

DistilINFO IT

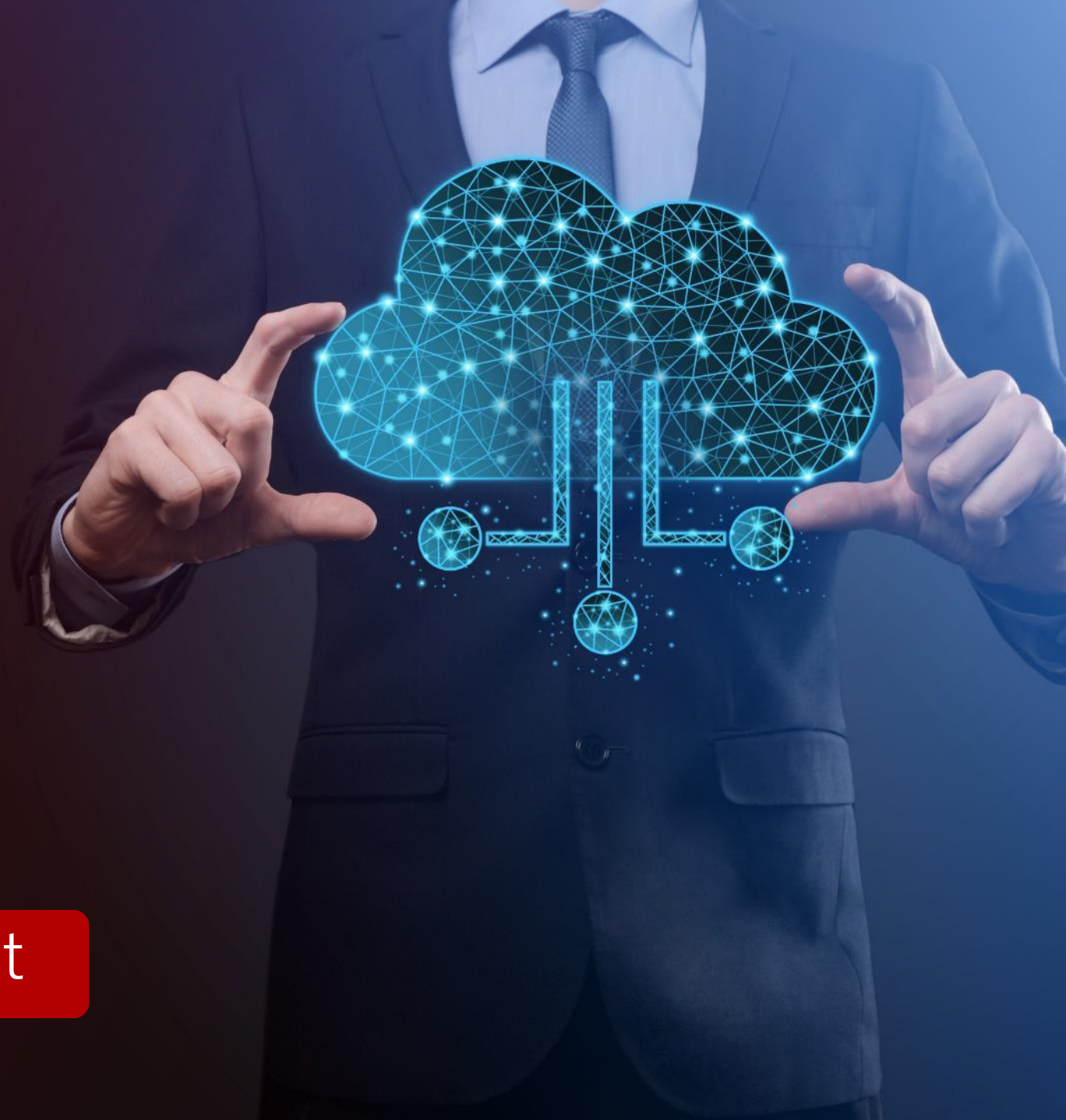
Right Info | Right Audience | Right Time



January

IT Industry

Market Intelligence Report





Boom time for
dating apps

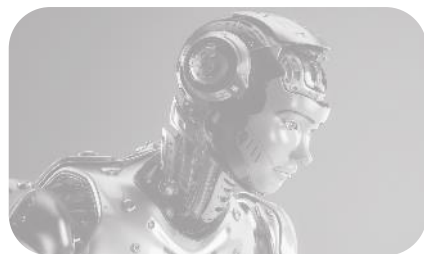
Giants clash for
Pentagon project

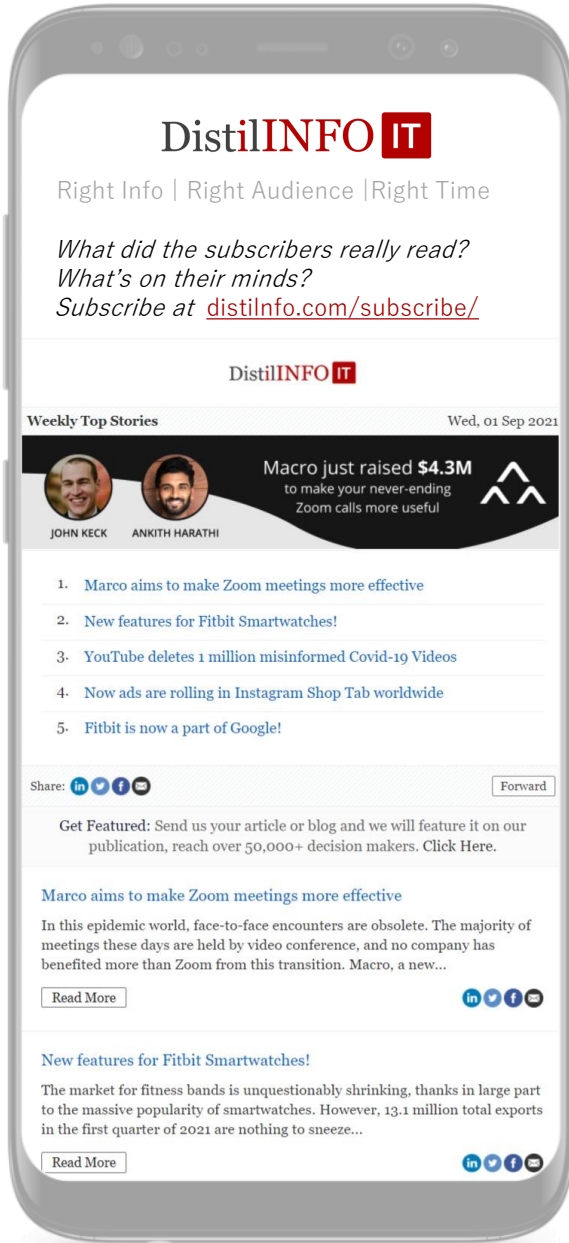
What Topics did **100,000+**
Subscribers of our Publications Read?

EV demand
surges

Mixed reality
headsets

Distil**INFO** **IT**





We studied and analyzed
reader interest across IT
Industry for this report.

9,000+
CxO Level
Readers



13,000+
VP Level
Readers



1,800+
IT Affiliated
Organizations



31,000+
Director Level
Readers

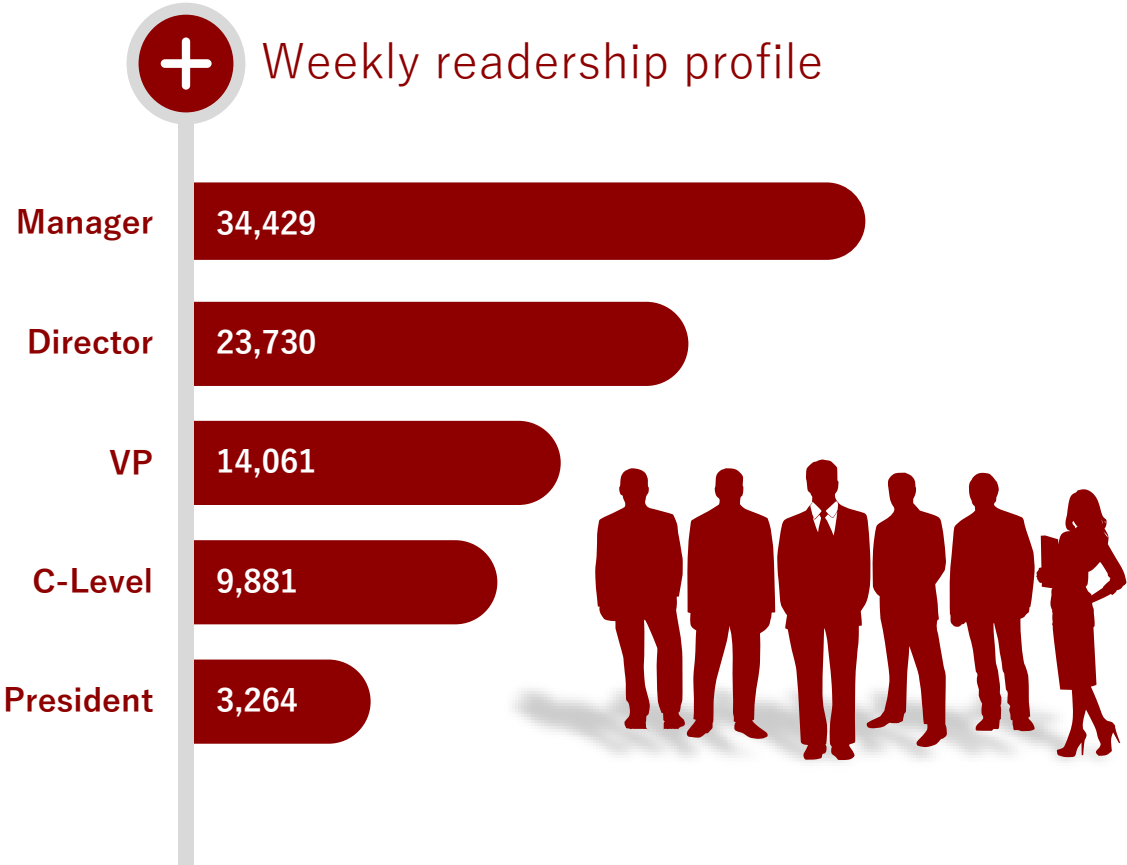


DistilINFO **IT**

Popular articles in
December 2021 in IT Newsletter

1. [Ford plans to triple manufacturing of all-electric Mustang Mach E by 2023](#)
2. [Tesla plans to remove in motion passenger video games from cars](#)
3. [Bumble overruns \\$1B mark, becomes #2 Dating app](#)
4. [IBM introduces modernization center to facilitate hybrid cloud culture](#)
5. [A Star Wars battle between Oracle and Google over DoD project](#)
6. [Coinbase hires BRD to boost crypto wallets](#)
7. [Spotify brings new Video features to add Tiktok feeds](#)
8. [Zoom's Asia Pacific CEO discusses factors pushing the company's growth](#)
9. [Apple creates a Mixed reality Headset: one for all devices](#)
10. [Alphabet is launching Office Cleaning Robots!](#)

Here is what
CxO, VP, Director Level
Information Technology audience is
interested in.



CxO, VP Level Audience

Boom time for dating apps: The dating app segment has seen a steady growth, which is poised to get faster. The market leaders are busy taking the industry to the next level.

Giants clash for Pentagon project: Department of Defense's \$10 billion cloud infrastructure project will no longer be the single-vendor arrangement.

Overall Business Audience

EV demand surges: The sale in the second pandemic year has doubled. IT leaders are closely monitoring both demands and evolving technology.

Mixed reality headsets: It is the next big thing. Tech world giants are planning to offer multiple realities in one box.

Boom time for dating apps

Boom time for dating apps: Technology is turning online dating games into a multi-billion dollar empire.



The Global Online Dating Market size was estimated at USD 2,400.53 million in 2020, is expected to reach USD 2,614.05 million in 2021, and projected to grow at a CAGR of 9.23% reaching USD 4,077.94 million by 2026.¹

Between the third and the fourth quarter of 2021, the number of monthly user sessions on Bumble increased by more than five percent, while Tinder reported an increase in usage of two percent. As of May 2021, Tinder was the most downloaded dating app worldwide, while Bumble had approximately 1.7 million downloads. Hinge was the fastest growing dating platform, with more than 21 percent growth in the number of user sessions.²

The popular dating app Bumble has joined the Billion Dollar Club, a feat achieved by only 15 other non-gaming apps. With this achievement, Bumble has surpassed Tinder as the second most popular dating app in terms of lifetime spending.³

[Insights on the Online Dating Global Market to 2026 - Featuring Badoo, Eharmony and Tinder Among Others](#)



1

[Growth in number of monthly sessions on selected online dating services from 3rd quarter 2021 to 4th quarter 2021](#)



2

[Bumble overruns \\$1B mark, becomes #2 Dating app](#)



3

Giants clash for Pentagon project

Giants clash for Pentagon project: The new terms and conditions have pitched Amazon, Microsoft and other major players to get the biggest pie of the cloud infrastructure project.



The DoD announced it had invited four major cloud service providers – Amazon Web Services, Google, Microsoft, and Oracle – to bid on its proposed multi-vendor Joint Warfighter Cloud Capability contract, which replaced the JEDI contract.¹



In practice, Oracle and Google are the only two potential cloud providers who may vie for a spot on the contract, while the Pentagon has indicated that only Amazon and Microsoft can fully meet its requirements.²



From JEDI's ashes, Pentagon officials conceptualized a new framework from which to deliver commercial cloud services to Defence personnel: the Joint Warfighter Cloud Capability, or JWCC.³

1

[DISA Official Says Failure Mindset Changing Following JEDI](#)



2

[A Star Wars battle between Oracle and Google over DoD project](#)



3

[The Pentagon's Cloud War is \(Finally\) Nearing Conclusion](#)



EV demand surges

EV demand surges: After a slump in 2020, the electric vehicle market is getting into the fast track.



According to the car registration data from Experian (via Automotive News), some 378,466 electric vehicles were registered from January to October 2021, which is 94% more than in 2020 at this point. That's about 2.9% of the total market, compared to 1.7% a year ago.¹



According to the research report, the market is likely to grow at a CAGR of around 12% during 2021-26, primarily due to the rising demand for integrating advanced technologies into electric vehicles for monitoring temperature, current, pressure changes, etc.²



Ford plans to increase production of the all-electric Mustang Mach E next year with the goal of tripling its current capacity by 2023 to meet “incredible demand,” CEO Jim Farley tweeted lately.³

1

[US: BEV Sales Almost Doubled In January-October 2021](#)



2

[Global Electric Vehicle \(EV\) Sensors Market 2021-2026: Trends, Statistics, Projections, Leading Players - ResearchAndMarkets.com](#)



3

[Ford plans to triple manufacturing of all-electric Mustang Mach E by 2023](#)



Mixed reality headsets

Mixed reality headsets: Gaming, communication and media consumption is at the heart of the growth in this segment.



Global Shipments of AR and VR headsets 348.4% over last year. Shipments of standalone VR headsets captured 89.8% of the market and Meta (formerly Facebook) held the top spot with almost 75% share. After resolving supply issues, the Quest 2 was able to catch up to the soaring demand brought about by the pandemic.¹



It'll also be rather pricey, reportedly costing upwards of \$3,000, and will take some time to come to market following its debut.²



Thanks to a pair of 4K Micro OLED panels from Sony, the device will be able to give both augmented and virtual reality experiences, according to Kuo. This is only possible because the M1 chip has the necessary processing capacity to support the screens.³

1

[AR & VR Headsets Market Share](#)



2

[Apple might be the only company that can take VR and AR headsets mainstream](#)



3

[Apple creates a Mixed reality Headset: one for all devices](#)



Key Takeaways



Ever-evolving online dating space

- Digital data transfer ability is fuelling growth
- Pandemic turned out to be the silver lining
- Proliferation of smart phones supporting growth

VR could be the future of dating



Defence cloud project sparks star war

- JEDI (Joint Enterprise Defense Infrastructure) is dead
- It did survive all legal challenges and public scrutiny
- Single-vendor contacting approach proved the killer

Project is now trimmed to \$5 billion and 5 years



Millennials fuelling EV market growth

- Baby boomers are showing less interest
- Government initiatives creating favourable market
- Covid-19 outbreak increased demand for US sensors

Temperature sensors for EVs accounted for the largest market share



Mixed reality headsets with powerful sensors

- Headsets are likely to be standalone device
- Apple might have a launch in mid 2022
- A step towards replacing iPhone with AR

Third-party apps hold the key to success of MR headsets

Complex NO Surprise Act



Metaverse will change the online dating rules



DOD sets deadline for cloud project with new format



Passenger electric cars attained highest market share



Mixed reality headsets to reach the mainstream



Whitney Wolfe
Bumble founder and CEO

"That has been a guiding light for me because we've always tried to engineer accountability into everything we do [at Bumble],"



Mark Zuckerberg
Meta CEO

"The dream was to feel present with the people we care about."



Elon Musk
Tesla CEO

"I really do encourage other manufacturers to bring electric cars to market. It's a good thing, and they need to bring it to market and keep iterating and improving and make better and better electric cars, and that's what going to result in humanity achieving a sustainable transport future. I wish it was growing faster than it is,"



Krishna
CEO of IBM

"Every company in every industry wants to build a much stronger digital foundation to fundamentally change the way its business works,"

Our Publications Your Lead Gen Platform

DistilINFO **IT**

Publication	Reach	eNewsletter Frequency
DistilINFO IT	50,000+	Alternative Wednesdays
DistilINFO HOSPITAL IT	60,000+	Every Monday
DistilINFO POPHEALTH	11,000+	Alternative Fridays
DistilINFO GOVHEALTH	35,000+	Alternative Wednesdays
DistilINFO LIFE SCIENCES	42,000+	Every Monday & Tuesday
DistilINFO HEALTHPLAN	100,000+	Every Tuesday & Thursday

Ad Options	Impact
Banner Ad	Visibility
eBlast	MQL
Static Banner	Visibility
Interview Ad	MQL
Content Ad	Visibility
Google Ads	MQL
Linkedin Ads	Visibility

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Run Campaigns | Generate Leads | Increase Visibility | [Request Media Kit](#)

Promote your brand to
50,000+ IT
focused decision makers..

Typical Results

Visibility	In a Week..	In a Month..
CxO Level	~50+	~100+
VP Level	~75+	~150+
Director Level	~200+	~400+
Others	~400+	~800+
Marketing Qualified Leads		
MQL's	~20 to ~40	~50+

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