



MEDIA INFORMATION

Biometrics Research Group Inc. is headquartered in Toronto. Our team of writers, researchers, editors, producers and research analysts delivers independent coverage for BiometricUpdate.com six days a week.

BiometricUpdate.com is the trusted leader in news, opinion and research about the global biometrics and digital identity industries. Established in 2012, we are the go-to site for daily news and in-depth coverage.

Known for delivering quality traffic for our advertisers, as well as being nimble and responsive to their needs and objectives, BiometricUpdate.com is a popular vehicle for brand awareness and demand generation by leading companies in the biometrics and digital identity services space.





READERS

2 MILLION

WORLDWIDE READERS



35%

AMERICAS



24%

EUROPE



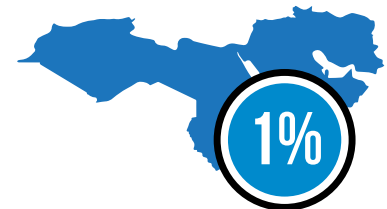
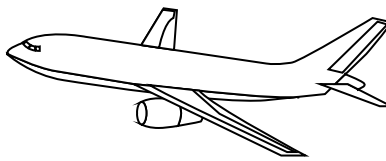
34%

ASIA



6%

AFRICA



1%

OTHER





BIOMETRICS NEWS FOR EVERYONE

Readers from across industries engage with **BiometricUpdate.com**:

INDUSTRIES:



Aviation



Education



Financial Services



Healthcare



Government/Government Agencies



Telecom



Security



Enterprise



SMB



Aerospace



Law Enforcement



Legal Services



Marine



Hospitality



Transportation



Risk Management



Consulting



Research



I.T.



Industrial



Semiconductors



Identity





2022 EDITORIAL CALENDAR

January	Behavioral Biometrics	Layered into fraud prevention systems or providing frictionless authentication, adoption of behavioral biometrics through typing patterns and other device interactions has taken off.
February	Liveness	Liveness, spoofing, or presentation attack detection is now established as a necessity for high-security biometrics in many use cases. Some liveness technologies are based on specialized hardware, while others are entirely software-based. Understanding of liveness in modalities other than face biometrics is not yet widespread.
March	WebAuthn/ FIDO adoption	On-device biometric authentication based on the WebAuthn and FIDO protocols is increasingly popular for both mobile and desktop applications. The ecosystem is also expanding to include certification testing providers and more biometrics providers.
April	Smart Cities	Smart city technology is forecast for tremendous growth, and edge computing and AI are unlocking new applications, but concerns around privacy and surveillance threaten to constrain the market.
May	Retail Biometrics	Numerous retailers around the world are attempting to navigate a landscape in which biometrics can be used to deliver personalized engagements, secure payments, and drive down theft, but subject to differing degrees of public acceptance and regulation across jurisdictions.
June	ABIS vendors for border	New border control systems are scheduled to come online around the world in 2022, notably including an EU launch currently slated for May. Automated biometric identification systems will be used with large databases in visa issuance and with smaller databases for applications like flight boarding.
July	B2B Payment Authentication Methods	Sophisticated fraud attacks against businesses have made stronger payment authentications a practical necessity for many. Biometrics are typically deployed as part of multi-factor authentication systems to provide that increase in security.
August	Port security	Ports are using biometrics for staff physical and logical access control systems to enhance security. New deployments include upgrades from card-based systems and integrations of contactless or liveness detection technology.
September	Mobile border security devices	Mobile biometric devices are being deployed to identify refugees and irregular migrants at a growing number of borders, and also at fixed border crossing points to give agents operational flexibility and save space.
October	KYC/ onboarding	The use of selfie biometrics with ID document checks, increasingly in combination with behavioral biometrics, is increasing as people sign up for accounts with service providers online, and an increasing number of those service providers are subject to know your customer rules.
November	Patient Identification	Biometrics are entering the healthcare space for an increasing range of applications, from onboarding for remote patient care to identifying unconscious people who need urgent medical treatment.
December	Enterprise IAM	Identity and access management is evolving towards zero trust architecture and technologies to perform continuous risk assessments or ongoing authentication. Growing awareness of the cost of cybersecurity lapses and password resets is also driving change in enterprise ID systems.

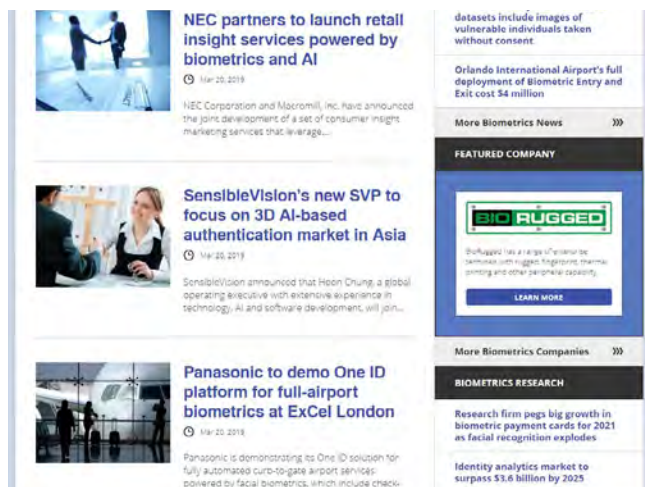
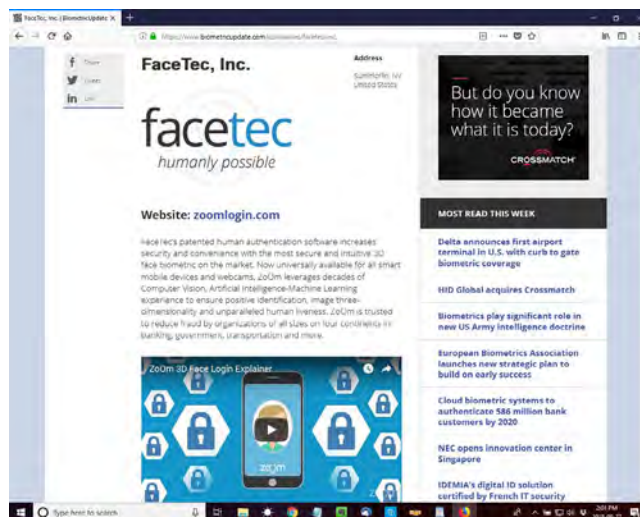
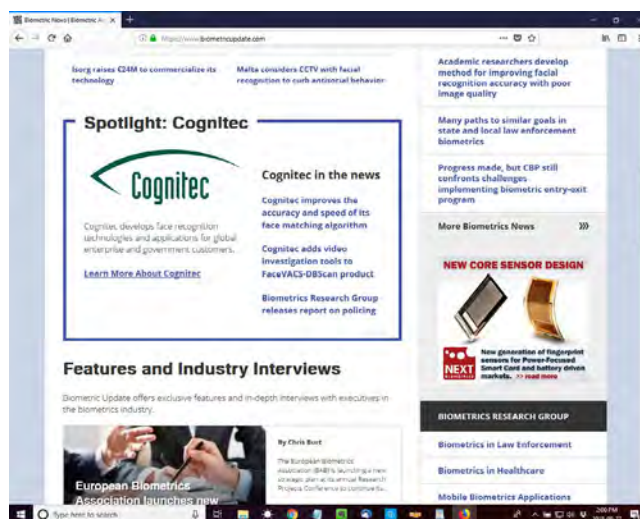
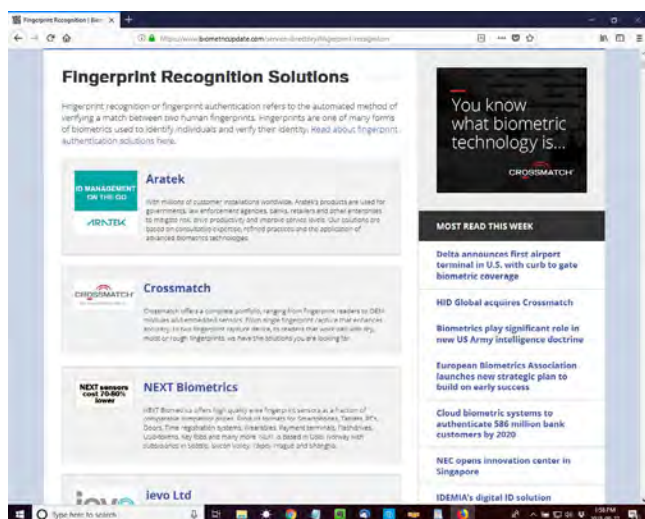
Contact sales@biometricupdate.com for more information or call 416-277-5449.



ANNUAL SUPPORTERS PACKAGE

Become a BiometricUpdate.com annual supporter for **\$4,000 flat rate** and enjoy more exposure to our 2 million annual website visitors from around the world all year long!

- enhanced company directory listing
- all over site branding and banner advertising
- whitepaper promotion
- editorial and sales perks; inquire to learn more!



Contact sales@biometricupdate.com
for more information
or call 416-277-5449



SOLUTIONS



BRAND AWARENESS AND CONTENT MARKETING

You're betting big on using content marketing and integrated tactics to attract and engage your customer. Let us help you drive engagement with your existing marketing assets, we can work with you to co-create remarkable content designed to delight and engage your target market. Contact us to inquire about video interviews and custom webinars.



DISPLAY ADVERTISING

We offer a range of standard IAB units on Biometricupdate.com.

- 728x90 JPG/GIF 200kb max
- 970x250 JPG/GIF 200kb max
- 300x250 JPG/GIF 200kb max
- 125x125 JPG/GIF 200kb max

Advertorial, sponsored content and other native opportunities are available. Please call discuss a custom package for your brand.



BECOME A BIOMETRICUPDATE.COM ANNUAL SUPPORTER

See page 4 for more details.



COMPANY LISTING

Add your company to our directory of 1000 firms for free!



LEAD GENERATION

We can help drive interest in your company's products or services. Our whitepapers section offer companies the opportunity to generate leads and purchase only the ones you want. We also produce custom webinar campaigns.

BIOMETRICUPDATE.COM has been featured, mentioned or referenced in the following publications:



COMPUTERWORLD



theguardian



Mashable

OTTAWA
CITIZEN

O'REILLY

THE WEEK

cheddar



IEEE-USA
today's engineer

CONTACT US

Editorial: news@biometricupdate.com
Business Inquiries, Sales, Advertising:
sales@biometricupdate.com
Phone: 416-277-5449

Twitter: @biometricupdate
LinkedIn: <https://linkd.in/1fqhVFh>
Facebook: <https://www.facebook.com/BiometricUpdate>
Get Email Updates: <https://biometricupdate.com/newsletter>