



Clarivate Top 100 Global Innovators 2021

Guidance and Information for PR, communications and media teams of Top 100 companies

Hosted by Sofia Nogués, Senior External Communications Manager
Feb 02, 2021

Agenda

1. What is the Clarivate Top 100 Global Innovators
2. Methodology
3. 2020 coverage highlights
4. External communications resources for Clarivate Top 100 Global Innovators 2021
5. Q&A

Speakers:

Sofia Nogués, Sr. External Communications Manager

Ed White, Sr. Director of IP Analytics

What is the Clarivate Top 100 Global Innovators?

- Every year since 2012, we have celebrated the world's most innovative organizations, a diverse group from a cross-section of industries.
- 2021 marks the 10th edition of the Clarivate Top 100 Global Innovators:
 - 29 organizations are 10-time recipients
 - 9 are first-time recipients
- There is no ranking within the top 100, recipients are listed alphabetically.
- Top 100 organizations are identified based on four factors: **volume, influence, success and globalization**, using patent data from Derwent World Patents Index™ and Derwent Patent Citations Index™.



Who curates the Top 100 Global Innovators?

2013

Inaugural Top 100 Global Innovators 2012/2013 from Thomson Reuters



2017

Clarivate Analytics Top 100 Global Innovators 2016



2019

Derwent Top 100 Global Innovators 2018/2019



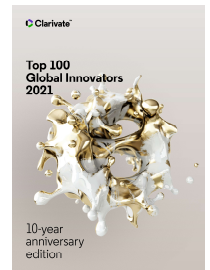
2020

Derwent Top 100 Global Innovators 2020



2021

Clarivate Top 100 Global Innovators 2021



Top 100 Global Innovators Methodology

- Innovation and patent activity are related.
- A sophisticated view of patent information, through our Derwent™ solutions, provides a measure of the innovation culture that lead to those patents:

Volume

- Initial volume threshold all Top 100 candidates must meet.
- 100 granted patents received in the past five years and more than 500 in the Derwent World Patents Index in total, over any time period.

Influence

- The influence ideas patented by each candidate has on the ideas of others.
- The number of external citations their inventions have received in the past five years is reviewed.
- These are references made to their patents during the application and examination process from patents that are registered later by someone else.

Success

- How successful each candidate is at getting their applications for patent protection issued by the patent offices of the world.
- Using the same five-year window, we review the proportion of granted patents to patent applications.

Globalization

- The investment levels of each candidate in their patent applications; to assess the importance of invention to the companies and the commercialization footprint.
- We assess the proportion of each candidate's activity filed in 4 jurisdictions that speak to significant cost – the U.S., Europe, Japan and Mainland China.

Top 100 Global Innovators 2020 coverage highlights

The Patent Lawyer
Magazine

Home News Events The Life Sciences Lawyer Past Issues Supplem



Derwent report shows fragmented patent landscape

Feb 25, 2020

According to the latest Derwent Top 100 Global Innovators report, released by Clarivate Analytics, the emergence of market disrupters is fragmenting the global patent landscape and diluting the invention market share of leading innovators. Rapid change has seen large...

wipr

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Disruptors taking market share from leading innovators, says report

19-02-2020 Edward Pearcey



- Editor's Picks Most read
- COVID-19 IP updates
 - 'Opportunistic' COVID-19 trademark application 'likely to fail'
 - Prince Harry and Meghan Markle drop 'Sussex Royal' TMs
 - Ohio jury hits Dentons with 'record \$32m legal malpractice verdict
 - Live sports and e-publications a target for infringers, says report

CNBC



Boursorama

SAINT-GOBAIN de nouveau reconnu comme l'une des 100 entreprises les plus innovantes du monde

AOF • 19/02/2020 à 10:07

(AOF) - Saint-Gobain indique, dans un communiqué, figurer pour la neuvième fois consécutive au palmarès des 100 entreprises et institutions les plus innovantes au monde d'après le classement "Derwent Top 100 Global Innovators". Ce classement, établi selon quatre critères principaux (nombre total de brevets, leur qualité, leur portée géographique, et leur impact mesuré par le nombre de citations), a récemment été

AP

Philips named a Derwent Top 100 Global Innovator for the 7th con...

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Philips named a Derwent Top 100 Global Innovator for the 7th consecutive year

China's Xiaomi, Huawei and Tencent Named 2020 Derwent Top 100 Global Innovators

iam

A deep dive into global innovation landscape emphasises the need for collaboration

Working together to develop new products is becoming a new business imperative, according to Clarivate's latest top 100 global innovators report

pandaily

***Research Professional News**

US knocks Japan from global innovation top spot



punkt 4 info

electronics maker

TE Connectivity named a 'Top 100 Global Innovator' for ninth consecutive year

Clarivate

Drei Schweizer Firmen gehören zu den Innovativsten

19. FEBRUAR 2020 15:20

London - ABB, Novartis und Roche gehören zu den hundert weltweit innovativsten Unternehmen. Das geht aus dem Bericht „Derwent Top 100 Global Innovators 2020“ hervor. Roche hat es bereits zum neunten Mal in die Liste geschafft. Die Schweiz steht damit auf Augenhöhe mit China.

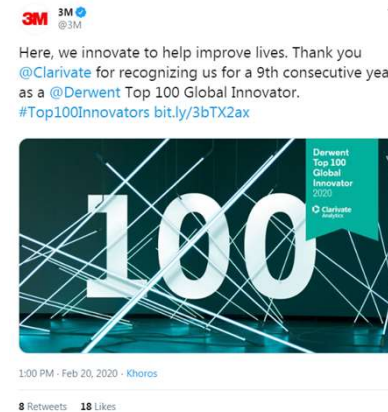
Top 100 Global Innovators 2020 media coverage highlights

- Campaign experienced peak visibility at launch
- Sustained media coverage throughout the year, both of Top 100 Global Innovators and recipients
- Top 100 Global Innovators 2020 has achieved 608 pieces of coverage since launch



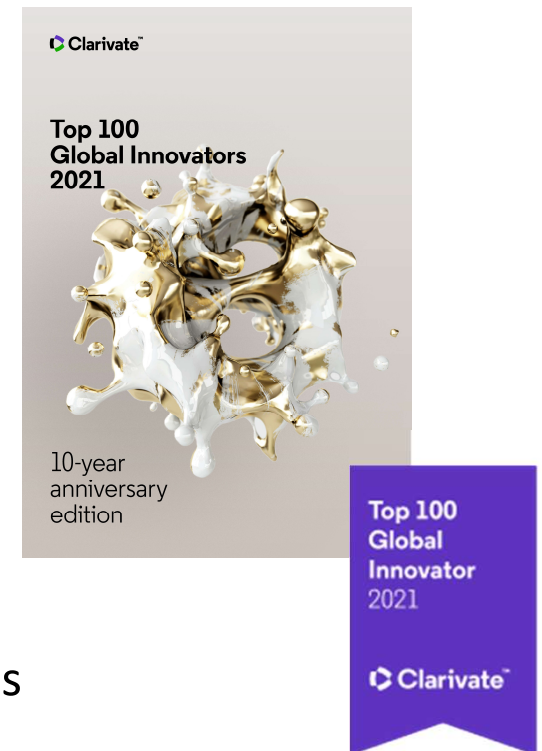
#Top100Innovators 2020 highlights

- Many of the most influential companies utilized the graphics provided in the comms toolkit
- We amplified individual company posts and created bespoke content out of these posts
- Abbott created their own video



External comms resources for Clarivate Top 100 Global Innovators 2021

- Communications toolkit including:
 - Digital ribbons
 - Template press release
 - Clarivate branding and social guidelines
 - All accessible for download online
- New this year, comms guidance webinar. Recording to be available online.
- All Clarivate Top 100 Global Innovators 2021 communications are **under embargo until 8am GMT, February 23, 2021.**





Any questions

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