

The Economist

# The World in 2021

Unparalleled content with a global perspective

The Economist Trends

D E W  
E R E L D  
I N 2 0 2 0  
T R U M P B R  
E X I T L A G E  
R E N T E M A G N  
E T T E B A N K E N  
H A N D E L S O O R L  
O G L A G A R D E K L I  
M A A T O L I E I N T E R N E T D  
E R D I N G E N S T R E A M E N A I X I  
K E N N A P H A E L N I G T I N G A L E R U S S I A

The Economist

Denis Hassabis Super-AI  
Jacinda Ardern Countering extremism  
Ren Zhengfei Data with destiny

Juan Guaidó Venezuela's future  
Vain Fackler Older to better  
Special section on Japan's vision

T H E  
W O R L D  
I N 2 0 2 0  
T R U M P B R  
E X I T A I T O  
K Y O M A R S C L  
I M A T E X I R E C E  
S S I O N M O D I E  
X P O S D G S B O N D B  
E E T H O V E N V I S I O N S B I  
O D I V E R S I T Y R A T N P T W A R  
K E N N A P H A E L N I G T I N G A L E R U S S I A

The Economist

Ο  
Κ Ο Σ Μ Ο Σ  
Τ Ο 2 0 2 0  
Τ Ρ U Μ Ρ Β Ρ  
Ε Χ Ι Τ Α Ι Τ Ο  
Κ Υ Ο Μ Α Ρ Σ Κ Λ  
Ι Μ Α Τ Ε Χ Ι Ρ Ε Κ Ε  
Σ Σ Ι Ο Ν Μ Ο Δ Ι Ε  
Χ Ρ Ο Σ Δ Γ Σ Β Ο Ν Δ Β  
Ε Ε Τ Η Ο Β Ε Ν V I S Ι Ο Ν Σ Β Ι  
Ο Δ Ι Β Ε Ρ Σ Ι Τ Υ Ρ Α Τ Ν Ρ Ρ Τ Ρ Α Ρ  
Κ Ε Ν Ν Α Ρ Η Α Ε Λ Ν Ι Γ Τ Ι Ν Γ Α Λ Ε Ρ Ο Σ Σ Ι Α

The Economist

政治大勢 經濟透視 新聞特 新機會 新科技 華為創辦人任正非 全球中文獨家報導  
2020中國年度商業 對國一馬當先大挑戰 華為的野心 任正非的挑戰 DeepMind 圖靈比賽 駭客經濟 一行行象上騰 杜江與張雨婷的戀愛

THE 全球  
WORLD 大趨勢  
I N 2 0 2 0  
T R U M P B R  
E X I T A I T O  
K Y O M A R S C L  
I M A T E X I R E C E  
S S I O N M O D I E  
X P O S D G S B O N D B  
E E T H O V E N V I S I O N S B I  
O D I V E R S I T Y R A T N P T W A R  
K E N N A P H A E L N I G T I N G A L E R U S S I A

Secure  
your  
edition  
here

The Economist

Denis Hassabis Super-AI  
Jacinda Ardern Elter terrora  
Huawei-chenen on framtiden

Juan Guaidó Venezuela's future  
Joannee Chery Vintar gje CEO, jöðhet  
Sverigeskötten från Dagens Industri

V Ä R  
L D E N  
2 0 2 0 A I  
T O K Y O B R E  
X I T M A R S  
T R U M P F L Y G  
S K A M B O N D D U B  
A I B E E T H O V E N  
S C I F I V I S I O N H Ä L L  
B A R H E T S M Ä L E N R A F A E L  
K I N A H C H I G T I N G A L E R Y S S  
L A N D J A R H A L L O V E R S I T E T K O N N E L L I V A

Grow your audience with our distinctive content

# What is The World in 2021?

## The Economist's annual future-gazing publication offers mind-stretching insights into the future.

Written by our correspondents, editors and globally-recognised public figures, it circulates in more than 90 countries, in 24 languages, to a world audience in excess of 2.8 million people.

We invite you to join our licensing partners who benefit directly from using our content.

### How can The Economist help my brand?

The Economist's diverse range of content can help attract better advertising and sponsorship, by raising your profile within your target market.

Our multi-format, multi-platform content is suitable for digital and print brands.

The possibilities are endless.

### What kind of content do we supply?

We can provide more than 120 items of multi-format editorial content including locally-relevant coverage and bespoke content packages.

Choose from articles, opinion pieces, podcasts, films, maps, graphs and more.

Content is available in English, for your translation.



## A message from the editor



For *The World in 2021*, we'll be considering the ongoing consequences of the coronavirus pandemic and its impact on politics, economics,

business, science and culture. We'll also look forward to the American presidential inauguration and the transition to a new chancellor in Germany.

*The Economist's* writers will be joined by distinguished editors and columnists from other publications, and leaders from business, politics, science and the arts will add their ideas for 2021. This mix of contributors makes *The World in 2021* uniquely authoritative in its predictions of trends and events - and has won the publication a loyal and growing readership around the world.

Tom Standage, Editor,  
*The World in 2021*

## What do other publishers say about *The World in from The Economist?*

Content from *The World in* series makes a huge contribution to the success of licensees worldwide:

“ *The World in* is a globally renowned and high-quality publication of *The Economist*, and I think it is fortunate to be able to introduce it to Korean readers every year. It provides quality information with insight, but it is never difficult to read. We have been publishing this every year for about 20 years, and it is a beloved steady seller in Korea. I strongly recommend *The World in* to publishers in other countries.”

Sang-a, *The Korean Economic Daily*, South Korea

“ After seven years as licensee of *The World in* in Sweden (and in Finland since 2020), we feel that there is no other brand that can give such a broad and updated view of what will shape the year ahead. The editors and writers from *The Economist* seem to have the imagination and knowledge needed for bold thoughts about the future. We love that.

Conny Unéus, CEO, *InPress*

# Benefits of licensing The World in

- ✔ Strengthen your brand—and broaden your appeal.
- ✔ Bespoke packages—with the option to include locally-focused content.
- ✔ Multi-format content—including video, podcasts, text, charts, graphs and maps.
- ✔ Language options—content supplied in English, or available for translation.



“ Working with members of Syndication and Licensing team at *The Economist* is always a pleasure because of their professionalism, punctuality and flexibility. I’m always confident that I get detailed answers on any question at every stage of our cooperation.  
Anna Pavlenko, NV, Ukraine

“ I am publisher and editor of the Lithuanian edition of *The World in...* for more than ten years. Many fantastic, unreal and even crazy things happened during these years in the world. But the cooperation with *The Economist* and the work with it’s team always were smooth and calm.”

Ovidijus Lukosius, IQ, Lithuania

## Karikaturist 2020.

Kevin („KAL“) Kallaugher, urednički karikaturist *The Economist*, slika godinu pred nama



## Kako se obraniti od ekstremizma?



Jacinda Ardern, ministrica Novog Zelandu, ukazuje na ključnu lekciju koja je izvučena iz krvavog terorističkog napada na džamije u Christchurchu

Sjećam se trenutka u kojemu sam shvatila da je prijedlog za društvene medije postao ubojno oružje. Kada se sa mnom dogodila pogubna situacija, teroristički napad, koji se u Christchurchu na Novom Zelandu, ovaj je slučaj je jasno, ali ja je mogla vidjeti na društvenoj mreži, vjerojatno istodobno i u slučaju pisanog teksta za sada još jedna snimka u sekundi poslije je prešla YouTube i Facebooka je objavio je prema YouTube i dan danas, video postoji i s milijuna kopija. S Facebooka je objavio je istovremeno prenositi kako ga YouTube zadržava i s milijuna kopija. S Facebooka je objavio je istovremeno prenositi kako ga YouTube zadržava i s milijuna kopija. S Facebooka je objavio je istovremeno prenositi kako ga YouTube zadržava i s milijuna kopija.

ovakvih napada istovremeno. Ali ima još mnogo toga za učiniti u 2020. kao i u godinama koje dolaze. Svi mi koji smo uključeni u inicijativu Partizir iz Christchurcha znamo da je ono što smo do sada učinili samo dio cjeline. To što smo limitirali mogućnosti da se ideologije mržnje šire online važan je korak koji, međutim, mora biti popraćen odgovarajućim zakonima da se sagradi jedinstvena i inkurzivna online zajednica.

Znaš sam da pojedinačno Novi Zeland ne može mnogo učiniti na Novom Zelandu. Održala sam u susjednoj zajednici i znam da je puška na farmi krajnje potrebna u borbi protiv kačkova kao i u nekih drugim razlozima. Zakonom smo zaštitili opću državu upotrebu oružja. Ali ne vidim razlog zašto bismo učinili dodatni korak koji se odnosi na sigurnost naše zajednice. Na poljevanje oružja sigurnost potpuno zabranu upotrebu oružja ne mogu sigurno potpuno zabranu upotrebu oružja ne mogu sigurno potpuno zabranu upotrebu oružja ne mogu sigurno potpuno zabranu upotrebu oružja.