manager, event planner, and CEO at well-known industrial media companies. He has extensive knowledge in industrial automation, food and beverage, packaging technology, and electronic manufacturing. Fu Kun excels in providing professional insights, writing technical articles, and conducting interview columns.

1. What are some keywords that describe your media positioning?

Digital transformation, smart manufacturing, industrial media B2B, food and beverage engineering, and industrial automation.

2. What are the latest industry trends?

Industrial media B2B is shifting towards a model of big data platforms and smart services, with a greater focus on the customized needs of brand clients. Clients are also increasingly requiring promotional efforts to be done through social media and video channels.

3. What are some of the key topics your media will focus on in the subsequent months?

In the coming months, the focus will be on content related to technical and industrial applications, such as the implementation of AI in industrial scenarios, the prevalence of health foods with reduced salt, sugar and fat content, virtual reality, flat magnetic levitation conveyor systems, and innovations in liquid food engineering.

4. What content advice do you have for PR professionals in terms of pitching and communicating with the media?

Do tell the story from the user's perspective and incorporate more content that is objective and skewed towards the “soft-sell” approach.



Liu Jing

Co-founder and COO,
CIO Times;
Secretary-General,
New Infrastructure Innovation
Research Institute

She is a senior media professional and prominent CIO community host with over 20 years of experience in CIO networking, branding, and media relations. Since 2007, she has planned and hosted 50+ themed forums annually, produced interview programs with top experts, and moderated major industry events like the Hangzhou Cloud Summit and Guiyang Big Data Expo.

She spearheaded the China Industry Internet Conference for a decade and co-founded the CIO 100 Club, a leading think tank, successfully organizing three summits to advance the CIO ecosystem.

1. What are some keywords that describe your media positioning?

| CIO and digital transformation.

2. What are the latest industry trends?

| Internal and external factors are driving CIOs (chief information/digital officers) to take a more comprehensive and strategic perspective on digital transformation and upgrades. This requires CIOs to be engaged in continuous learning and critical thinking. At the same time, it also poses a challenge for the top-level management.

3. What are some of the key topics your media will focus on in the subsequent months?

| New productive forces, AI, digital transformation.

4. What content advice do you have for PR professionals in terms of pitching and communicating with the media?

| How top-level executives (not limited to CIOs) understand and plan for information technology, and stories behind a company's digital transformation process. These should be presented more through storytelling to highlight the company's survival and development in a complex environment, including its efforts in construction, reform and transformation.



Zhang Zhong Liang

Institute Head, AIoT Star Map
Research Institute;
Editor-in-Chief, Wulian Media

A seasoned professional in the AIoT industry with nearly 10 years of experience in IoT media and market research. His research primarily focuses on wireless communication, high-precision positioning, and passive IoT. He also possesses a comprehensive and deep understanding of the overall AIoT industry chain.

Zhang has also compiled numerous market research reports, including the 2025 China High-Precision Positioning Technology Industry White Paper and the 2024 China Passive RFID IoT Industry White Paper, among others.

1. What are some keywords that describe your media positioning?

| AIoT, intelligent computing, high-precision positioning, 5G, passive IoT and intelligent sensors.

2. What are the latest industry trends?

| Currently, IoT is evolving to AIoT. The focus of IoT is on connectivity and digitalization, while AIoT enhances it with AI, enabling industry data to generate business value. As a result, the business model of the IoT industry is also shifting – moving from primarily selling hardware to placing greater emphasis on data-driven services.

| In addition, the domestic market for this industry is highly competitive, and companies are striving to differentiate themselves. They are either looking for opportunities to expand overseas, or they are looking to focus on solution-based and customized products, targeting niche vertical markets. Based on these changes, this industry is undergoing a new wave of restructuring.

3. What are some of the key topics your media will focus on in the subsequent months?

- Cellular passive technology
- Technological breakthroughs and application expansions that will arise from direct satellite-to-IoT device connectivity
- The progress of the AIoT industry's expansion into overseas markets, and the challenges and opportunities behind it
- The path taken by domestic chip companies when sourcing for their own market
- The choices and actions companies are making and taking, to differentiate themselves in a highly competitive environment

4. What content advice do you have for PR professionals in terms of pitching and communicating with the media?

| In the early days of the IoT industry, brands promoted their vision through broad concepts and aspirational messaging. However, in recent years, companies have matured and gained a deeper understanding of the industry, where they now have adopted a more focused market positioning.

| Rather than pursuing idealistic narratives like “building a smart world where everything is connected,” they now choose to emphasize their expertise and over 10 years of experience in specific niche markets, such as two-wheeled vehicles, fire safety, or smart homes. All to establish a clearer and stronger market position.



Cheah Chor Sooi

Editor, Focus Malaysia

Cheah is a journalist with more than 25 years' experience. He started his career with The New Straits Times in 1994 and moved on to Malaysian Business where he rose to become Editor. Cheah was also Digital Editor at Bloomberg TV Malaysia in 2013 and later joined Focus Malaysia as an Executive Editor.

1. Which key areas of the tech industry do you believe will see significant growth in the next year, and what factors or trends will drive this expansion?

Several areas within the tech industry are expected to see substantial growth in the coming year. Artificial intelligence and machine learning will continue to grow as businesses increasingly adopt these technologies for automation and personalization. Fintech is poised for rapid evolution, particularly with Malaysia's digital banking licenses opening up new opportunities in financial innovation. Green technology is also gaining momentum as corporations integrate sustainability practices in response to ESG mandates.

Additionally, cybersecurity will become even more critical as organizations face heightened risks from digital threats. These trends are being driven by a combination of regulatory developments, heightened consumer demand, and increased investment in innovation by both the government and private sectors.

2. What key topics and events will your media focus on in the next 6 months within the tech industry?

In the next six months, Focus Malaysia plans to highlight Malaysia's emergence as a regional tech hub in Southeast Asia, while also examining progress and challenges in the digital banking and fintech ecosystems. We will spotlight innovations in green and sustainable technology and explore success stories from startups, delving into their journeys and challenges. Furthermore, we will look into the adoption of 5G and IoT technologies across industries and their impact on business operations and consumer lifestyles.



Cheah Chor Sooi

Editor, Focus Malaysia

Cheah is a journalist with more than 25 years' experience. He started his career with The New Straits Times in 1994 and moved on to Malaysian Business where he rose to become Editor. Cheah was also Digital Editor at Bloomberg TV Malaysia in 2013 and later joined Focus Malaysia as an Executive Editor.

3. From your perspective, what key changes have you observed within the tech industry that you cover? Are there any ongoing key trends you've noticed?

Aside from the examples mentioned in question 1, where artificial intelligence, fintech and green technology will continue to evolve and get increasingly integrated into our lives, digital currencies and blockchain applications are also playing an increasingly prominent role in Malaysia's financial ecosystem. Ongoing trends include the convergence of AI with IoT technologies and a noticeable shift toward remote and hybrid work models, supported by advances in digital tools and platforms.

4. What advice do you have for PR professionals in terms of pitching and communicating with the media? industry that you are covering? Are there any ongoing key trends that you noticed?

For PR professionals looking to pitch to Focus Malaysia, it is important to conduct thorough research on the publication and its audience to ensure relevance. Your pitches should be concise and focused on topics that align with current trends. Providing value in the form of data, case studies, or unique insights will make your story stand out. Offering exclusivity or a fresh angle is another way to capture attention. Lastly, timing is crucial—tie your pitch to ongoing developments or upcoming events to increase the likelihood of media coverage.



Anisa Menur Maulani

Editor, e27

Starting out as an intern at the United Nations Information Centre (UNIC) Jakarta, Anisa Menur Maulani had previous experiences in public relations and advertising before joining e27 as a junior correspondent in 2015.

Currently an Editor at the same publication, she oversees content on a platform that aims to support the Southeast Asian tech startup ecosystem through information and connection. She is a fellow in the first batch Google Newsroom Initiative Leadership Program (2019-2020).

1. What are some of the key topics and events that your media will focus on in the next 6 months?

AI will continue to dominate the conversation in the next six months. For e27, in addition to writing about startups and investors, we are also looking to write more about semiconductor companies and non-business entities (e.g., government agencies) to learn how they respond to AI's rising popularity in the region. We also look forward to publishing more reports containing insights relevant to the Southeast Asian tech startup ecosystem.

2. What are some key changes you've observed within the tech industry you cover? Are there any ongoing trends you've noticed?

In the past few years, there has been greater pressure for tech startups to become financially sustainable businesses, and this is reflected in the kind of innovation that is being built and promoted in the ecosystem. In a way, startup founders are becoming more careful in building solutions; there is a greater awareness of the importance of having a solid business model.

This trend is becoming even more apparent as AI becomes increasingly popular, giving startup founders an alternative solution to build a more efficient business.

The line between tech and non-tech businesses is also becoming thinner as digital transformation touches every aspect of businesses. Even the most traditional sector has an element of tech in it. For people with experience working in the startup ecosystem, this provides a great opportunity as it widens their playing field and allows them to work in various industries.

3. What advice do you have for PR professionals regarding pitching and communicating with the media?

Please pay attention to the structure of press releases. Press releases are not a form of creative writing, and there is a good reason why you should follow the prescribed format. We have previously dealt with startups that sent us a 5-page press release with the lead placed at the end of the document; this is not helpful as it did not help us publish the story in time.

It is also important to convey your pitch efficiently. Often, I have to read paragraphs of background stories before I can finally see what is being offered in the pitch itself. Remember that the editorial desk receives hundreds of emails every day, and we have to make decisions within seconds. Try to have no more than three paragraphs in your email pitch.



Tony Tan

Publishing Director
and Managing Editor,
Deeptech Times

Tony Tan is a co-founder of Deeptech Times and he currently serves as its publishing director and managing editor, where he oversees and shapes the editorial direction and voice of the publication. He manages the editorial team to produce high-quality content that is not only insightful and engaging but also aligned with audience's interests.

Tan is also a technology communications specialist with over 25 years of industry experience and runs his own consulting firm.

1. What are some of the key topics and events that your media will focus on in the next 6 months?

Our unwavering focus on the full spectrum of deep technologies stems from our conviction that they will drive the global economy and advance humanity over the next two decades. Over the next 6 to 12 months, we anticipate a significant acceleration in the integration of deep tech across AI, fintech, and robotics as the world transitions into the next phase of Internet evolution, which is Web3.

2. From your perspective, what key changes have you observed within the tech industry you cover? Are there any ongoing trends you've noticed?

The deep tech industry, both in APAC and globally, is undergoing transformative changes driven by innovation, investments, and evolving societal needs. In particular, there have been significant developments in AI and automation, as well as adoption across various sectors of the economy over the last two years.

Other key trends include:

Web3 and blockchain evolution:

- Decentralized finance (DeFi): Expansion of DeFi platforms to provide new opportunities for financial inclusion and cross-border transactions.
- Tokenisation of assets: From real estate to intellectual property, blockchain is enabling the tokenisation of tangible and intangible assets.
- Enterprise blockchain adoption: Large organisations are exploring blockchain for supply chain visibility, fraud prevention, and streamlined operations.

Quantum computing breakthroughs:

- Increased investments in quantum technologies aimed at solving complex computational problems, particularly in cryptography, logistics, and material science.
- Collaboration between private and public sectors to accelerate quantum research and mitigate challenges such as skill shortages and infrastructure costs.



Tony Tan

Publishing Director
and Managing Editor,
Deeptech Times

Tony Tan is a co-founder of Deeptech Times and he currently serves as its publishing director and managing editor, where he oversees and shapes the editorial direction and voice of the publication. He manages the editorial team to produce high-quality content that is not only insightful and engaging but also aligned with audience's interests.

Tan is also a technology communications specialist with over 25 years of industry experience and runs his own consulting firm.

Sustainability and the circular economy:

- Climate tech: Innovations in renewable energy, carbon capture, and sustainable manufacturing are becoming central to deep tech ventures.
- Circular economy: Tech-driven recycling and material repurposing initiatives to address environmental concerns.

Robotics and autonomous systems:

- Rapid advances in robotics for agriculture, logistics, and healthcare to address labour shortages and enhance productivity.
- Proliferation of autonomous vehicles and drones for urban mobility and last-mile delivery solutions.

Space technologies:

- Democratisation of space exploration through reduced launch costs and satellite innovations.
- Expansion of geospatial data applications in agriculture, disaster management, and urban planning.

3. What advice do you have for PR professionals in terms of pitching and communicating with the media?

Always craft personalized, concise pitches that align with our editorial focus and readers while offering genuine news value or unique perspectives. We love analytical stories so highlighting why the story matters to our readers and how it ties into current trends or issues is paramount.

Offer access to credible and interesting spokespeople or subject matter experts, compelling case studies, and human stories that bring technology to life. Avoid overly promotional pitches that just focus on product news. When it comes to communication modes, email and WhatsApp are the most effective.



Mr. Bongsam Baek

Head of the Telecom,
Internet & Bio department
at ZDNet Korea

Bongsam Baek is a journalist with 17 years of experience. He is currently the head of the Telecom, Internet & Bio department at ZDNet Korea. He has been covering industries such as platforms, e-commerce, startups, etc. for a long time.

He is focusing on the HRTech market and industry today due to the rising interest and importance of key talent acquisition and management among companies and organizations.

1. What topics will your publication focus on in the coming half year?

With the emergence of open AI's ChatGPT in late 2022, most companies and media have focused on AI. ZDNet Korea has also been paying attention to the development of AI technology and AI infrastructure that penetrates our lives even before AlphaGo versus Lee Sedol, the DeepMind Challenge Match in 2016. As the AI era gained momentum last year and continues into this year and next, ZDNet Korea plans to strategically cover AI-related issues and content. We plan to enhance AI coverage across all teams, identify AI-specialized companies, and plan related media shows and events to establish ourselves as South Korea's leading AI media.

2. What changes are taking place in your industry? What are the trends?

Nowadays, every business is focused on personalized services using AI. Many companies strive to provide personalized services that fit the personalities and characteristics of individuals while strengthening data privacy. I assume that transnational corporations and institutional arrangements will become more important in resolving issues such as fake images, AI hallucinations, copyright infringement in data learning, and unpredictable algorithmic problems, which are gaining attention as AI technology advances. As these side effects are likely to emerge as social problems rather than minor hiccups, companies that advance their technology while eliminating or minimizing AI-related side effects are expected to be recognized as 'sustainable companies'.

3. What suggestions do you have for PR professionals in this industry?

It seems that many companies and services are branded as 'AI' or 'tech'. However, these terms do not truly reflect the company's growth or business performance. Therefore, it is important to provide objective information about your brand and company to avoid misleading readers or the market. In addition, it is necessary to deliver relevant news and information in simpler language and messages so that younger and older people, who are relatively marginalized by technology, can easily understand the changing technological trends and services.



Kobe Chen

Tech Editor-in-Chief,
TechNews

With over a decade of experience in technology journalism, I focus on the latest developments in AI, blockchain, electric vehicles, and autonomous driving. What fascinates me most is observing the fallout after the hype around new technologies subsides—it's during these moments of decline that the true leaders stand firm.

1. What topics will your publication focus on in the coming half year?

AI, specifically on -

- How can the AI industry reduce costs, enhance accuracy, and achieve real profitability?
- Will electric vehicles drive an industrial revolution in China, challenging the dominance of the U.S., Europe, and Japan?
- Can Level 4 and above autonomous driving be implemented on more roadways under more relaxed conditions?
- How will the semiconductor industry evolve amid geopolitical tensions and advancements beyond the nanometer scale?

We will also focus on electric vehicles, autonomous driving, and semiconductors.

2. What changes are taking place in your industry? What are the trends?

Electric vehicles are nearing a 20% market share, signaling the end of the early adoption phase. The challenge for new EV manufacturers lies in creating products that appeal to the mainstream audience. Meanwhile, traditional automakers face intense struggles with Tier 1 suppliers while confronting the looming software revolution, putting them at a critical juncture.

In the AI domain, generative AI is likely approaching a plateau. With existing learning models hitting their limitations, meeting the rising expectations of users has become increasingly difficult. The ability to design stable and productive new models within the constraints of current training methodologies will determine the future competitive landscape for AI products.

3. What suggestions do you have for PR professionals in this industry?

PR professionals in the automotive industry need to shift their perspective. In the era of electric vehicles, focusing solely on "speed" and "performance" is no longer sufficient. Greater emphasis should be placed on improving in-car information systems and human-machine interfaces, as these areas are becoming increasingly critical to consumer interest.



Tai Chi Chuan

President,
Fusionmedium Inc. Information

Mr Tai holds multiple roles such as the Chair, Digital Economy Committee, American Chamber of Commerce, Advisor, Taipei City Governemtn and Chairman, EasyCard Corporation. He is also a member of the Open Data Advisory Task Force, Executive Yuan and National Development Fund Review Committee. Furthermore, he is also a Civil Advisor of Asia Silicon Valley Development Plan, National Development Council as well as at the Digital Nation and Innovative Economic Development Plan, Executive Yuan.

His expertise lies in technology, software, manufacturing (including industries with strong demand for EVs and automation), finance, and retail.

1. What topics will your publication focus on in the coming half year?

We will focus on the enterprise applications of AI, data security, privacy, and advancements in electric vehicles and automation technologies. Key areas include AI-driven industrial transformation, the proliferation of AI agents, breakthroughs in autonomous driving commercialization, and the integration of emerging data technologies like IoT and hybrid cloud.

Additionally, we will closely monitor developments in EV infrastructure and case studies showcasing how automation solutions enhance manufacturing efficiency, revealing how industries can achieve measurable value through technology adoption.

2. What changes are taking place in your industry? What are the trends?

As AI matures rapidly, industries are exploring how it can drive business automation and enable more efficient decision-making. In autonomous driving, technology is advancing quickly, positioning EVs not only as symbols of green mobility but also as key components of smart transportation and the sharing economy. Many automotive brands are adopting multi-modal AI-powered autonomous driving systems to enhance market competitiveness through data-driven performance and a more human-centric driving experience.

Simultaneously, automation is becoming increasingly pervasive in manufacturing, logistics, and retail, delivering unprecedented efficiency gains. For instance, AI-powered robotics and digital twin technologies enable smarter factory management, shortening production cycles and reducing human error. Automation upgrades along the supply chain also strengthen companies' ability to navigate market fluctuations.

3. What suggestions do you have for PR professionals in this industry?

Audiences want more than just insights into how advanced a technology is—they are eager to understand its tangible applications in daily life and business operations. They also value the perspectives of brand executives and real-world customer success stories.

As user and business trends shift toward deeper engagement, the traditional focus on exposure and messaging is becoming increasing inadequate.

Converting market trends into long-term interactive and exchange-driven topics, building deep relationships, and fostering brand communities can help deliver more valuable information and promote innovation and progress.



Alessio Francesco Fedeli

Content Editor and Writer,
The Thaiger

Alessio Francesco Fedeli, a Thai-Italian, is a Content Editor and Writer at The Thaiger. With a degree in Management specializing in International Business from Webster University, Alessio brings a multicultural background and unique insights to crafting engaging content about Thailand and global affairs.

1. What are some of the key topics and events that your media will focus on in the next 6 months?

In the next 6 months, we will focus more on topics related to Thailand in our lifestyle content. Hopefully, we will be catching more events, holidays, and grand openings, and staying up to date on the overall lifestyle side of things. There was a period where we tried general topics before, but we found that staying true to our niche anything interesting about Thailand, is the best move. News related to SMEs will also be on our radar.

2. From your perspective, what key changes have you observed within the tech industry you cover? Are there any ongoing trends you've noticed?

Recently, the tech industry has been relatively focused on cryptocurrency and the Internet of Things (IoT). One that I found to be increasing in popularity is Web3 or blockchain technology.

3. What advice do you have for the PR professionals in terms of pitching and communicating with the media?

What has worked well so far is clear intentions and good communication between the parties involved. Leaving a request for an article without resources or set intentions and goals makes it unclear what the PR professional wants. This can lead to longer timelines or media creating content, videos, or blogs in a manner that aren't fully aligned with the PR professional's intentions.

Providing ample resources such as high-quality photos and videos can also be very helpful. Media is highly visual, and having a variety of options to choose from enhances both the content and the audience's experience. It does not have to be an exorbitant amount, but enough to cover the content length. If not, maintaining clear communication and specifying what is needed also helps.



Do Nguyen

Editor-in-Chief,
Tech Times Vietnam

With more than 10 years of experience in journalism, Do Nguyen has worked in various media titles in Vietnam as a reporter and editor. Today, he is the founder and operator of a media company and marketing agency.

1. What are some of the key topics and events that your media will focus on in the next 6 months?

Over the next six months, TechTimes will focus on covering advancements in AI applications and spotlight developments in consumer electronics, including launch events by Apple, Samsung, Huawei, and OPPO, as well as prestigious awards ceremonies in Vietnam, such as Tech Awards and Tech Day. TechTimes will also cover international technology events, such as CES and Computex Taipei, and delve into the growing topics of sustainability in tech. We will be monitoring corporate milestones, like new product launches and expansions by major companies, and exploring how digital transformation is shaping industries.

2. From your perspective, what key changes have you observed within the tech industry you cover? Are there any ongoing trends you've noticed?

The tech industry is growing fast. AI and IoT are used more in daily life and work. Green tech is a big focus, and companies are creating eco-friendly products. Localized tech solutions are also gaining attention.

3. What advice do you have for the PR professionals in terms of pitching and communicating with the media?

PR professionals should research the media they are pitching to and send relevant, clear information. Pick the right outlets, follow up with extra details, and stay in touch. Don't treat it as a one-time effort—build good relationships and always thank the media for their support.



Xuan Thanh Nguyen

Content Lead,
TechSign

Xuan Thanh Nguyen has been developing his career as a technology writer and editor for the past 20 years. Today, he leads the content team at TechSign, a website that provides updates on technology devices for technology geeks in Vietnam.

1. What are some of the key topics and events that your media will focus on in the next 6 months?

In the next six months, we'll cover AI news, such as its impact on the workforce, health, work efficiency and daily life, while also touching on the latest advancements in AI development, for instance, Gemini and OpenAI. Other topics will include eco-friendly tech, and new consumer electronics from big brands like Apple and Samsung. We'll also report on major tech events in Vietnam and abroad, keeping readers updated on the latest innovations.

2. From your perspective, what key changes have you observed within the tech industry you cover? Are there any ongoing trends you've noticed?

The tech industry is increasingly focusing on AI integration, smart city projects, immersive gaming experiences, and the development of advanced consumer electronics.

3. What advice do you have for the PR professionals in terms of pitching and communicating with the media?

PR professionals should ensure press releases are clear, accurate, and tailored to the publication's audience. Building a strong relationship with the media can lead to more effective communication and better outcomes.

AI is More Than a Buzzword

Embrace AI as a purposeful tool for optimizing both content creation and media outreach. The scope of AI is extensive as it can be used to personalize pitches, identify relevant journalists, analyze media coverage and more.

Embrace Green Tech & Consumer Electronics

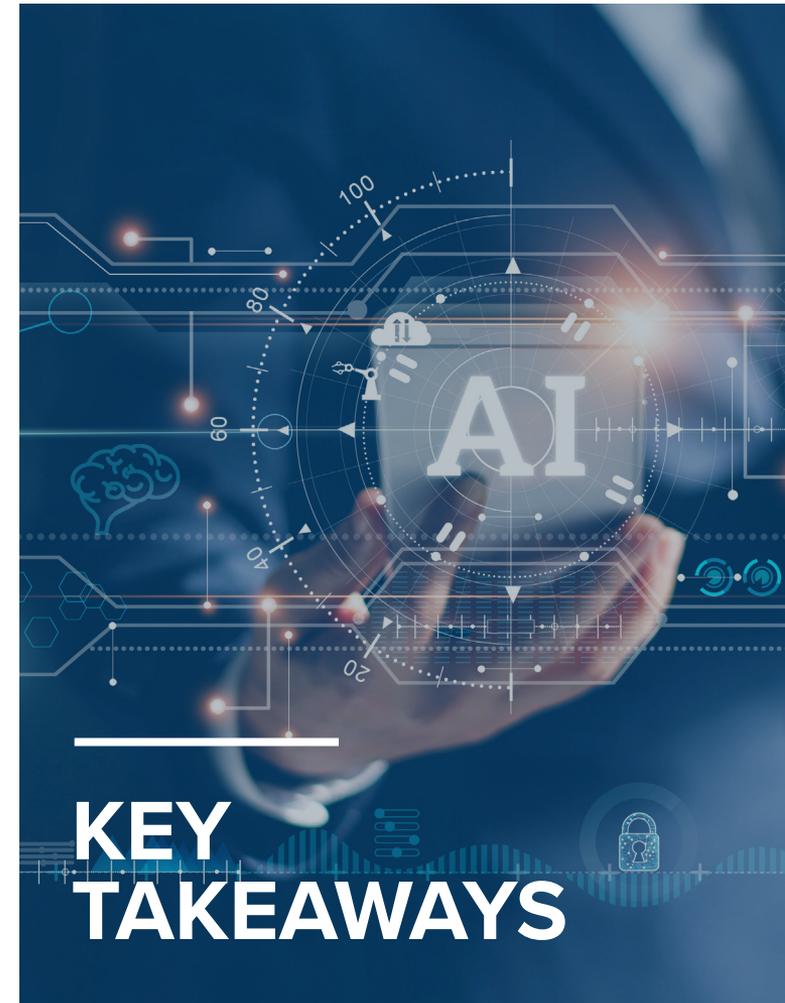
Leverage the growing interest in green technology, sustainability initiatives, and consumer electronics. Highlight how your technology contributes to a greener future and enhances consumer experiences.

Cybersecurity is Paramount

Cybersecurity is a top concern for both consumers and businesses in today's digital world. Emphasize the security features and measures of your technology and how you are addressing evolving cyber threats.

Prioritize Impact and Sustainability

Out with empty claims and promises. Journalists are increasingly drawn to stories that demonstrate a positive societal impact, address critical environmental concerns, and contribute to a more sustainable future.



CONCLUSION

The guide provides a framework for navigating the dynamic tech media landscape. Crafting compelling narratives that resonate with your target audience can be streamlined once you understand the evolving interests of journalists and the key trends shaping the industry.

METHODOLOGY

For the 2025 Tech Media Pitching Kit, PR Newswire gained valuable insights into the evolving needs and preferences of tech journalists by conducting in-depth interviews with a diverse range of media professionals across various platforms (print, online, broadcast). These interviews explored their current interests, trends and potential changes in the industry and their advice for PR professionals.

This specially curated set of interviewees has been handpicked by the company's Audience Development team, who have verified their profiles as media professionals. They are also listed in PR Newswire's Media Database.

Furthermore, PR Newswire analyzed a comprehensive dataset of resources on tech-based news - tech news articles, press releases, and social media trends, to identify emerging themes and supplement the company's understanding on the evolving media landscape.



About PR Newswire

PR Newswire is the industry's leading press release distribution partner with an unparalleled global reach of more than 440,000 newsrooms, websites, direct feeds, journalists and influencers and is available in more than 170 countries and 40 languages. From our award-winning Content Services offerings, integrated media newsroom and microsite products, Investor Relations suite of services, paid placement and social sharing tools, PR Newswire has a comprehensive catalog of solutions to solve the modern-day challenges PR and communications teams face. For 70 years, PR Newswire has been the preferred destination for brands to share their most important news stories across the world.

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