

Americas H1 data (not including USA)



intel[®]

H1 by Numbers: How Did We Do?

1413

prominent mentions
in priority outlets

13% increase vs Q1 /21

751

articles included corporate
narrative messaging

51% increase vs Q1 /21

113 feature stories

across H1 focused on key storylines

Target of 274 for FY22 (20% increase YoY)

113 in Americas vs 443 globally

69% of feature
stories focused on key
storylines

36% included
multiple storylines

71%

of feature
stories included
spokespeople voices
(53% regional and 18%
global)



BUSINESS
INSIDER
MÉXICO

EXPANSION

**Chips are like oil for
the digital age: Pat
Gelsinger**

The Intel CEO highlighted the importance of diversifying the territories where the main semiconductor factories are located.

The metaverse will need a lot of computing power to be real, but Intel is already working on software for it



Intel seeks a solution to the shortage of chips



Patricia Travassos: Technology does not allow us to ignore conflicts in the world

CNN tech expert spoke about the shortage of semiconductor chips and how the industry should position itself in the face of war.

