

How WisdomTree classifies artificial intelligence companies

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Artificial intelligence (AI) is an exciting area of technology that has the potential to change how industries operate and consumers live their lives. From self-driving cars to fraud prevention, AI literally provides limitless possibilities.

AI technology is already having a big impact on the world today, however, spending on AI-based products and services is expected to surge in the years ahead as businesses invest aggressively in the technology. According to the International Data Corporation (IDC), worldwide spending on AI systems is set to reach \$79bn by 2022, up from approximately \$25bn in 2018¹.

Naturally, this industry growth is likely to generate many investment opportunities. However, investing in artificial intelligence is quite challenging as there isn't a 'screen-able' technique or a simple methodology to identify the top publicly listed AI companies throughout the world.

To overcome this challenge, WisdomTree has partnered with NASDAQ and the Consumer Technology Association (CTA)—a technology-focussed trade association actively engaged in AI technology, policy and market research—to identify and classify AI-focussed companies, and develop an a bespoke way to invest in AI: the NASDAQ CTA Artificial Intelligence Index.

There are thousands of companies across the world today that play a role in the artificial intelligence ecosystem, however, some are far more exposed to the AI growth story than others. For this reason, we analyse each company in detail with the help of the CTA in order to figure out just how important or 'core' artificial intelligence is to its business model.

To learn more about these classifications and some of the companies selected, take a look at this short video:

1 <https://www.idc.com/getdoc.jsp?containerId=prUS44911419>

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