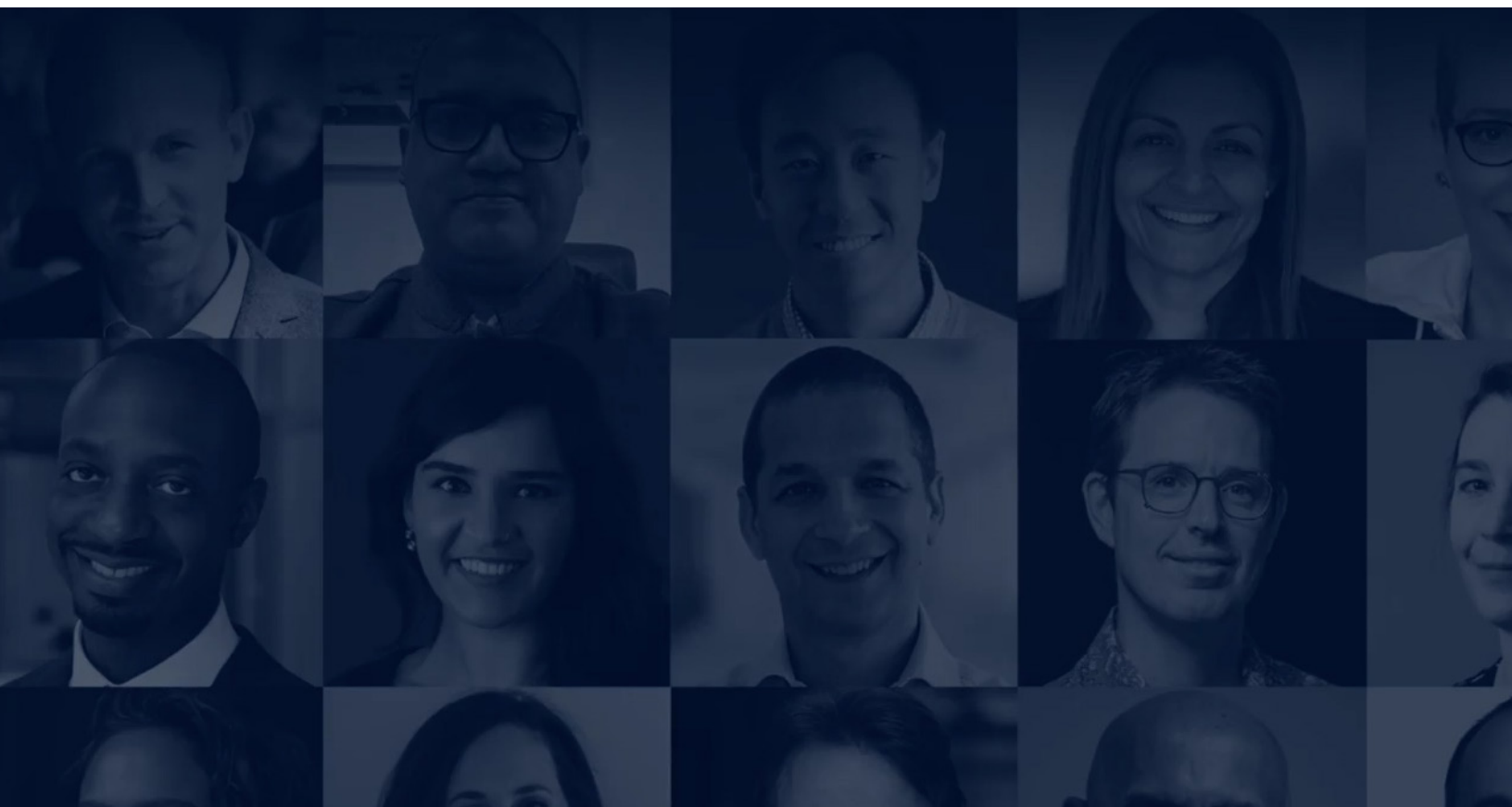


What major themes will we see in global media in 2022? What should we see more of?

A new year is near, and while the world has continued to grapple with moving beyond COVID-19 and its effects, what new themes will 2022 surface? Journalists, media executives, columnists, commentators, and media critics—from the US and around the world—offered McKinsey their perspectives on what will make the news, from climate change and misinformation to the growing role of artificial intelligence and global supply-chain challenges. And, critically, what is unlikely to merit the headlines we all ought to see more of in coming months.



What's covered most in global media and what's most pressing are rarely in sync. So what themes will persist in 2022, and what new threads need to emerge?

McKinsey Global Publishing's Raju Narisetti asked dozens of journalists and media leaders around the world for their own perspectives on what's to come—their personal lens on what's likely to be covered heavily in 2022, and what issues might yet fly under the radar. They were asked to mull two big questions:

1. What business, economics, or policy story or theme do you predict will dominate media and grab our attention in 2022?

2. What topic do you think will be under-covered, and why does it merit more of our attention?

Explore all the individual responses, which don't necessarily reflect the view of the news organizations these contributors represent and have been condensed for length.

United States

Julia Angwin, editor in chief and founder, *The Markup*

1. "I am obviously biased, but I think that the global struggle to rein in the power of big tech will continue to dominate business news in 2022."

2. "I think that the way that institutions that aren't considered 'tech' use technology to enforce and entrench inequalities is under-covered. They are hard to cover because they are hidden from view, but whenever a journalist does manage to peel back the curtain they often find that these systems are biased against already vulnerable populations."

Meredith Artley, editor in chief and SVP, CNN Digital Worldwide

1. "The high interest we see now in global supply-chain stories will continue to grow. This includes big-picture stories about systems under duress and global worker shortages, to personal stories about the workers themselves and consumers who wonder if they will be able to get a turkey on the table for the holidays. Most global supply-chain stories have a unique ability to show the interconnectedness of people, businesses, and goods and transportation in a tangible, human way."

2. "Climate accountability for global businesses. Who can help or harm the most when it comes to the fate of the planet and the people who live on it? Personal actions are important. Agreements established at major climate conferences are also important. But we in the news media must report more on the actions and inactions of major businesses, and not get distracted by doing too many 'ten things you can do to live a greener life.' There are people with a lot of power to do harm or to do good. This merits more attention."

James Astill, Washington bureau chief and Lexington columnist, *The Economist*

1. "The world has moved from a surfeit of cheap fossil fuels to an enduring shortage. Rising commodity prices—and recent blackouts and shortages in many countries—are not only a sign of demand returning postpandemic. They are also a result of falling investment in fossil-fuel production. If that trend reverses, in response to the high prices, it could set decarbonization back by years. If it continues, energy consumers are going to get clobbered. It's a fascinating and hugely important development."

2. “The business media will probably under-cover the state of democracy—particularly in the US. Companies don’t want to take sides in politics, but the business community might find itself wishing it had sounded the alarm sooner.”

Marcus Brauchli, managing partner,
North Base Media

1. “My prediction is twofold. The overarching story that will reverberate through coverage will be the macro story—inflation, interest rates, monetary and fiscal responses and the markets. The micro story that looks likely to gain traction centers on the big tech platforms. Will Europe or some other major powers start to impose regulations that alter [their] trajectory?”

2. “The energy impact of big data and AI. Just when many countries and big companies are seriously acting to curb energy usage and climate-affecting emissions, AI and big data are scaling up. This pits two positives against each other—the power of AI and big data to improve efficiencies, insights, outcomes, and living standards and the need to consume less energy to mitigate global warming.”

David Chavern, president and CEO,
News Media Alliance

1. “COVID-19 is a (hopefully) temporary phenomenon, but it will have a wide range of long-term economic effects that we have barely begun to understand. As just one example, COVID-19-driven changes to the commercial real-estate market will have material negative impacts on the budgets of every city and county in the United States for years to come. 2022 will be about slowly coming to grips with what it all means.”

2. “Antitrust. Some core assumptions behind the functioning of our economy are going to be changing quickly, and most people won’t be paying any attention.”

Paul Cheung, CEO, Center for Public Integrity

1. “Crypto: average customers are now jumping on to the crypto bandwagon and fortunes are won and lost because of tweets. Crypto is still in the wild, wild west but traditional investment houses are setting up crypto trading desks while policy makers in the US and across the world are still trying to figure out the appropriate policy.”

2. “Access to democracy and America’s aging democratic infrastructure: US democracy is in a fragile state.”

Marsha Cooke, SVP global news and special projects, VICE MEDIA LLC

1. “It’s about labor. COVID-19 has exposed the long-standing divide between labor and corporations in terms of wages and working conditions ... and it’s going to become more intense come 2022. This is something that affects everyone’s lives, whether consumer or worker. Plus remote work, childcare and the unequal burden on women, and the exploitation of contract work.”

2. “I think cybersecurity is not being covered enough. We have certainly given it some attention but it deserves more when we are witnessing attacks against institutions like schools, banks, and hospitals. It’s going to be a huge issue in 2022. It demands our attention because it affects everyone’s safety (and we ALL live online). And one more: I’m deeply concerned about the lack of commitment regarding climate coverage. There needs to be more investigative deep dives into the lending practices to companies responsible for greenhouse-gas emissions. I also think that the impact of climate refugees and food shortages caused by climate change will have devastating implications for economies worldwide.”

Kenneth Cukier, senior editor, *The Economist*

1. "US–China tensions will probably dominate the news. My runner-up: a COVID-19 variant that evades existing vaccines."

2. "Cybersecurity. If the same amount of crime and national-security unpreparedness were apparent in the physical world, not the virtual one, there would be articles and action. But because it's digital it seems ephemeral and so the problems linger with too little attention paid."

Kevin Delaney, cofounder and editor in chief, Charter

1. "The rolling changes to our world brought about by exponential technology developments and the disconnect with slower, linear approaches of our government and institutions will surely remain a dominant story in 2022. There are deep ramifications for these technology developments, including the continued impact of crypto on finance, the tech platforms on information and democracy, AI and automation technologies on jobs, renewable-energy sources and better batteries on the environment, and synthetic biology on our health and medicine. But the flash points will only get messier and have greater business and financial implications."

2. "The opportunity to transform how we conceive of work and workplaces and to fix the problems so that they're more fair and dynamic is an area that can't get enough of our attention. There's a strong likelihood that many organizations eventually try to snap back to the way they've always done things. And the challenges for caregivers and groups of people traditionally excluded from power haven't gone away. We've made progress in addressing some inequities. But it's way too early to declare victory, and these efforts merit even more of our attention until every worker has dignity, fairness, and equal opportunity."

John J. Edwards III, team leader, US consumer, retail, and luxury, Bloomberg News

1. "The dominant theme for much of 2022 will remain the breakdown of global supply chains and the end, at least for now, of the just-in-time world. Large companies will struggle but survive; some smaller concerns may manage to limp through the fourth quarter of this year but face ruin when key goods and raw materials remain scarce through the first half."

2. "We've paid too little attention to the mounting stresses facing corporate diversity and inclusion officers. While the great awakening since the summer of 2020 has been seen as a boon for them, in fact many are given insufficient institutional support and are up against stiff headwinds as they try to effect lasting change at hidebound companies. The tension between promises and realities will remain difficult to manage."

Sarah Ellison, staff writer, *Washington Post*

1. "I expect that we will be hearing an inordinate amount about education policy in 2022. The battle over what is being taught in our schools, by whom, and how is likely to dominate political conversations in the run-up to the midterm elections."

2. "I say this every year, but: climate change. Because climate change is slow moving and long contested, it is difficult for the story to push itself to the top of the news cycle. Given how dramatic weather patterns are increasingly affecting city and state budgets, not to mention global migration patterns, this is a topic that deserves everyday, relentless reporting."

Dawn Garcia, director, John S. Knight Journalism Fellowships, Stanford University

1. “The 2021 labor shortage, especially in the US, will not substantially improve in 2022, creating a crisis of confidence and sending ripple effects throughout the economy. Many low-wage workers in service jobs are not going to go back—and will find ways to make ends meet with more entrepreneurial efforts. Businesses and consumers are going to have to rethink what service means, and workers will continue to be in a strong negotiating position regarding their work, pay, and quality of life.”

2. “The Hispanic (or Latino or Latinx) population in the US grew 23 percent from 2010 to 2020, according to the US Census. The impact of that enormous growth on US society, culture, business, and more has been underreported. There also seems to be a lack of curiosity in mainstream media about the diverse Hispanic/Latino population in the US, which is often covered as a monolithic group. This failure by legacy news media to fully cover the large, growing, and diverse Latino population creates an inaccurate picture of the United States.”

Mario García, founder and CEO, García Media

1. “I believe that the COVID-19 pandemic will continue to dominate news in 2022, and not just financial aspects of it, which are important. I think that we will see more personalized stories on the economic impact of COVID-19 globally, but, particularly, for small-town America. There will be stories related to the suffering of those who lost it all, but I predict that there will be stories of businesses that survived, and how they did it.”

2. “The story of optimism is often left behind in the midst of the turmoil and chaos that seem to rule news cycles today. The United States, specifically, is advancing on many fronts, scientifically, socially, economically, but we don’t hear much about it. It is no wonder that over 60 percent of Americans express discontent and believe that the country is not moving in the right direction. Let’s not lose track of what we are doing right, and the people who make it possible. Tons of invisible stories waiting to be told!”

Richard Gingras, VP, news, Google

1. “The disruptive impact of the internet has not yet run its full course. It has hit the newspaper industry but hasn’t yet hit television hard as well as many other industries. We are likely to see a lot more of this unfold in 2022 and beyond.”

2. “This is an extraordinarily key period for internet regulation. What is missing is the key question confronting us: the internet has enabled free expression beyond the bounds of what our civilization has ever seen, while we have many more who would like to have a whole lot more control over internet and media.”

Sara Kehaulani Goo, editor in chief, Axios

1. “The big story that will dominate will be the global supply chain and rethinking whether it really works for us. Two years into the pandemic, the American consumers have been hit by higher prices, delays in goods large and small, and a much clearer urgency to reevaluate how dependent we should be on the rest of the world for everything we consume.”

2. “We won’t cover childcare enough and the reality of how it hurts the economy and women’s return to work. The myth of our societal structure is still stuck in the 1950s and until we figure out how to make childcare available and affordable and compensate quality workers in the industry, we will fail families and women.”

Lisa Hughes, publisher and CEO, *The Philadelphia Inquirer*

1. “Control of the US Senate hinges on a handful of key midterm elections next fall, and the biggest one is playing out in Pennsylvania. The perennial battleground state, so crucial in deciding the 2020 presidential election, is now home to a wide-open campaign to replace retiring Republican Sen. Pat Toomey.”

2. “I feel a sense of optimism whenever I see coverage about the critical importance of local news. Unfortunately, that often tends to come too late, after a local paper closes. I’d like to see more coverage in 2022 about the groundbreaking business models—philanthropy-funded local journalism from foundations and individual donors—that news organizations like *The Seattle Times* and others are utilizing to crack the code on a sustainable future for local news.”

Maryana Iskander, CEO designate,
Wikimedia Foundation

1. “Climate change. Although the less existential, more prosaic question of how we do ‘hybrid life’ (from events to work to socializing) may compete.”

2. “Rapidly escalating income inequality will likely not get the attention it deserves. And stories about women will remain underreported, especially the invisible toll of the pandemic on working mothers.”

Nancy Cawley Lane, CEO, Local Media Association

1. “I believe two themes will continue to dominate in 2022: the attack on our democracy and the public health/economic crisis caused by COVID-19. I would also like to see climate change dominate our attention, but I don’t think it will get the coverage it deserves given the other big issues in America.”

2. “Racial inequities in America. This impacts the health, education, public safety, voting rights, and much more for people of color, especially Black Americans. The topic is under-covered because of the lack of diversity in newsrooms, boards, and C-suites across the country. We must address systemic issues of race, justice, and equity if we are to grow as a country. Instead we are going in the opposite direction and that is terrifying to me.”

Sara Lomax-Reese, president and CEO,
WURD Radio

1. “I think that the empowerment of workers who are demanding higher pay and better working conditions will continue to disrupt the conventional work world. Prioritizing work–life balance across all industries including those that have typically been hostile or predatory to their workforce will impact the economy in fundamental ways. How will certain industries adapt in a world where people don’t want to show up to a job anymore? This will especially affect younger workers who are entering a pandemic job market that is like no other. I think there are also race, gender, and class implications with these shifts as well.”

2. “In 2020, in the aftermath of George Floyd’s killing and the massive protests against systemic racism, many corporate giants, philanthropic organizations, and big banks pledged to support Black-owned businesses, colleges and universities, and organizations in unprecedented ways. Billions of dollars have been promised to try to repair centuries of unfair policies and practices that have created a massive racial wealth gap. But history shows that promises made to Black Americans are often not kept. In 2022, following the money will be critical. I want to see if the corporate community has the will and determination to deploy their resources to permanently shift power to create a more fair, accessible, and economically just society.”

Harlan Mandel, CEO, Media Development Investment Fund

1. “Efforts to regulate how digital platforms police speech.”
2. “This year’s Nobel Peace Prize to Maria Ressa and Dmitry Muratov shined a light on the courage of individual journalists risking their freedom and their lives in, to use Ms. Ressa’s words, the ‘battle for facts.’ But much less visible has been the efforts by state actors to gain outright ownership and control of the media.”

Sharon Moshavi, president, International Center for Journalists

1. “I think 2022 will be the year of the worker. The balance of power has swung toward management for decades. The pandemic has helped change that. [This] will reshape every aspect of the labor market, from unskilled employees to top-dollar executives. Businesses will need to raise wages and offer other incentives to attract lower-skilled workers. The stakes are high. Unless transport companies are able to attract truckers and others, the global supply chain could unravel further. Meanwhile, the Great Resignation will swell, as more workers rethink their career trajectory and more companies struggle to bring employees back to the office.”
2. “The collapse of the business model for local journalism. Journalists wring their hands about this, but the coverage on this subject is really geared toward the industry, not the public at large. We need to move beyond preaching to the choir and help ordinary citizens understand what is happening and why it matters. This isn’t about journalism for its own sake. It is about what happens to our societies when there is a void. If we want people to vote and engage with facts, we need to put the financial sustainability of the news media on the political and economic agenda.”

Jeremy Olshan, head of content, MarketWatch; managing editor, Barron’s Group

1. “Much is at stake in the coming showdown between the legal code and the digital code, because the power of algorithms over our thoughts, actions, and political and cultural lives remains largely unchecked. How to regulate the decision making of everything from self-driving cars to social-media feeds is going to be a dominant story. Algorithmic power can corrupt exponentially: the billions of tiny nudges we’re subjected to each day might help us to save energy or save more for retirement, but they can also steer us in harmful ways.”

2. “Somewhat lost in all the reporting on the future of work and workplaces is whether a side effect to the reduction in commuting may be a reduction in community cohesiveness. For all the benefits of remote work, what impact will a more permanent absence of daily in-person interaction on transit systems and in offices between people of diverse backgrounds and tax brackets have on polarization and sense of shared purpose?”

Dan Roth, editor in chief and VP, LinkedIn

1. “Hybrid life: I think next year we’ll see companies with strong hybrid/remote cultures pull top talent away from established companies that want to return to ‘normal.’ Any company that hasn’t spent the last 18-plus months rethinking how they work is going to have a rough time competing for talent. [There’s also] the rise of mental-health awareness. For a long time, I had a pretty good handle on what kind of content would do well on LinkedIn. The pandemic changed the conversation. Professionals started talking about topics that they once shied away from in a work setting, particularly equity and mental health.”
2. “Climate change. Don’t get me wrong, it’s well covered. But when you see the impact violent, unpredictable weather has on housing, migration, health, wealth, and families around the globe—and how each reaction causes downstream effects on other countries, companies, and communities—how can there be enough coverage of the problems and potential solutions?”

Chris Roush, dean, school of communications, Quinnipiac University

1. “The lack of a national minimum wage. We’re already seeing that companies in the United States are having trouble hiring workers because they don’t pay enough in terms of a salary. We’ve gone too long without addressing this situation, and it will finally reach a boiling point in 2022 because a lack of workers will begin to affect the economy.”

2. “Don’t see the business media covering the growing income inequality. It means that the upper income is now the fastest-growing segment in America. To better explain these numbers, here’s what you need to know: the wealth gap in America is increasing. And income inequality in the United States is the highest of the largest economies in the world, according to the Organisation for Economic Co-operation and Development. That wealth gap will mean slower economic growth for the US.”

Felix Salmon, chief financial correspondent, Axios

1. “The business theme that will dominate 2022 is the business theme that nearly always dominates the news cycle—the stock market, and whether it’s up or down. Yawn.”

2. “The business theme that should dominate our attention is the rise of balkanization and nationalism, and how that’s changing strategy at every multinational company. COVID-19 ended the era of globalization and global supply chains; now we’re back to an increasingly zero-sum competition between countries where everybody wants resilient onshoring. Nationalism has already proved that the era of global cooperation is over. But country-of-origin issues are going to be much bigger than just vaccines, and will come to dominate C-suite discussions.”

Sophie Schmidt, CEO and founder, *Rest of World*

1. “The long tail of misinformation. This year, we watched as rampant misinformation throttled the vaccine rollout and reshaped voting patterns. But we still underestimate how pervasive misinformation has become, and what it will mean for every type of decision making as individuals—consumers, business owners, voters, parents, and more—behave in new and unpredictable ways. In 2022, we’ll see a more elaborate set of misinformation externalities play out in public, with more unsatisfying attempts by tech platforms to reverse the flow.”

2. “‘Long COVID’ around the world. So much attention has focused on the mortality rate of SARS-CoV-2 that we overlook what mass morbidity will mean. Tens of millions of people outside the Western world are already suffering from debilitating post-COVID-19 symptoms, in environments with poor access to healthcare, limited infrastructure, low trust in institutions, and ample health misinformation. Beyond the suffering of the individuals and their societies, we also know that the integrated global economic system needs a healthy workforce to run. Our economic recovery is linked to theirs.”

Swati Gauri Sharma, editor in chief, Vox.com

1. “In 2022, the biggest story should be the marginalized and the continued struggles they face in this economy. That may seem basic, but I believe the biggest change will be the intersectionality of the coverage. Reporters will draw more parallels between economic hardship and big tech, race, labor relations, and government policies. Often, these topics can be siloed, and the hope is that reporters chase and think about how all of these topics connect. This has already started but will go so much further.”

2. “We are paying a lot more attention to our emotional well-being during the pandemic. But the topic of how you live a better life—why sibling relationships are so important, why loneliness is one of the biggest dangers to our society, and how we can handle our stress and become better people—are things we know are valuable but don’t quite know how to address them. I believe journalism that can provide solutions to how we live better lives is essential for our society, and something we will see more of next year.”

Hari Sreenivasan, anchor and senior correspondent, PBS

1. “We will likely see more coverage of a rising China on several fronts. Their swagger in early 2022 will be a sharp contrast from their global position in 2008 when they hosted the Olympics last.”

2. “While there will be hundreds of inches of column ink (dating myself) spilled on the horse race of the midterms, there will not be enough coverage of how not just the racecourse but the sport itself will be inevitably rigged within a few cycles. The interwoven story of gerrymandered districts, decreasing access to the polls, and shifting demographics in the country is not as sexy or as simple as how the lead between two candidates changed due to a viral moment.”

Anna Nirmala Thomas, VP, portfolio success, American Journalism Project

1. “Our global and domestic supply chains, and how they continue to be impacted due to COVID-19, will be a theme that will expand and dominate more of our attention in 2022. How do we expand our understanding of this topic to include the supply chain of information provided to the general public? How do we think about it at the local, national, and global levels?”

2. “I think the crisis in local information ecosystems will be under-covered. We have yet to see the public-service announcement(s) and mass movement building—targeted toward the general public—required to better quantify both the supply and demand sides of this topic, and how it’s impacting our ability to understand and solve for many of the issues we’re engaging with locally and nationally. If we also want to change what’s happening with increasing amounts of polarization and decreased trust, we need to start solving for the lack of accessible and quality information at the local level.”

Snigdha Sur, founder and CEO, *The Juggernaut*

1. “Inflation, inflation, inflation. Supply chains have made certain goods and products scarce, increasing prices. The Fed printed more money due to the impact of COVID-19, which has led to a larger supply of money. Now there’s higher inflation. This is why we’re seeing the rise of cryptocurrencies, which folks increasingly view as a reliable store of wealth. There’s this misconception that crypto uptake is highest in developed countries. We also see high crypto uptake in countries with currency risk. It wouldn’t be a surprise to see growing crypto uptake in countries like Sri Lanka or India, in addition to the US.”

2. “Venture capital is having a hell of a few years. But funding for female founders dropped in 2020 compared to prior years; 2021 isn’t looking that much better. Only 2.3 percent of VC funding went to women-founded start-ups in 2020. We should hold VC funds to the standard of 50 percent of their checks by value must go to women, and proportionate funding for women of color as well. Let’s create a transparent index and celebrate those who walk the talk and ask for a lot more from those who fail these standards.”

Irving Washington, executive director and CEO,
Online News Association

1. “This year ends with our attention on several aspects of Big Tech regulation. However, in 2022, our attention will tighten its focus on untangling and defining the ethical and societal implications of all platform algorithms more transparently. Simply saying ‘it’s complicated’ won’t suffice in 2022.”

2. “We’ll under-report the ethical news and information implications of emerging tech built this decade. One example is voice search, overreported as a feature for smart-home devices but underreported in growth and how people use voice search each year. From gender bias to the cultural erasure of people of color, some devices are built with flaws from the start. Our next decade of Big Tech must start with implications for community news and information at the beginning and not the end.”

Jon Wile, VP, content and design, American City
Business Journals

1. “This biggest economic story I am watching in 2022 is centered around the workplace—from labor shortages and hiring challenges to returning to the office and vaccine mandates. Employers across all sectors need to be creative with how they retain staff, how or if they return to the office. . . . This is arguably the most challenging time to be in upper management or to own a small business, having to work through conditions that we’ve never seen before with a narrative that continually changes.”

2. “The story that won’t get enough play centers around the retail and hospitality industries, which have taken the biggest beating during the pandemic, particularly restaurants, hotels, and urban retail stores. These businesses are struggling to sustain for a variety of reasons—lack of business travel and work from home, to name a few—and they are vital to filling city coffers and making sure the urban core stays bright and vibrant. This merits discussion because the lack of sales and hospitality taxes will cause local governments across America to make painful budget cuts.”

Rest of World

Salim Amin, chairman, Camerapix; chairman,
The Mohamed Amin Foundation; cofounder,
Africa24 Media

1. “Globally I think the biggest story of the year will be the climate story—this will impact economies that will still be reeling from the effects of COVID-19, this will impact the mass movement of people and immigration, this will impact security. More locally, from my perspective, will be the general elections in Kenya scheduled for the summer of 2022.”

2. “I think the aftereffects of COVID-19, especially the economic impact and the ‘long COVID’ impact on people, will be very underreported in 2022. Media has gotten very tired of telling the COVID-19 story, and this fatigue will lead to many of the post-COVID-19 stories being ignored. And the situation in Ethiopia has largely fallen under the international radar, again showing that stories from Africa are not of a high priority.”

Valérie Arnould, deputy director, digital revenue
network, World Association of News Publishers

1. “Battles over climate change policy and implementation of agreements will dominate national and international news agendas in 2022. This, of course, encompasses so much. After so many years of discussion, we may see a revolutionary breakthrough in corporate social responsibility and the consideration of environmental, social, and governance criteria to rate companies’ performance, conduct, and future strategy.”

2. “Lessons from two years of the pandemic. Protective and inward-looking policies, for example, and the way they have widened inequality, have had tragic consequences. The unequal access to the COVID-19 vaccine and disproportionate economic support for those most at risk are having a devastating effect and are creating irreparable divisions between countries, continents, which otherwise depend on each other.”

Tamal Bandyopadhyay, author and columnist, “Banker’s Trust,” *Business Standard*

1. “I see three themes dominating India and the rest of the world. One, digital innovations where India is now the vanguard. We will see the biggest impact on the financial sector. . . . Banks will need to reinvent themselves. Two, the so-called unwinding of ultra-loose monetary policy by the central banks. We will see gradual withdrawal of quantitative easing and a rise in rates. The rest of the world is on the verge of starting this year itself; India will follow suit. Finally, climate change is emerging as a systemic risk to the financial sector.”

2. “The topic which may not be covered enough in and out of India is the fight for market share. It deserves attention as the Indian corporate world is in a transition.”

Wolfgang Blau, cofounder, Oxford Climate Journalism Network

1. “For too long, the discussion about climate change centered on two questions: whether climate change was really happening and whether it was human-made. As droughts and extreme weather events increase and concur with global supply-chain issues, this debate will change soon. In 2022, we will mostly discuss how to halt or at least further reduce climate change and equally how to adapt our cities to the effects of climate change that we can already see.”

2. “Artificial intelligence tends to get presented as only the next step in digitizing our economies and, as such, as a mere incremental change of our societies. This vastly understates the step changes that AI will enable in how we conduct research, how we create works of culture, how we think about military affairs, and, eventually, also how we view our own strengths and weaknesses as humans.”

Kathy English, VP, content integrity and editorial standards, Dotdash; chair, Canadian Journalism Foundation

1. “I predict 2022 will bring exhaustive coverage of the ‘post-COVID-19’ world—global supply-chain issues, return-to-office challenges, worker shortages, the reassessment of work, new forms of taxation to tackle the toll of government deficits, global inequality, vaccines and variants. This story of our time is not over yet.”

2. “Our burning planet will likely not get the comprehensive, all-encompassing coverage it merits through 2022. While we can expect journalism’s spotlight to shine brightly on the UN Climate Change Conference this November, I fear some pullback from reporting on this most important issue of our time without the focus of that great big global event to galvanize global newsrooms. I hope I am wrong: journalism bears great ongoing responsibility to help people understand the implications of the climate crisis.”

Ferial Haffajee, associate editor, *Daily Maverick*

1. “The Great Recovery: its stops and its starts. This will be the business-political-economy story of 2022.”

2. “The story I hope will receive more of our attention is the gravity-defying inequality that has been put under such an X-ray by COVID-19. We tend to speak in glancing rhetoric about a wrenching and widening gap—geographically and intranationally—but don’t tackle sufficiently its causes nor do we think with the best of our minds about its plentiful and sometimes obvious solutions.”

Gary Liu, CEO, *South China Morning Post*

1. “Two significant political events will take place in this part of the world: the new term for Hong Kong’s chief executive in July, and the Chinese Communist Party’s once-every-five-years congress in November that selects the senior leadership to run the country. Both events will have far-reaching implications in geopolitics, domestic and social development, businesses and markets, and China’s road to carbon neutrality by 2060.”

2. “ASEAN has surpassed the US and the EU to become China’s top trade partner. Keeping a watchful eye on the ASEAN region, particularly after this year’s COP26 conference, could provide the answer to the world’s trade and supply-chain needs.”

Brooke Masters, chief business commentator, *Financial Times*

1. “Next year’s news will be dominated by the impact of inflation caused by supply-chain bottlenecks, labor shortages, and high energy prices. Central banks will continue to struggle with how to rein it in without choking off growth, governments will wrestle with how to address these problems without exacerbating inequality or slowing the transition to renewables, and companies and consumers will be having to choose more carefully where to spend their money.”

2. “Migration and refugees have already faded out of the headlines, and I see little chance that the issue will go back to getting the attention it deserves. This is particularly disturbing because extreme weather and climate change are only going to increase the pressure on people to leave their homelands in search of more secure livelihoods.”

Durga Raghunath, digital head, *Times of India*

1. “In India, the geography that I can speak to, markets and entrepreneurship will get the record front-page coverage they deserve. Against the China backdrop, India as a favorable investment destination will likely also find a place in CEO-speak and policy coverage on the whole.”

2. “With many women topping STEM courses yet dropping out of work or unseen as top management, women in the workplace will continue to get covered as ‘anecdotal wins’ rather than the structural loss it is. As will climate change and loss of biodiversity, given the disproportionate focus on India as a consumer market.”

Sukumar Ranganathan, editor in chief, *Hindustan Times*

1. “A lot of writing will be about the postpandemic realities of the world—a new global north or countries that have managed to vaccinate a substantial portion of their population and a new global south or countries that haven’t—of specific sectors, and also of issues such as the office, managing people, building teams, business travel, et cetera. I also expect media to focus on the US taper because this will have far-reaching economic consequences for many countries.”

2. “Irrespective of what happens at COP26, and largely because of the immediacy and urgency of many of the themes and topics listed, coverage of the climate crisis will likely be episodic and inadequate. That’s unfortunate because its impact, which is already becoming evident, will cut across sectors. In India, for instance, even a marginal change in temperature zones and rainfall patterns will affect cropping patterns and cycles—affecting not just the rural economy but also employment as a whole.”

Brian Rhoads, managing editor, *South China Morning Post*

1. “China’s 20th Communist Party Congress will take place behind closed doors in the fall of 2022 and will yield top party personnel changes and policy platforms that will be revealed at the close of the session. All eyes will be on what President Xi Jinping, who is also the general secretary of the Communist Party, will say in charting the future course of China, managing its relations with the West, and strengthening the rule of the party.”

2. “While there has been widespread coverage of Hong Kong’s COVID-zero strategy and its potential effect on the city’s status as a business hub, mainland China’s reopening to international travel and the full resumption of global trade is a bigger story that may be overlooked. China has been willing to sacrifice breakneck growth as it makes a transition to domestic consumption as an engine of growth, which has had a knock-on effect on the international financial-services sector and individual investors alike. At a higher level, governments can expect trade-agreement negotiations to proceed on considerably different terms, as building secure domestic supply chains is now a strategic priority.”

Seema Singh, cofounder and editor, *The Ken*

1. “I believe climate change–related stories, especially green financing and nationally determined contributions on emission cuts, will dominate 2022. COP26 in Glasgow in November will set the ball rolling, but the two official launches of IPCC [International Panel on Climate Change] reports, due in February and March 2022, will keep these themes alive throughout the year.”

2. “Pandemic response. The early lessons from the pandemic on poor preparedness and the subsequent hand-wringing at vaccine inequity already seem to be fading away. Global leaders spoke about not just managing the next pandemic better but even preventing it. Yet economic recovery and geopolitics still hog the headlines. Many countries suffer from inadequate vaccine supply, but even those who have vaccinated a reasonably large percentage of the population are not analyzing the data rigorously enough. We are not out of the woods yet.”

David Skok, CEO and editor in chief, *The Logic*

1. “Supply-chain management. As with the expression ‘all politics is local,’ all supply-chain issues are felt in the home. With no end in sight to labor shortages, halting pandemic-related production, and high shipping costs, the delays will continue to be felt by customers, business owners, and governments trying to kick-start a postpandemic recovery. The impact on productivity and innovation will be widespread: it’s hard to get excited about launching a new product when you can’t promise customers it’ll arrive without a six- to eight-week delay.”

2. “The tech cold war. The long-term economic impact of economic nationalism will be a test for globalization.”

Dr. Pietro Supino, chairman and publisher, TX Group AG

1. “National monetary policies.”

2. “The flows of international trade: it is important to better explain how our globalized world works and where value is created.”