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## 01 AUDIENCE

256K

unique monthly visitors

67%

of subscribers are manager-level or above

100%

of Fortune 500 gas & electric utility companies read Utility Dive

77,000

SUBSCRIBERS

You'll find Utility Dive's news and insights in the inbox of notable subscribers, like:

- CIO, Exelon
- SVP of Legal & Regulatory Strategy, Pepco
- Chairman, President & CEO, American Electric Power
- CEO, Southern Company
- CEO, Leeward Renewable Energy, LLC
- CEO, Dominion
- President & COO, Public Service Company of Oklahoma
- President & COO, Southwestern Electric Power Company
- CEO, Resurgent Energy
- CEO, First Solar

## 02 TOP-PERFORMING CONTENT

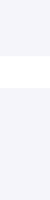
The implementation of the heavily anticipated Inflation Reduction Act in the latter part of 2022 brought about new tax credits and incentives, providing the utility sector with a major boost. But between lingering pandemic-induced supply chain disruptions and mounting sustainability pressures, utility execs are encountering new hurdles on a daily basis. Let's take a look at what our readers have been focused on.

### Top 5 topics

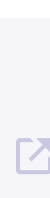
1. Regulation & policy
2. Generation
3. Renewables
4. Transmission & distribution
5. Grid security & reliability

### Top 10 Utility Dive stories

FBI called to investigate firearms attacks on Duke Energy substations in North Carolina; 40K without power



Utilities sound alarm over distribution transformer shortage as procurement times surpass 1 year and costs triple



PJM generators face up to \$2B in penalties for failing to run during December's Winter Storm Elliott



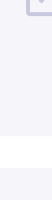
Republicans will soon control the House. Is a repeal of the Inflation Reduction Act likely?



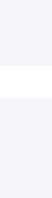
Inflation Reduction Act upends utility resource planning tenets: NARUC panelists



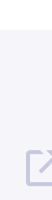
US can reach 100% clean power by 2035, DOE finds, but tough reliability and land use questions lie ahead



Rising steel prices, interest rates could push NuScale Utah project cost to \$100/MWh, but support remains



Retail electricity prices continue rapid rise; US homes could pay more than 15 cents/kWh next year: EIA



2023 Outlook: US power sector trends to watch



NuScale's small modular reactor design draft application has several 'significant' issues, NRC staff says



### Keywords resonating right now

Florida solar bill

hydrogen price

concentrated solar power

liquid energy battery

electric car mandate

Inflation Reduction Act

electricity price forecast

energy storage

## 03 TRENDS

### Economic consequences

- Increasing costs
- Rising interest rates
- Surging residential electric prices

### Legislative impact

- Inflation Reduction Act implementation
- Government decarbonizations goals
- Divided legislature

### Emphasis on the environment

- Rise in renewable energy
- Net zero emission goals
- Energy generation technology

### Reliability and security

- Cybersecurity
- Physical threats
- Extreme weather conditions

Our readers spent nearly 2x as long on these stories than the average story:

- [Today's rate designs are defective. How can utilities better recover their fixed costs, and from whom?](#)
- [US can reach 100% clean power by 2035, DOE finds, but tough reliability and land use questions lie ahead](#)

### Implications of newly enacted policy

The implementation of the Inflation Reduction Act in 2022 came with much-anticipated tax breaks and funding —breathing new life into the utility industry. The impacts of the legislation will last for at least a decade, but some laws and programs are slated to end sooner, forcing energy giants to scramble to accomplish lofty goals on an abbreviated timeline.

Government involvement is expected to increase the U.S.'s capacity in storage, wind, solar, and more — adding momentum to clean energy initiatives across the country. Aspirational corporate and government decarbonization goals point to a promising future for renewable energy, but concerns over a divided legislature still linger.

### Navigating economic hurdles

While the implementation of the Inflation Reduction Act has brought a much needed boost to the sector, it's not enough to cancel out all of the impacts of a down economy. Challenges like supply chain hiccups, inflation, and increased interest rates continue to threaten the anticipated growth of the industry.

Partnered with the uncertainty of what's ahead, the rise of wholesale prices are causing a ripple effect on rate distribution and in turn, are increasing financial burdens for consumers. Even with the implementation of the IRA, the cost of energy is increasing, lessening the impact of additional funding and tax credits.

### Impending external threats

In a rapidly expanding energy sector, threats appear as quickly as positive implications. The rise of energy resource options and a large energy grid creates a greater attack surface for both cybersecurity and physical threats.

Attacks on prominent energy plants are on the rise with great concern surrounding ransomware and its impact on energy reliability. And with the rise in extreme weather conditions added to the mix, industry leaders' concerns about vulnerability resource sufficiency are only growing.

## 04 MARKETING INSIGHTS

Supercharge your audience insights by reflecting the content preferences of over 77,000 Utility Dive subscribers in your strategy:

### Content Characteristics

- Definitive
- Up-to-date
- Comprehensive
- Reassuring

### Content Types

- Insights on overarching trends via trendlines
- All-encompassing and on-demand resources like playbooks
- Interactive content like webinars

### Don't drain their battery

Leaders in the utility industry have enough to worry about. Instead of content that attempts to further stoke fears, this audience prefers content with a positive spin. Even when the news is grim, always aim to highlight the upside and/or keep the attitude action-oriented and solutions-based.

### Help them keep an eye on costs

In the utility industry, pricing is paramount and it's always changing. Especially in our current economic climate, provide these leaders with the resources they need to track fluctuations in energy and associated material costs, forecast for the future, and get to the other side of a down economy.

### Revolve around legislation

In an industry so dependent on government involvement, executives must stay up to date with constantly evolving legislation and regulation. Help this audience keep up with every new policy and regulation by providing via digestible summaries that not only educate but surface actionable insights as to how they should react and pivot their strategy.

studio / ID



How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

Contact us

