

The Longevity Industry is a combination of geroscience, advanced biomedicine, P3 (precision, preventive, and personalized) medicine, the AgeTech market, and the financial industry. Over the past several years Aging Analytics Agency has produced a large volume of global and regional reports highlighting and landscaping the Longevity industry in different regions, with the aim of systematizing the Longevity industry and clarifying its major trends and future directions.

This report extends these efforts by analyzing how the topic of Longevity has evolved in terms of its coverage in mainstream media over the past several years. A better understanding of how the media presents Longevity as a topic provides deeper insight into how the general public and business community views the prospect of a Longevity Industry.

Up until 2013, Longevity — in the sense of healthy life extension — was often portrayed as scientifically-ungrounded fantasy or universal magic pills in the mainstream media. In fact, it is neither. Fortunately, recent years have seen a notable increase in the number of objective, conservative and tangible portraits of the industry in the world's top media, which has helped to establish Longevity in the public perception as a normal prospect not based on magic pills but the leading edge of biomedical progress at the very forefront of the convergence of biotech science, artificial intelligence, digital medicine and breakthroughs in genetics, regenerative medicine and next generation stem-cell treatments.

And, indeed, both the increased coverage of Longevity within the media, as well as the increasingly grounded and conservative tone of its coverage, has helped the notion of extending Healthy Longevity a realistic prospect not only in the eyes of the public, but also in the minds of investors, business analysts and politicians.

Large banks and financial institutions, including Barclay's, Julius Baer, UBS, Credit Suisse, CitiBank, Bank of America and more have begun in the past few years to regularly release analytical reports on the topic of extending Healthy Longevity and the prospect living past 100 years of age, as well as organizing meetings and conferences on the topic for their clients and customers.

Furthermore, the topic of Longevity has even begun to be embraced by UK politicians and parliamentarians, with the recent launch of the [All-Party Parliamentary Group for Longevity](#), which was officially announced earlier this month.

All of these new developments, and the fact that Healthy Longevity is now recognized as a normal topic by such a diverse range of public and private sector stakeholders and professionals, has no doubt been aided by the rise of Longevity coverage by top-tier, mainstream and conservative finance, business and tech media over the past several years.

This rise in serious, systematic coverage of Longevity was especially notable in highly-reputable media outlets including *TIME*, *The Economist*, *Bloomberg*, *Financial Times* and others. Meanwhile, many of those same top-tier financial industry media brands have also begun to systematically organize conferences on the topic of Longevity, ranging from *The Economist's* Ageing Societies 2016 conference in London and their 2017 and 2018 Business of Longevity conferences in San Francisco, Hong Kong and Singapore, to the fact that the Financial Times

now holds round tables and panel discussions on the topic of Longevity at all their major pharmaceutical and biotech conferences.

What was a minor sector outside the realm of conservative public acknowledgement five years ago has become the leading edge of advanced biomedicine, embraced by a wide range of industry professionals, from media to serious investors and large venture capital firms, leading scientists and biotech experts, and even politicians, who are now incorporating the notion of extending Healthy Longevity into their political policy agendas.

About Aging Analytics Agency

Aging Analytics Agency is the world's premier provider of industry analytics on the topics of Longevity, Precision Preventive Medicine and Economics of Ageing, and the convergence of technologies such as AI, Blockchain, Digital Health and their impact on the healthcare industry, renowned for its development of sophisticated comparative analytical frameworks allowing for practical and tangible forecasts to be applied to industries that are otherwise too complex for standard analytical approaches to be used in a relevant way. The company provides strategic consulting services in fields relating to Longevity, and currently serves as the primary source of analytics and data for the UK All-Party Parliamentary Group for Longevity.

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