



Tech Review 2023

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Introduction

Welcome to Cision's Tech Review 2023 report



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This Cision Tech Review 2023 report relies on global English-language social media and online news pulled from our Brandwatch platform using AI keywords and carefully-crafted-for-relevancy search strings. (Who'd have thought there was so much junk on the internet about a topic as broad as tech!) The social platforms selected for this report are YouTube and X, due the vast volume of conversation when looking at all platforms available for crawling. Online news is drawn from a list of key global titles (tech- and otherwise-focused).

The report sets out to chronicle the key moments of the year, with a focus on the biggest changes

since the year prior (year-on-year, or "y-o-y"), and largest share of news and social conversation. Key facts and insights are summarised upfront, followed by full data breakdowns in charts for those keen on detail.

Artificial intelligence was by far the most discussed topic of 2022. Barak Obama said the US is "working to take advantage of the opportunities and minimize the risks of AI", while prominent AI leaders and thinkers (including Apple co-founder Steve Wozniak and Tesla/SpaceX/X's Elon Musk) rallied together to sign a letter of fair warning in March on the dangers that this technology presents.

Nonetheless, major stalwart tech companies continued to push and fund AI development (Microsoft's beta OpenAI Bing integration in February, Google's Bard and Gemini in March and December).

Though there was a lot of positive speculation around the potential for AI, some key negative trends emerged in 2023, including the threat to jobs (Writers Guild of America strikes) and the spread of misinformation. Layoffs in the industry and government regulation enforcement also accounted for a large portion of coverage – though the latest iPhone, Apple Watch, and Galaxy S23 series launches did much to distract.

Key Facts

+2,565%
Open AI / ChatGPT



Mentions of OpenAI / ChatGPT saw the greatest increase year-on-year by far, at an astounding +2,565%. This was in large part aided by a sharp spike in mentions for OpenAI founder Sam Altman, with his controversial firing and re-hiring in November.

Altman aside, ChatGPT coverage was boosted earlier in the year by association with Microsoft, and maintained steady numbers due to browsing updates and popular interest in the platform's capabilities.

+7%
The Personalities



Most prominent tech personalities (leaders, thinkers, executives, inventors) saw an increase in mentions in 2023 compared to 2022 – the top risers being OpenAI's Sam Altman, X's Linda Yaccarino, Microsoft's Satya Nadella, and Nvidia's Jensen Huang.

On social media, personality mentions grew by +6%, and in online news +8%. That said, Elon Musk's mentions were down -5% y-o-y despite him leading by far in mentions for social media and online news (aided in large part by his own posting).

-69%
Metaverse

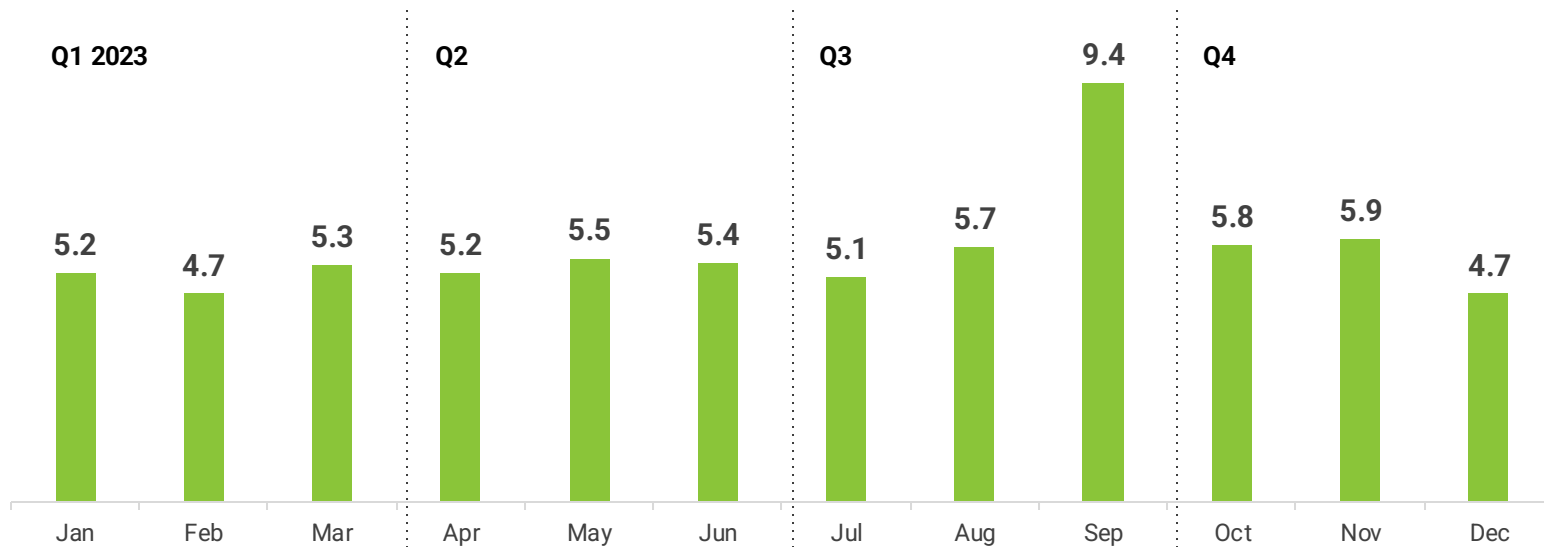


Metaverse saw one of the largest declines in conversation compared to last year at -69%. By contrast, Meta's Threads stirred discussion with threat of lawsuit from X and some users talking of "censorship".

Other topics on the decline include Gaming (-17%), Entertainment (-24%), Health and Wellness (-14%), and Crypto (-49%). The topic of Women in Tech also saw a slight decline from 2022 (-4%), but generally speaking, women engaged more in tech discussions on social media (from 34% of users to 37%).

Key Moments

iPhone 15 and Dreamforce boosted Q3 coverage, while Q4 saw a frenzy of activity



Key Moments

Q1 2023

- Microsoft announces a new phase of its partnership with OpenAI
- DOJ opens antitrust case against Google
- Character.AI valued at \$1 Billion
- Microsoft CEO Nadella meets with Indian PM Modi
- Netflix clarifies re. password sharing that the service is “intended for one household”
- TikTok faces ban in the US
- Meta was hit with a €1.2bn EU fine for privacy breach

Q2

- POTUS Biden writes, “AI has enormous potential”
- Netflix posts promos for Love Is Blind, @ing individual X users
- Elon Musk posts, “AI has great power to do good and evil”
- Musk and Google CEO Pichai each meet with India PM Modi
- Center for AI Safety posts open letter, Geoffrey Hinton leaves Google warning of AI risks
- Apple’s Tim Cook announces Vision Pro at WWDC23 event
- Meta launches VR subscription Meta Quest+, and Threads

Q3

- iPhone 15 is released in Sept
- Dreamforce 2023 (DF23) in Sept
- Users discuss the benefits of AI and robotics, including Neuralink's potential impact on restoring body movement
- Musk meets with Israel PM Netanyahu; Nvidia CEO Huang meets with India PM Modi
- Gates, Pichai, Musk, Zuckerberg and Altman consult Washington on AI safety
- Writers Guild of America strike establishes guardrails against AI

Q4

- Microsoft closes on ActivisionBlizzard acquisition
- OpenAI founder Sam Altman is fired, and then re-hired as CEO
- Musk meets with UK PM Sunak
- X launches its AI, Grok
- FTX’s Sam Bankman-Fried convicted
- Major companies pull X advertising, White House “gives Tesla the cold shoulder”
- Grand Theft Auto 6 trailer
- Adobe pulls Figma merger
- New York Times files a federal lawsuit against OpenAI

Top Tech Personalities

Most Discussed



91.3k
mentions

ELON MUSK – CEO SPACEX & TESLA: Musk mentions decreased slightly y-o-y, but remained high in 2023 as he made drastic platform and personnel changes at X, and faced regulatory challenges at Tesla.



27.9k

SAM BANKMAN-FRIED – EX-CEO FTX: Cryptocurrency exchange giant FTX collapsed dramatically in Nov 2022. By Nov 2023, Bankman-Fried is convicted of all seven fraud and conspiracy charges.



26.5k

MARK ZUCKERBERG – CEO META: Zuckerberg drew attention around the launch of Threads in July, boosted by coverage of [then] Twitter “threatening to sue” Meta.

On the Rise



+662%
change y-o-y

SAM ALTMAN – CEO OPENAI: Altman saw 24k mentions, due to his widely publicised firing + re-hiring in Nov 2023. Coverage highlighted OpenAI-employee and wider-AI community frustration.



+536%

LINDA YACCARINO – CEO X Corp: Though garnering just 1,062 mentions this year, Yaccarino saw the sharpest rise from 2022 with her new spotlight role (cited saying, “X will be powered by AI”).



+279%

SATYA NADELLA – CEO MICROSOFT: Nadella passed through 2023 with no notable peaks, bar meeting with India PM Modi in January and DOJ vs Msft – until the OpenAI/Altman buzz hit at the end of the year.

Top Social Influencers

YouTube proves to be the most popular platform for influencers, by follower count



4,234
mentions

MARQUES BROWNLEE

18M followers on YouTube, **6.1M** on X, **4.6M** on Instagram, and **1.9M** on TikTok. Brownlee stands out by far as the leading voice, increasing **+13%** from 2022, with mentions peaking for the iPhone 15 release in September.



1,128
mentions

ARUN MAINI

17.5M followers on YouTube, **1.6M** on Instagram, and **1.7M** on X. Maini mentions decreased slightly **(-5%)** after a popular collab with Brownlee last year. This year, users focused on Maini's iPhone review (some saying too biased in favour of Apple).



831
mentions

GAURAV CHAUDHARY

5.12M followers on YouTube, **4.3M** on Instagram, and **3.7M** on X. Chaudhary's mentions have been on the rise since 2022 **(+373%)**, boosted especially by @NDTV posts on X and the iPhone 15 launch.

Driving Topics



Most Discussed

760k
mentions

Artificial Intelligence: AI accounted for 14% of online news and 10% social, increasing overall by +200% y-o-y. Musk's frequent AI posting, and high engagement for these posts, helped.

395k

Gaming: Gaming started the year with a boost from gaming laptop promotion like Lenovo's Legion Pro 7i, and ended on a high with the Grand Theft Auto 6 trailer "craze".

118k

Augmented & Virtual Reality: AR/VR discussion was undoubtedly driven by Apple's Vision Pro announcement – the topic's mentions for 2023 were boosted +1,542% in early June.



On the Rise

+2,565%
change y-o-y

OpenAI ChatGPT: The OpenAI "telenovela" (per Musk) drew prominent voices on X, but prior to this we saw buzz around Bing integration in February and GPT-4 launch in March.

+77%

Web3: Web3 discussion was driven largely by Binance and Portal's frequent social media posting on crypto, but conversation on this topic grew around gaming and AI.

+57%

Layoffs: Amazon announced over 18,000 staff layoffs in Jan – the likes of Salesforce, Microsoft, Google/Alphabet, IBM, SAP, PayPal, Zoom, Yahoo and Meta soon followed suit.

Tech Events

With a few notable exceptions, AI was by far the leading discussion across events

SXSW almost doubled last year's peak in coverage. Excitement built around CIA and NASA's participation in SXSW, and Disney's "real" lightsaber.

Dreamforce 2023 grew almost **x6** y-o-y, close to entirely on social media. Posts with #DF23 focused majorly on AI, including Salesforce's Einstein 1 launch. 40k people attended in person, 200k online.

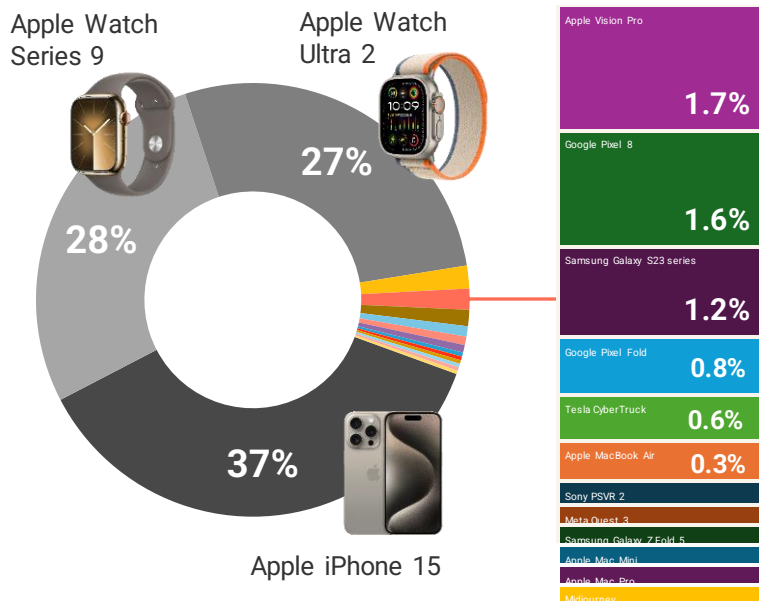
Apple's WWDC by contrast had a more balanced media split, with 38% of coverage being off social media. VisionPro accounted for 39% of WWDC chatter. Event view count increased by 37% y-o-y.

The Galaxy S23 series (AI capabilities in tow) was announced at Unpacked, with S.E.A. CEO JB Park talking about the power of and caution needed for AI.



Tech Products

Suffice to say Apple’s announcements stole the show, but many others drew interest



Apple iPhone coverage is mostly positive, with focus on its lighter titanium body and camera quality. However, some outlets and social users critiqued real difference from previous models and charging speed (the switch to USB-C charging was a big topic).

Apple Vision Pro’s price point at \$3,499 was widely noted. Meta CEO Zuckerberg responded: Vision Pro has no “magical solutions” that Meta hasn’t thought of.

Google showed off AI updates, software upgrades, and security gains with the launch of Pixel 8. Influencer Marques Brownlee deemed it Phone of the Year.

Samsung’s Galaxy S23 series gained a positive reception for its display and software. The Ultra was positioned in a number of social posts as “vs” iPhone 15.

Key Takeaways

A Good Year for Apple

Apple revenues may have fallen in 2023, but it was the most mentioned tech company in media, and this year's launched products occupied the top three spots by mention, ranking across online news and social media.

The launch of the iPhone 15 drove the highest peaks in coverage for all three of this year's top social influencers (MKBHD, Mrwhosetheboss and technicalguruji), and the Vision Pro, while behind Galaxy S23 and Pixel 8 launches in volume, stirred up enthusiastic commentary on the future of AR/VR.

Media Trends

Online news media is more varied in conversation than social media, when looking at the total share of topics mentioned.

AI featured in 31% of social posts, compared to 18% for news. 93% of product discussion on social went to Apple's three main launches alone, compared to news' 27%!

The State vs. Big Tech

Tech and government continued their love/hate relationship in 2023. On the one hand, CEOs like Musk, Zuckerberg and Nadella met with heads of state in the year or gave public advice, but we also saw antitrust intervention at a high (regulation as a topic was up +53%, antitrust +21%).

The EU fined Meta a cool \$1.3b for privacy violations, and the US DOJ filed a civil antitrust suit against Google. To add, the New York Times brought its own lawsuit against OpenAI for unauthorised use of copyrighted articles.

Gaming

Gaming coverage overall may have decreased slightly y-o-y (-18%), but still it places second-highest for topics in 2023.

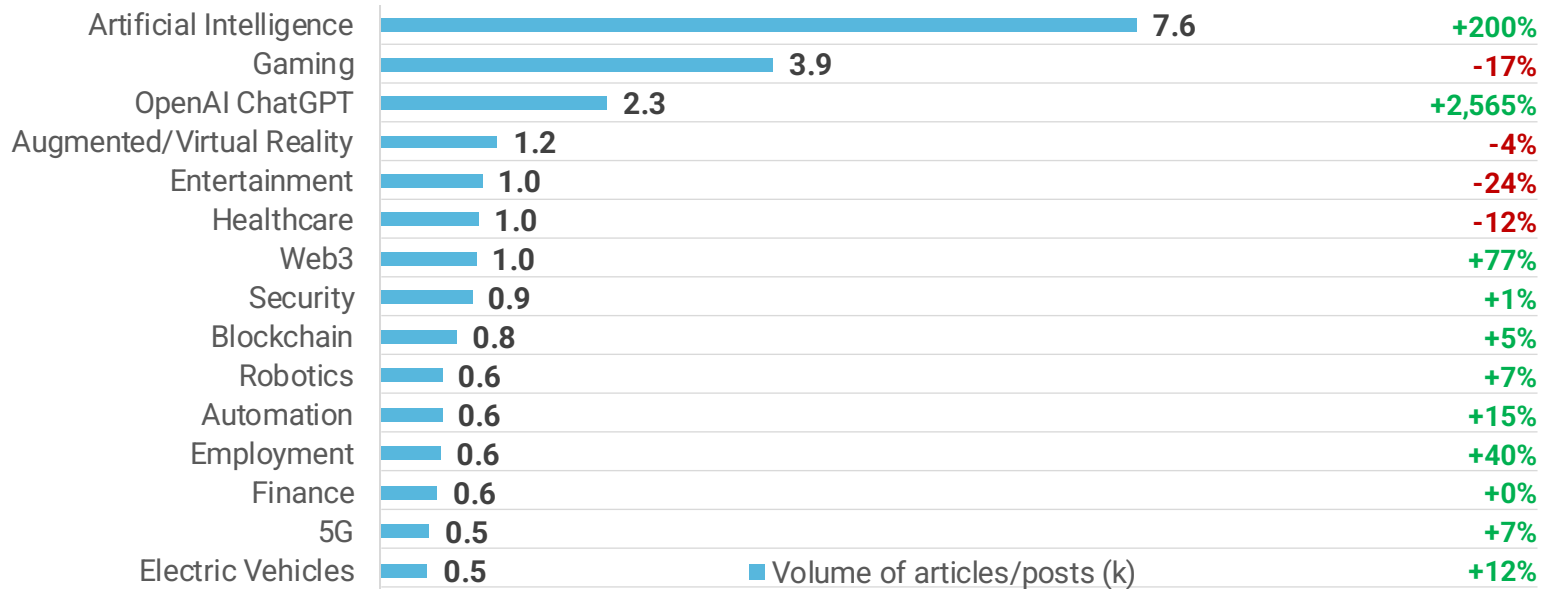
AI is the leading topic overall, but specifically for Samsung, Dell, Lenovo, Sony, LG, Intel and HP, gaming takes the lead.



- **Data Breakdown**

Top Topics

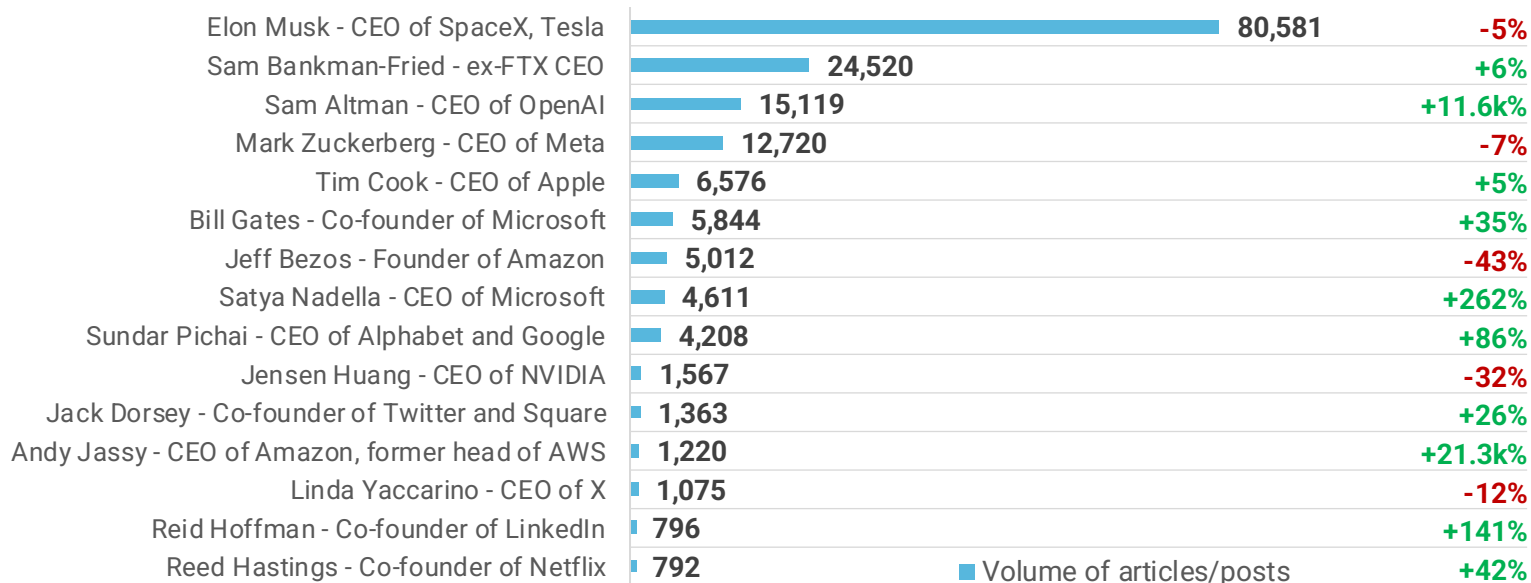
Technology-related topics ranked by volume, with 2022 vs 2023 % change



Y-o-y Change

Top Personalities

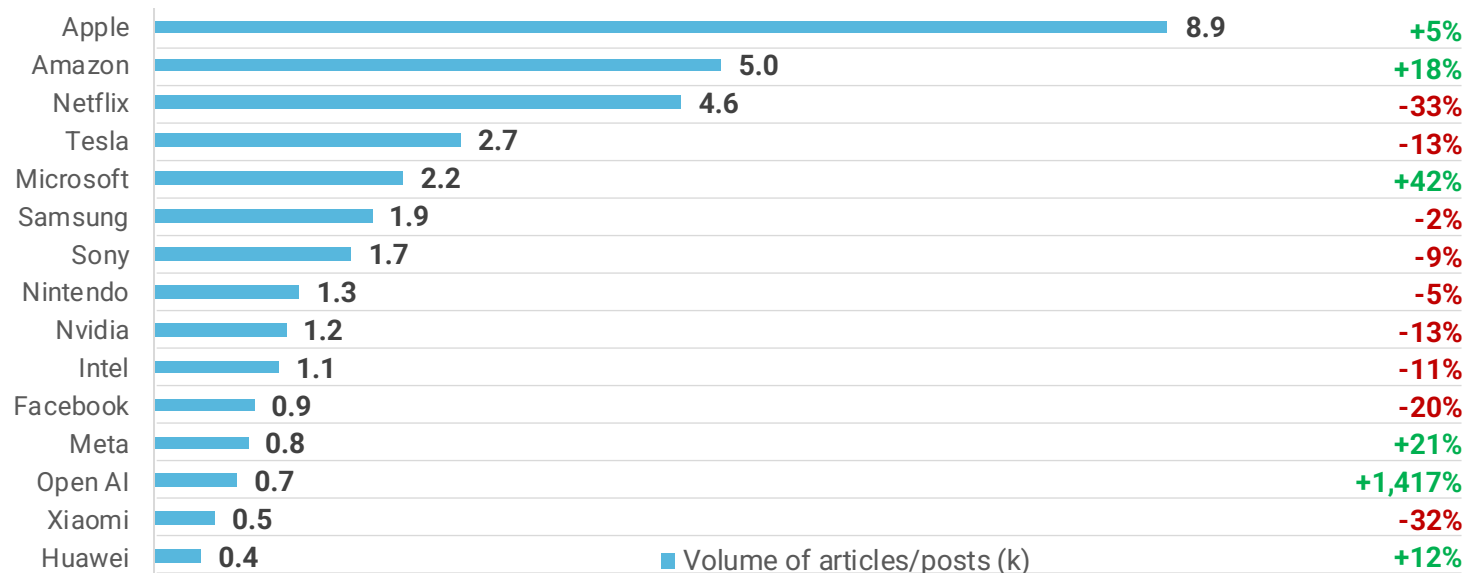
Thinkers and leaders in tech ranked by volume, with 2022 vs 2023 % change



Y-o-y Change

Top Tech Companies

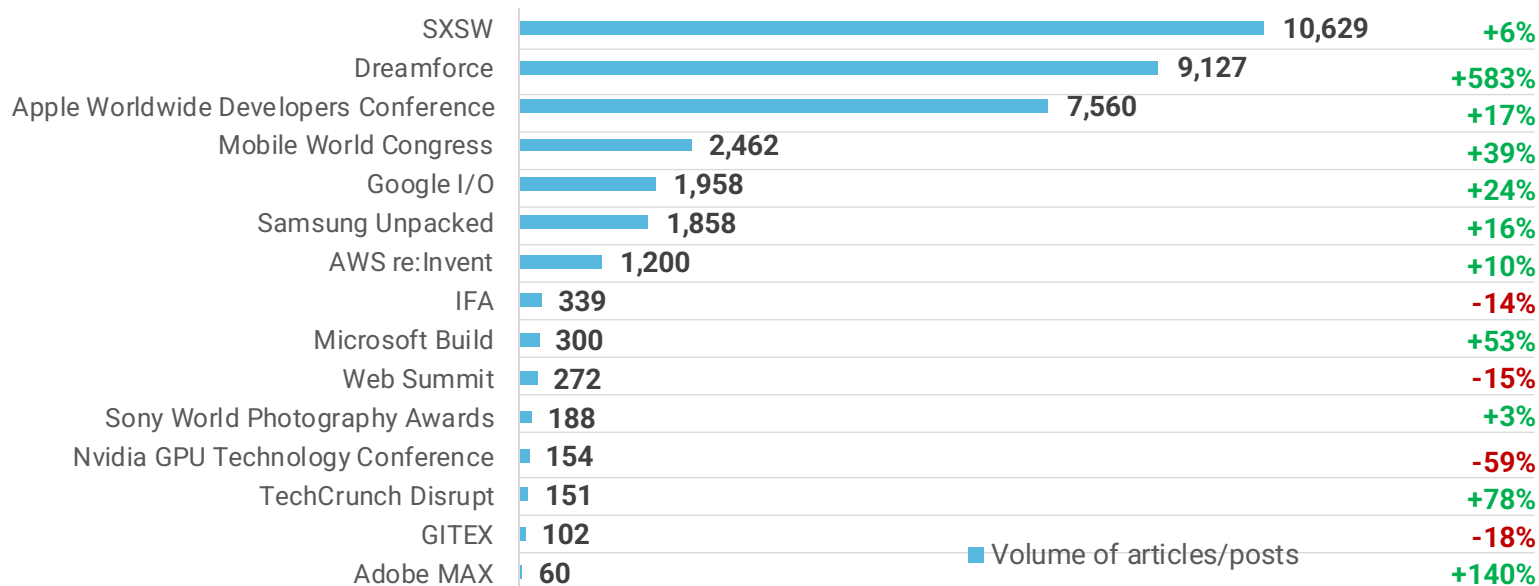
Technology-related topics ranked by volume, with 2022 vs 2023 % change



Y-o-y Change

Top Events

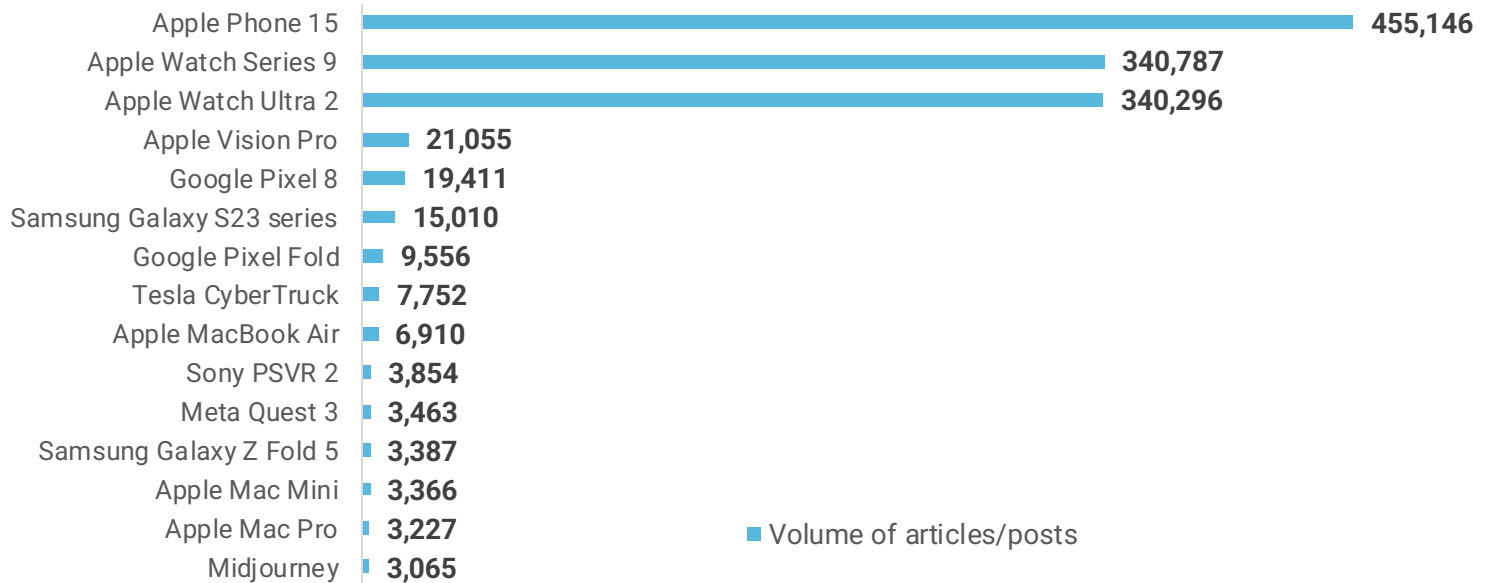
Technology-related events ranked by volume, with 2022 vs 2023 % change



Y-o-y Change

Top Products

Top products by volume (no y-o-y change as most products are new launches)



About Cision

Cision is the global leader in consumer and media intelligence, engagement, and communication solutions. We equip PR and corporate communications, marketing, and social media professionals with the tools they need to excel in today's data-driven world. Our deep expertise, exclusive data partnerships, and award-winning brands and products, including [CisionOne](#), [Brandwatch](#), and [PR Newswire](#), enable over 75,000 companies and organizations, including 84% of the Fortune 500, to see and be seen, understand and be understood by the audiences that matter most to them.



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Thank you for reading