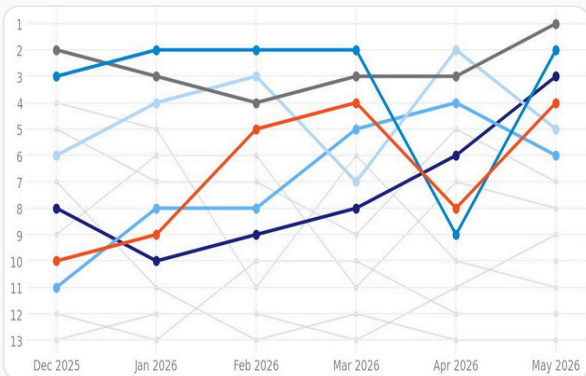


What fund buyers are watching

Built from Asset TV viewing data, this report shows what's capturing UK investment professionals' attention and how it has shifted over the past 6 months - following 13 key topics:

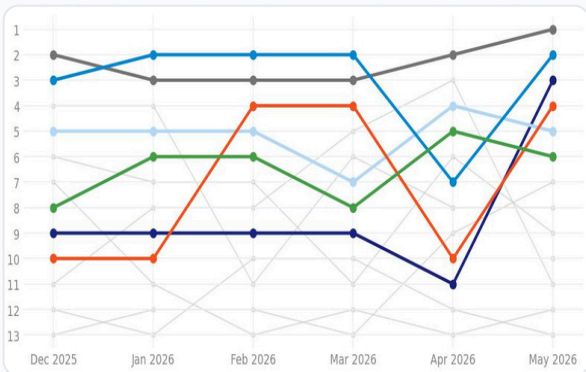
- Alternatives
- Asia
- ETFs
- Emerging Markets
- European Equities
- Fixed Income
- Global Equities
- Investment Trusts
- Multi-Asset
- Private Assets
- Sustainable Investing
- Technology
- UK Equities

All Asset TV UK Viewers



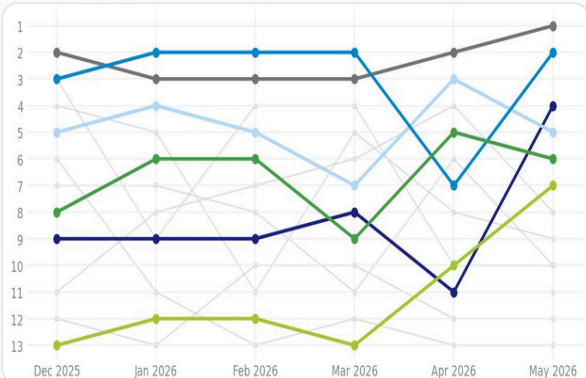
Investment Trusts and Sustainable Investing lead throughout and close the period in first and second place. Emerging Markets peak mid-period before easing back, while ETFs strengthen steadily from a lower starting position. Alternatives trend upward into the final months, and Technology fluctuates without holding consistent ground.

Pension Consultants



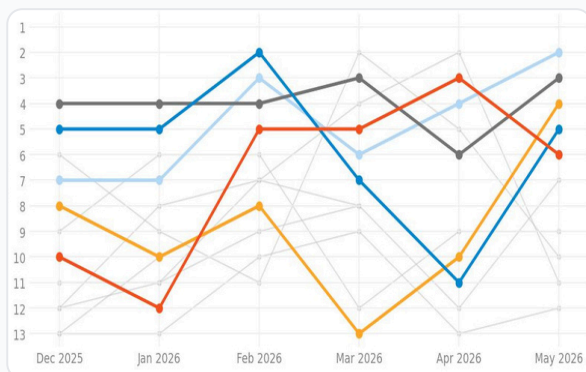
Investment Trusts lead throughout and take first place in May, with Sustainable Investing tracking closely despite a brief mid-period dip. Alternatives hold a stable mid-table position before climbing sharply into the top three in the final month. Emerging Markets remain consistent around fifth, while Technology swings between positions without settling.

Nationals & Networks



Investment Trusts and Sustainable Investing hold the top two positions throughout, with Investment Trusts rising to first in May. Alternatives and Emerging Markets remain broadly stable before both gaining ground in the final months. European Equities make the most notable movement, climbing steadily from the lower table into the top half by May.

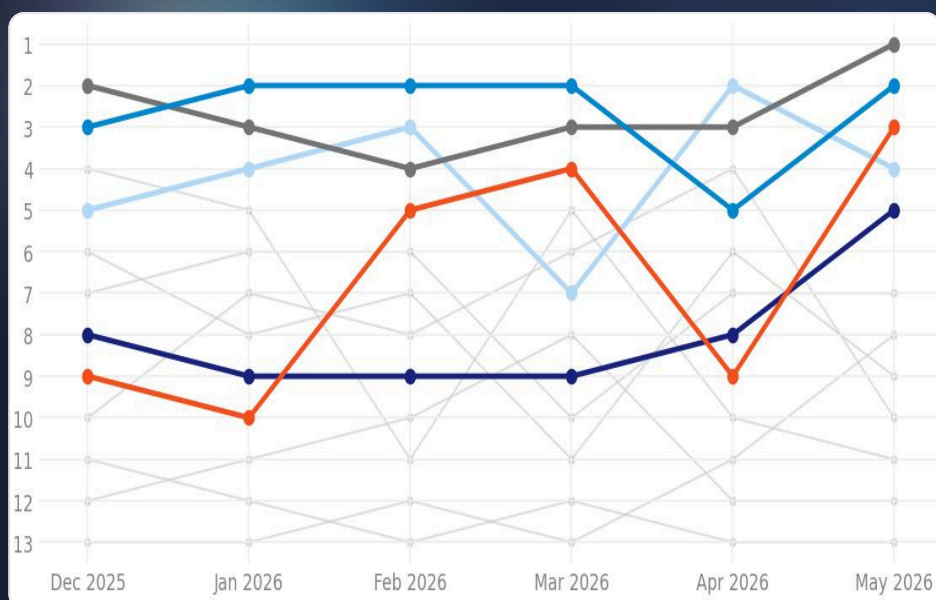
Channel Islands



Emerging Markets strengthen into second place by May, while Investment Trusts hold a consistent position in the top tier throughout. Fixed Income is the most volatile line on the chart, falling sharply mid-period before recovering into fourth. Technology trends upward from the lower half, and Sustainable Investing recovers into fifth after a quieter mid-period.

FEATURED

Fund Selectors



Using Asset IQ, we track fund selectors across over 65 leading UK investment firms, spanning discretionary wealth managers, private banks and multi-manager specialists.

Investment Trusts and Sustainable Investing hold firm at the top throughout. Technology shows the widest movement, falling mid-period before recovering to finish third. Emerging Markets peak in April before easing, while Alternatives improve steadily from mid-table.

Optimise your reach

If you want to learn more on how you can leverage this data to optimise your marketing outreach and laser focus your content to key buyers, contact us today.

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