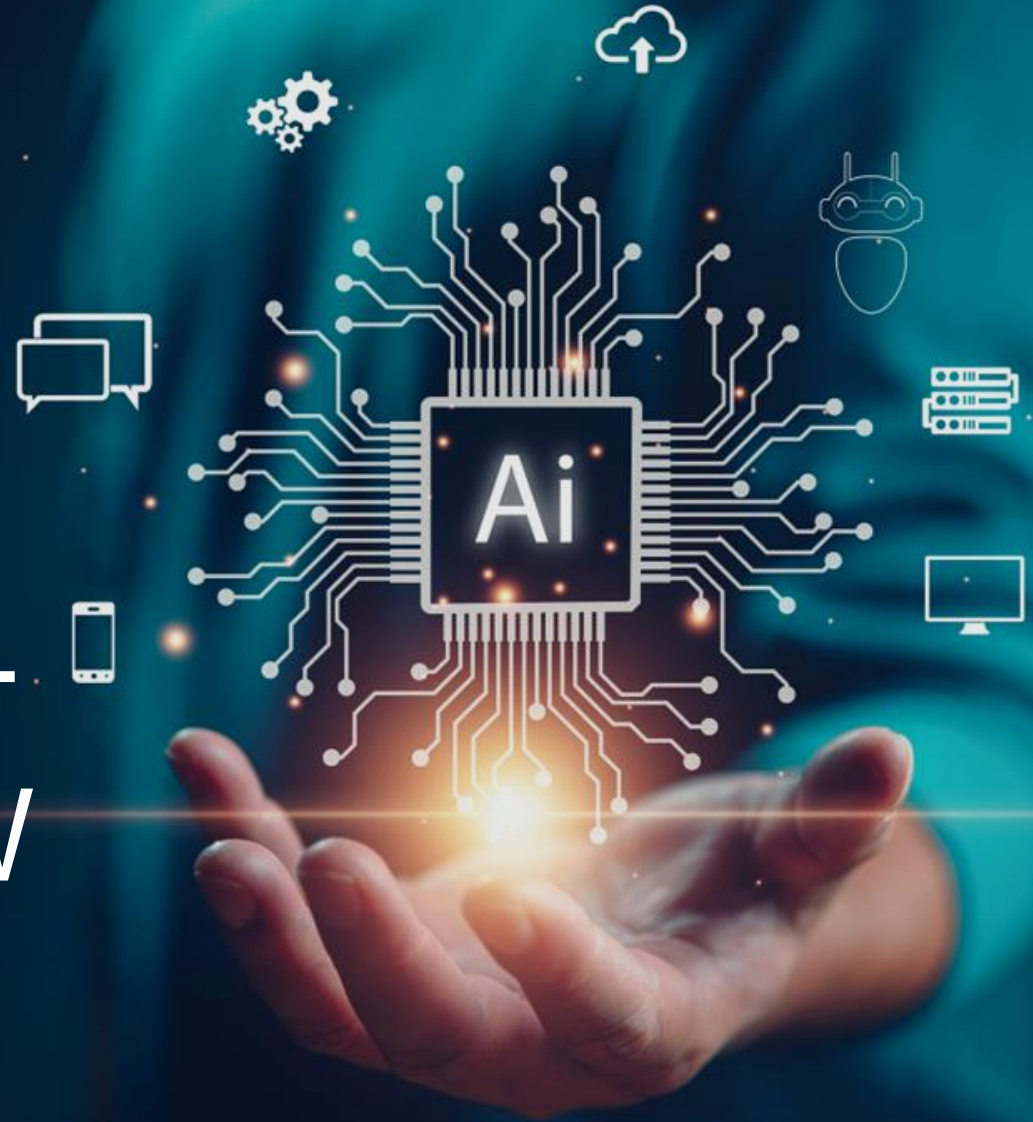




CARMA

MICROSOFT'S G42 INVESTMENT MEDIA OVERVIEW



APRIL 15, 2024 /// APRIL 22, 2024

Microsoft's investment in G42

In April 2024, Microsoft invested \$1.5 billion in G42, an AI and cloud computing leader in the UAE. This strategic move impacts the global AI arena and intensifies the US-China tech rivalry, and was reported around the world:



2,292

ONLINE ARTICLES



153M

IMPRESSIONS



2,334

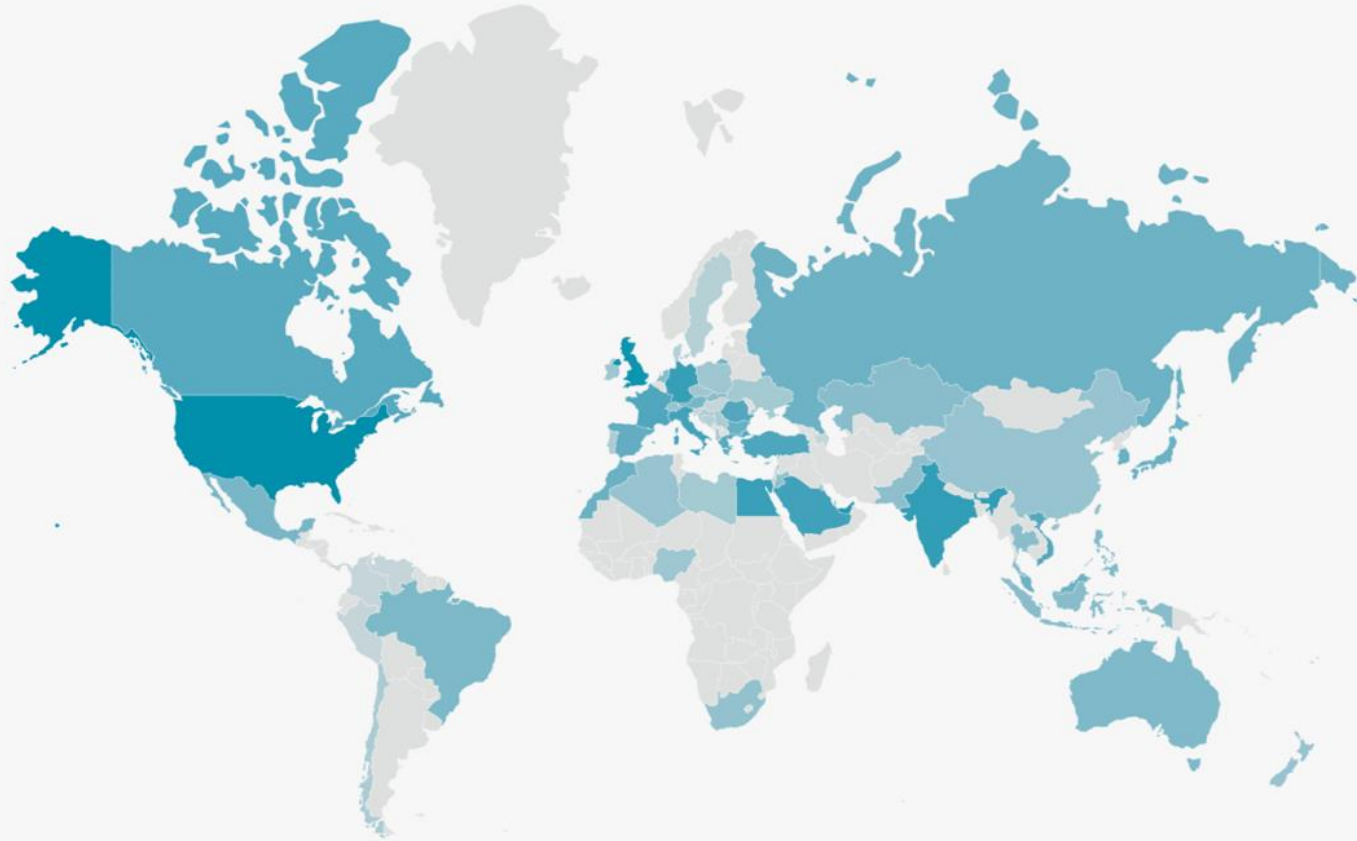
X POSTS



15,502

ENGAGEMENTS

Global interest



THE TIMES OF INDIA



CincoDías

The
New York
Times

The
Economist



The
Washington
Post

FINANCIAL TIMES

Forbes

BUSINESS
INSIDER

la Repubblica

FOCUS

العربية
alarabiya

GULF NEWS 

 Hindustan Times



Bloomberg

Strong visibility for G42

64%

OF COVERAGE MENTIONED
G42 IN THE HEADLINE

Hindustan Times

**Satya Nadella pulls off \$1.5 bn,
OpenAI-type deal with G42 to cement
Microsoft's AI lead**

The New York Times

Microsoft said it would invest \$1.5 billion in G42, an Emirati company with ties to China, as Washington and Beijing maneuver to secure tech influence in the Persian Gulf.

THE TIMES OF INDIA

**Microsoft to invest \$1.5 billion in AI company
G42: How the deal sharpens US-China tech
rivalry**

Bloomberg

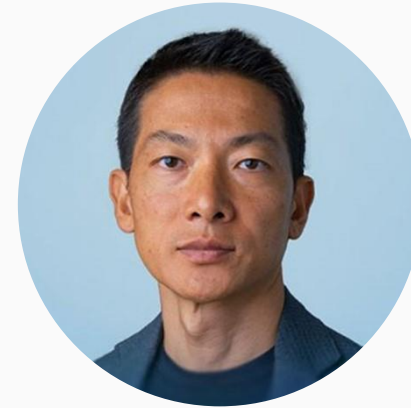
**Microsoft Invests \$1.5 Billion in UAE's
G42 in Pivot From China**

- UAE's top artificial intelligence firm to use Azure cloud
- Deal reached in consultation with US, UAE governments

Executive presence was key to the story

20%

OF COVERAGE FEATURED
G42 CEO PENG XIAO



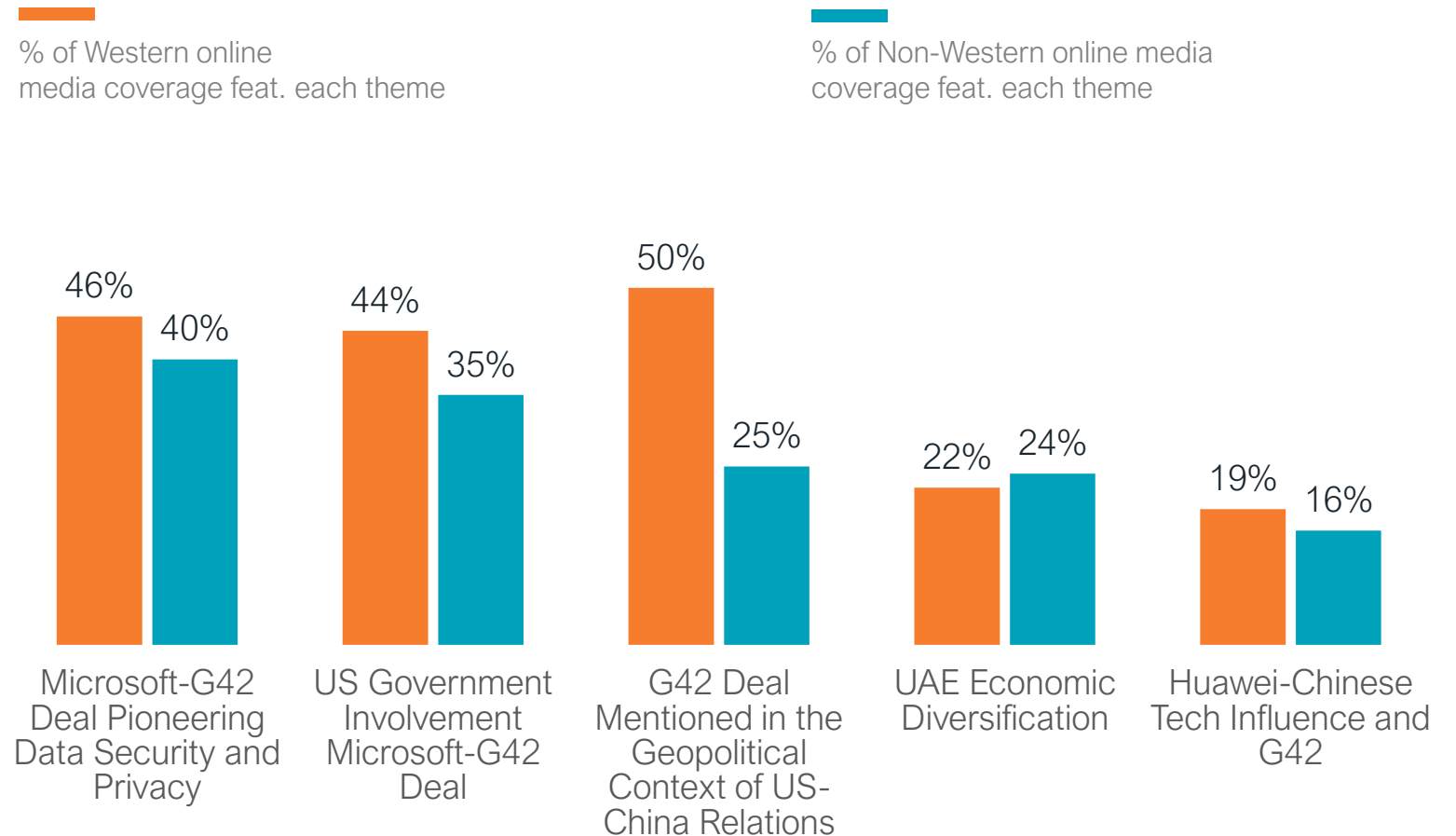
61%

OF COVERAGE FEATURED
MICROSOFT PRESIDENT BRAD SMITH



The deal was seen through the lens of geopolitical tensions, but G42 was well positioned

- ✓ While geopolitics was the dominant theme, G42 was continually positioned as having pioneering and innovative tech
- ✓ Concerns about its previous relationships with China were balanced by reporting of the provisions in the deal to cease relations with Chinese firms
- ✓ MENA and Asian titles in particular focused on G42's pivotal role in the economic diversification of the UAE



X conversation was divided between commentary from key opinion leaders in the industry and media outlets posting story links

Western X (Twitter) Coverage



Paul Triolo

Technology Policy Analyst at Eurasia Group

“ICYMI US seeks alliance with Abu Dhabi on artificial intelligence Microsoft's Brad Smith: the investment “reflects confidence by our company in the UAE as a country, in G42 as a company, and in Peng as its CEO.” [X \(Twitter\)](#)

Non-Western X (Twitter) Coverage



Manu Kumar Jain

CEO of G42 India

This marks a monumental step forward in G42's journey of leadership in #AI and global expansion. Together, G42 and Microsoft are committed to harnessing the power of #ArtificialIntelligence for the greater good, ensuring equitable access to its benefits globally" [X \(Twitter\)](#)



Shashank Joshi

Defence Editor at The Economist

“Microsoft on Tuesday said it would make a \$1.5 billion investment in G42, an artificial intelligence giant in the United Arab Emirates, in a deal largely orchestrated by the Biden administration to box out China.” [X \(Twitter\)](#)



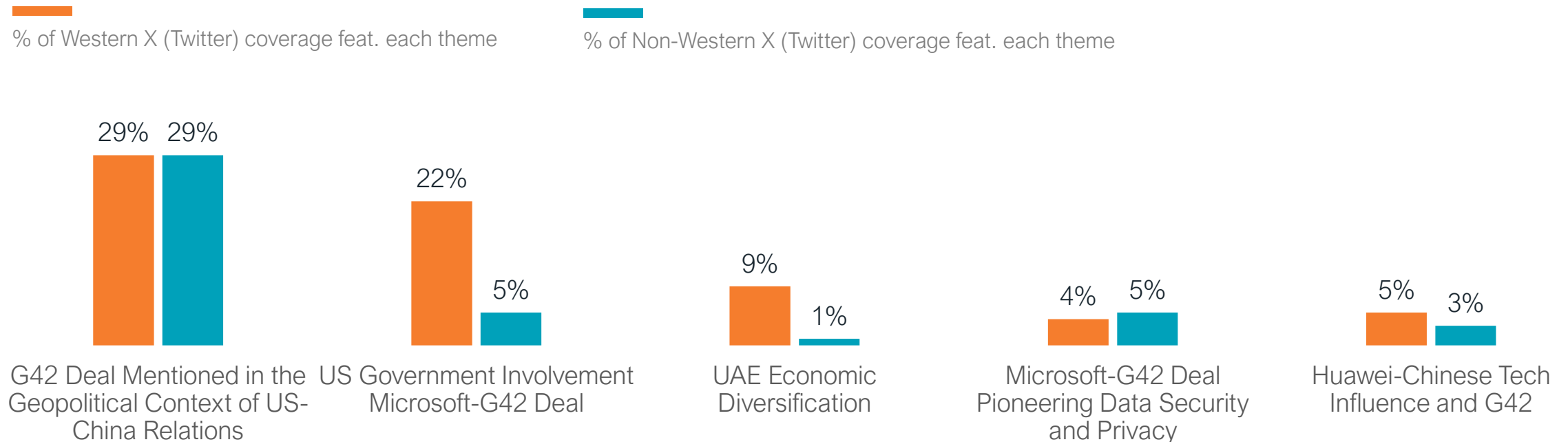
Roger James Hamilton

Founder and CEO of Genius Group

“Congrats Peng Xiao & @G42ai team. Looking forward to working together to build Abu Dhabi & Dubai Genius City! #GeniusCity #GeniusGroup \$GNS \$MSFT #Microsoft #G42 #AI #AIRevolution.” [X \(Twitter\)](#)

Western X (Twitter) discourse viewed the Microsoft-G42 deal as a strategic play in the US-China tech rivalry, focusing on cybersecurity; non-Western outlets underscored AI's impact on regional economic growth

In non-Western discourse, user posts dominated the Microsoft-G42 topic (<50% of top engaged posts). Conversely, in the West, media outlets led the conversation, making up 38% of highly engaged posts detailing the differing dynamics in public interaction.





Orla Graham
Insight Consultant

Actionable Insights Based on Media Coverage

Microsoft's \$1.5bn investment in G42, a UAE-based AI company, received significant coverage from high profile media outlets around the globe thanks to the wider geopolitical context surrounding the deal.

- ✓ Western outlets framed the deal as the UAE aligning itself more closely with the US to China's detriment - as a 'win' for US interests in the region, which would keep Chinese tech out of a lucrative and politically important market. Articles noted the involvement of US officials in negotiations, provisions around responsible AI development which would exclude China and its intelligence agencies from sensitive data and AI tech in the region.
- ✓ Non-Western media, whilst also reporting on these topics, tended to focus on the innovative and pioneering tech involved and saw the deal through the lens of economic diversification in the UAE, and the emerging tech markets that the Middle East offers.
- ✓ This was more than just an economic investment or tech story. AI is progressing at a pace we can barely comprehend. The impact it will have is beyond measure, meaning that the battle for who controls it will only gather momentum. Significant partnerships such as this will continue to be reported on and seen in a political, intelligence and defence related perspective, which communications professionals and executives must be ready for.



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What's Next

Telling a meaningful measurement story is more crucial than ever in today's challenging economic environment. CARMA's team of industry leading communications evaluation consultants work with our clients to help them prove the effectiveness of their communications, uncover real insights, refine strategy and prove real value. This report provides just a small snapshot of how we work with our clients around the world. If you'd like more information on how we could work with you, please get in touch.

Methodology

The analysis drew on data from April 15th to April 22nd, 2024, leveraging 2,292 online media articles and 2,334 social media posts from X (formerly known as Twitter). This data was sourced through Boolean searches utilizing CARMA's global online media crawler for online media outlets, and similar searches on X for social volumes.

Note: The identification of countries mentioned on social media (X) depends exclusively on geolocation data from X users. This does not represent the entire sample analysed, as it only includes users who have activated geolocation.

The classification of countries in this study is based on their association with Western Media and non-Western regions. The Western Media category includes countries such as the United States, United Kingdom, New Zealand, Canada, Australia, Austria, Belgium, France, Germany, Greece, Ireland, Italy, Netherlands, Portugal, Spain, Sweden, and Switzerland. On the other hand, the non-Western region encompasses all other countries in the world that are not included in the Western Media category. Together, these two categories form a comprehensive classification system for the purpose of this study.

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