

# Neobanks vs. Titans: Navigating the Shifting Landscape of UK's Financial Services Industry

## Media Analysis Summary



Corporate communication directors face complexities navigating finance's evolving landscape. There's been a significant shift in the media narrative that **shows a shift from the potential disruption of neobanks to a sharp focus on their business viability and profitability.**

In addition, the increased regulatory scrutiny neobanks face is highlighted by media focus on **Revolut's** UK banking license application. Compliance plays a vital role in shaping their reputation, as any missteps can affect trustworthiness and stability.

### Topics in the neobanking debate by share of voice



29%

Business viability and profitability



26%

Regulation and compliance



22%

Competition



13%

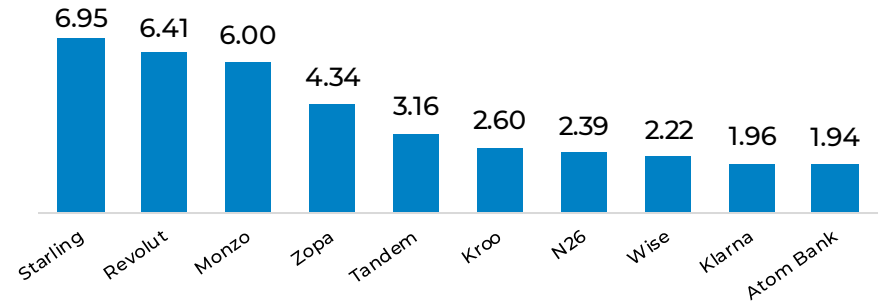
Diversity and inclusion



10%

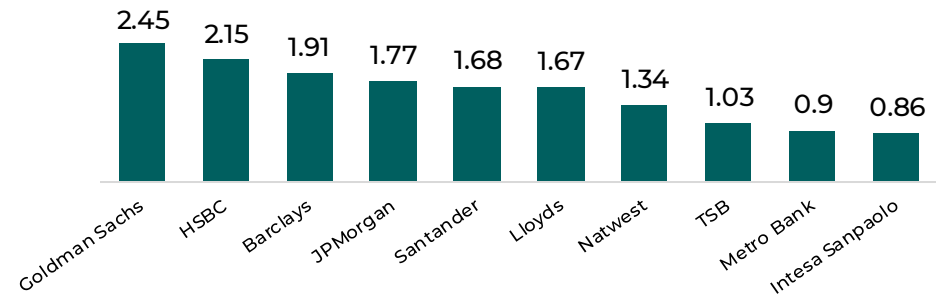
Cybersecurity

### Top 10 challenger banks in the neobanking debate by media impact score



**Starling** drew particular media attention by announcing its first annual profit, using the opportunity to reshape public perception of its business sustainability. Among traditional banks, **Goldman Sachs** tried to stay relevant with the launch of its digital bank Marcus.

### Traditional banks in the neobanking debate by media impact score



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