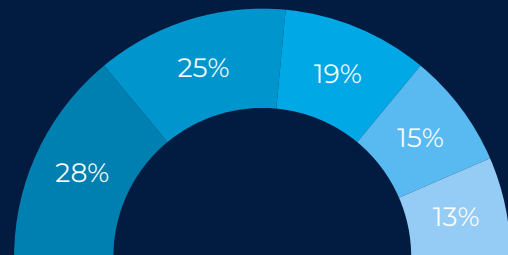


# How Media Analytics and White Space Mapping Can Transform Open Banking Communications

Open banking has emerged as a transformative trend in the financial sector, driven by technological advancements and regulatory changes aimed at increasing competition, innovation, and consumer choice.

Topics in the Open Banking debate by share of voice



- Adoption (28%)
- Regulation and policy (25%)
- Privacy and data protection (19%)
- Corporate news (15%)
- Transition to Open Finance (13%)

Media analytics can play a significant role in transforming open banking communications through identifying gaps or opportunities in the market where a particular message, product, or service can resonate and capture the attention of the target audience.

White space mapping can help financial institutions and fintech companies effectively communicate the benefits of open banking, address customer concerns, and foster greater adoption.

Our media analysis has identified three white spaces that are gaining traction in the broader financial services conversation, presenting both legacy banks and fintechs with valuable opportunities to craft effective open banking campaigns.

Top 10 Organisations in the Open Banking debate by media impact score

