

How WisdomTree classifies artificial intelligence companies

Published 10 July 2019

Christopher Gannatti, CFA

Global Head of Research

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>

Related blogs

+ [Artificial Intelligence poised to catalyse economic growth for the next decade](#)

+ [Unplug from day-to-day market moves with the Artificial Intelligence megatrend](#)

Related products

+ [WisdomTree Artificial Intelligence UCITS ETF – USD Acc \(WTAI\)](#)

Important Risks Related to this Article

Important Information

Marketing communications issued in the European Economic Area (“EEA”): This document has been issued and approved by WisdomTree Ireland Limited, which is authorised and regulated by the Central Bank of Ireland.

Marketing communications issued in jurisdictions outside of the EEA: This document has been issued and approved by WisdomTree UK Limited, which is authorised and regulated by the United Kingdom Financial Conduct Authority.

WisdomTree Ireland Limited and WisdomTree UK Limited are each referred to as “WisdomTree” (as applicable). Our Conflicts of Interest Policy and Inventory are available on request.

For professional clients only. The information contained in this document is for your general information only and is neither an offer for sale nor a solicitation of an offer to buy securities or shares. This document should not be used as the basis for any investment decision. Investments may go up or down in value and you may lose some or all of the amount invested. Past performance is not necessarily a guide to future performance. Any decision to invest should be based on the information contained in the appropriate prospectus and after seeking independent investment, tax and legal advice.

The application of regulations and tax laws can often lead to a number of different interpretations. Any views or opinions expressed in this communication represent the views of WisdomTree and should not be construed as regulatory, tax or legal advice. WisdomTree makes no warranty or representation as to the accuracy of any of the views or opinions expressed in this communication. Any decision to invest should be based on the information contained in the appropriate prospectus and after seeking independent investment, tax and legal advice.

This document is not, and under no circumstances is to be construed as, an advertisement or any other step in furtherance of a public offering of shares or securities in the United States or any province or territory thereof. Neither this document nor any copy hereof should be taken, transmitted or distributed (directly or indirectly) into the United States.

Although WisdomTree endeavours to ensure the accuracy of the content in this document, WisdomTree does not warrant or guarantee its accuracy or correctness. Where WisdomTree has expressed its own opinions related to product or market activity, these views may change. Neither WisdomTree, nor any affiliate, nor any of their respective officers, directors, partners, or employees accepts any liability whatsoever for any direct or consequential loss arising from any use of this document or its contents.