Two futures for jobs in an AI era

2026 Global AI Jobs Barometer

Technology, Media and Telecoms (TMT) Analysis

Key findings

AI is driving productivity, accelerating skills change and starting to create a redesign of entry level work

AI is strongly linked to significant productivity gains

Since 2022 when AI use soared, companies in the sectors most exposed to AI have tripled their lead in workforce productivity growth over the least AI-exposed companies.

Companies achieving the biggest productivity gains are boosting wages and headcount

Rather than replacing jobs at scale, leading organisations are using AI to amplify human performance and create value.

Harnessing AI is accelerating skills transformation

Skills required for the most AI exposed jobs are changing twice as fast as in least exposed roles - a 75% increase over last year's gap.

Redesigned entry level pathways

AI exposed junior roles are 7x more likely (than the least AI exposed junior roles) to demand traditionally senior skills like leadership and strategic thinking.

A two-track labour market

Jobs professionalised by AI – where AI does the basic work leaving more expert tasks for people (22% of advertised jobs) - are thriving while jobs democratised by AI – where AI takes on the complex work (52% of advertised jobs) - fall behind.

40%

Productivity growth is 40% higher at most vs least AI exposed companies.

52%

The most AI exposed companies see faster headcount growth than the least AI exposed (52% vs 36%) and higher wage growth (24% vs 17%).

2.5x

The most AI exposed jobs are adding tasks that rely on human-intensive skills like empathy, judgment and creativity 2.5x faster - than the least AI exposed roles.

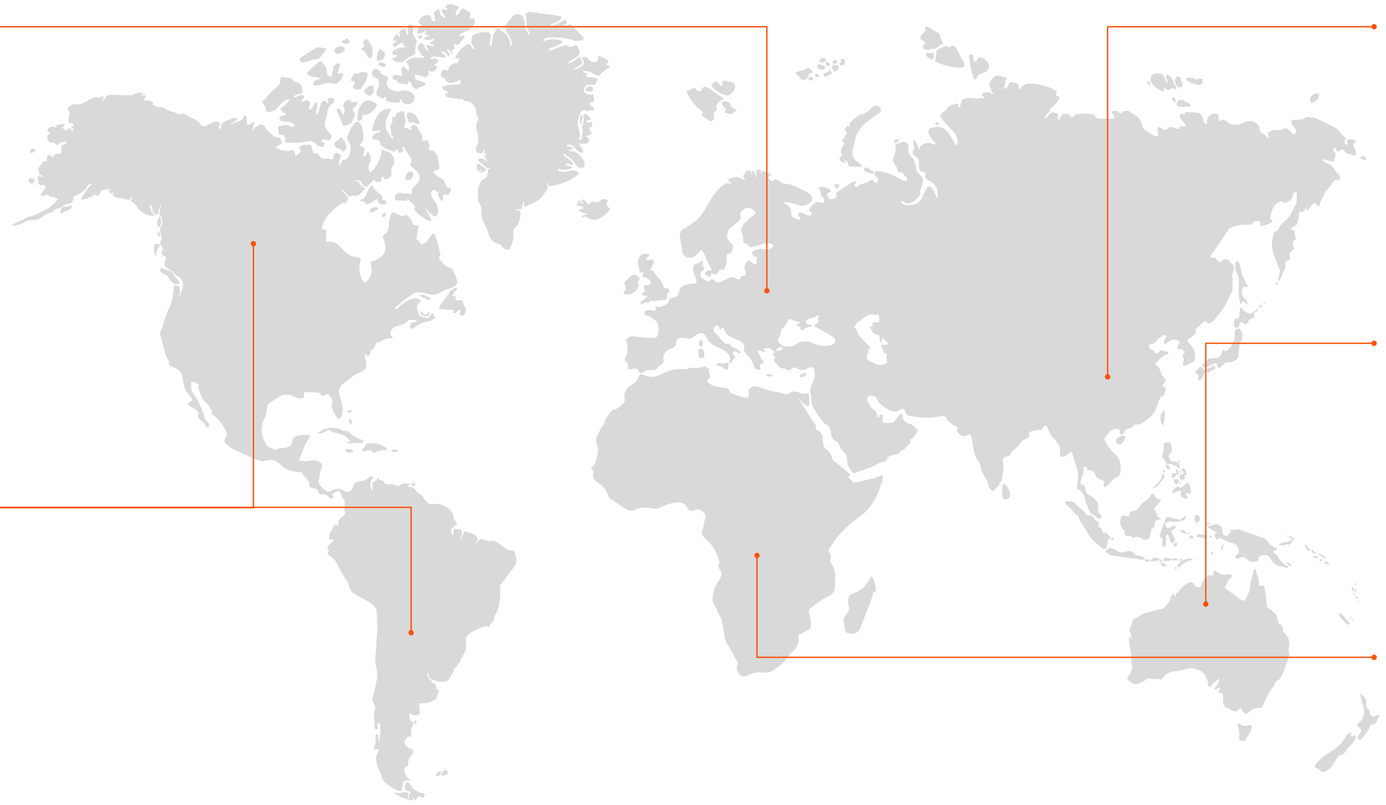
35%

AI-exposed 'seniorised' entry level roles are thriving with 35% growth since 2019 while other entry level roles decline in number.

42%

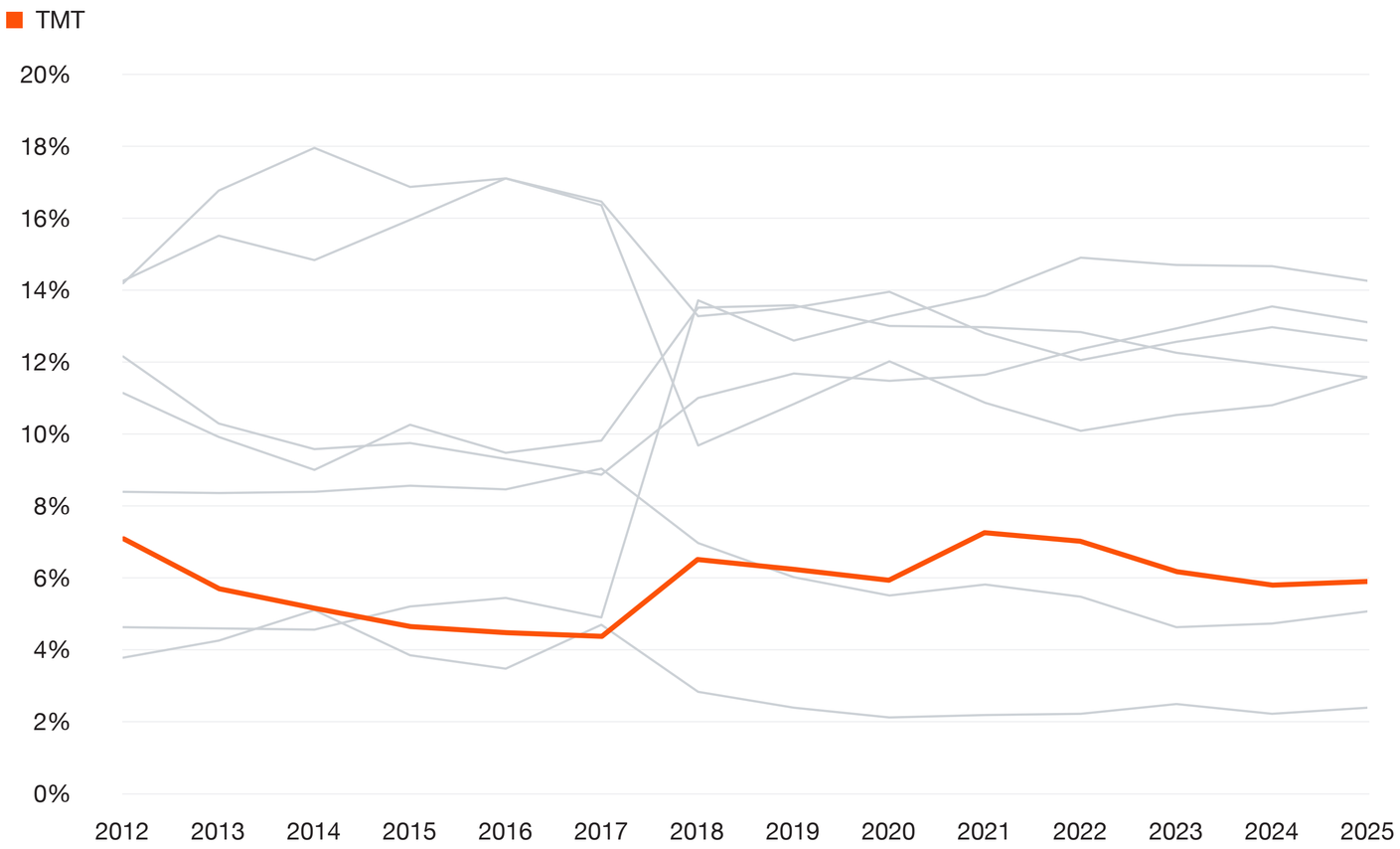
Professionalised jobs are growing twice as fast as Democratised jobs with 42% higher wage growth since 2021.

The 2026 AI Jobs Barometer examines over one billion job ads from 6 continents to reveal how AI is affecting jobs, skills, wages, and labour productivity



Technology, Media and Telecoms (TMT) represents a relatively small but meaningful share of total hiring demand

Share of total job postings in the TMT sector, globally (%, 2012 to 2025)



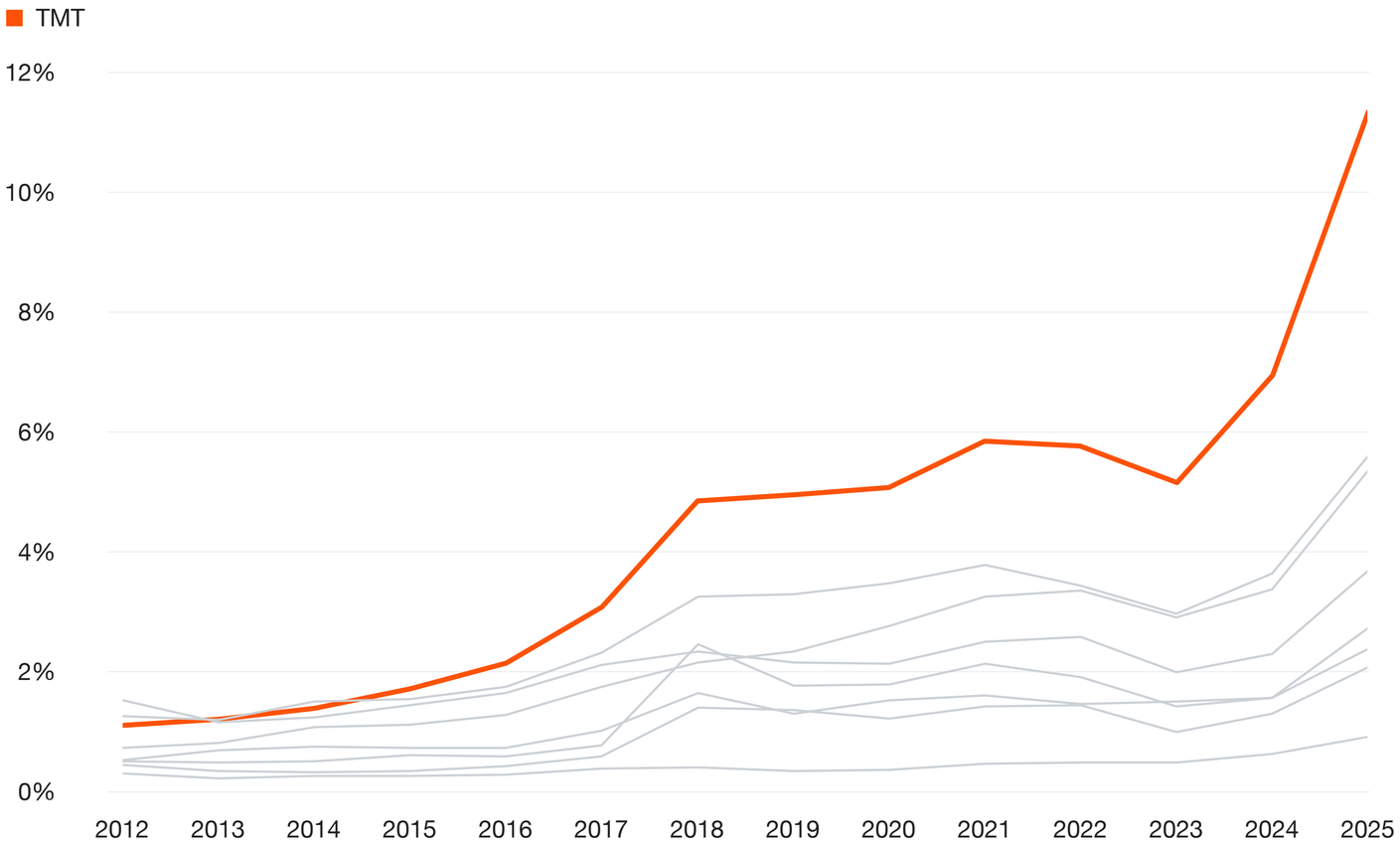
Source: PwC analysis, Lightcast data
Notes: TMT is short for Technology, Media and Telecoms.

Findings

- In 2025, Technology, Media and Telecoms accounts for 5.9% of total job postings across the sectors analysed.
- While smaller in absolute hiring share than labour-intensive sectors such as Energy or Health, it remains a substantial contributor to overall demand.

TMT leads all sectors in AI hiring intensity, with nearly one in eight roles now AI related

Share of AI jobs within the TMT sector, globally (%, 2012 to 2025)



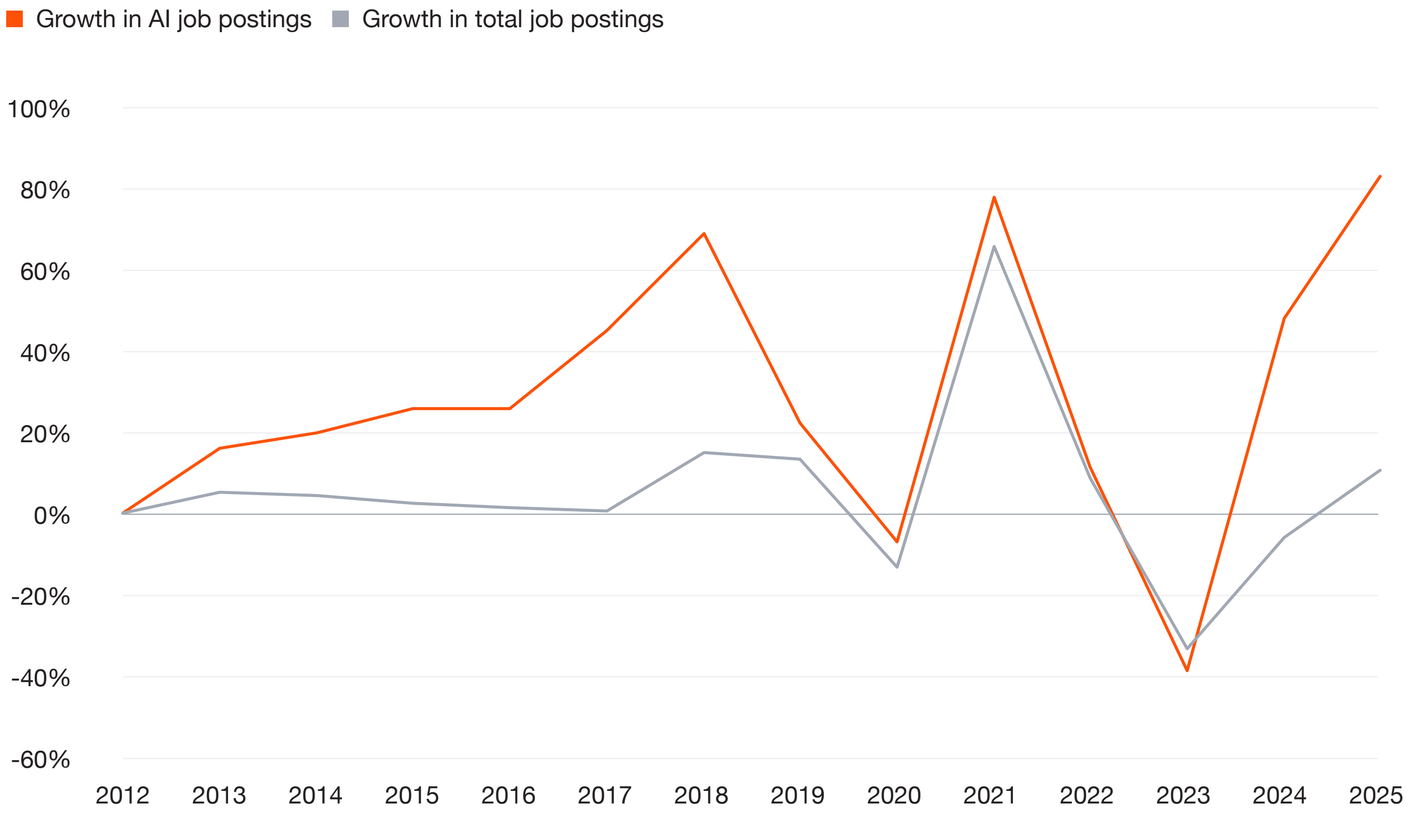
Source: PwC analysis, Lightcast data

Findings

- In 2025, AI roles account for 11.9% of total job postings in TMT, the highest share across all sectors and well above the economy-wide average.
- The sector has consistently ranked first on AI hiring intensity over time.
- This leadership position is consistent with the sector's role in developing, implementing and commercialising AI technologies.
- As both a producer and early adopter of AI solutions, the sector continues to set the pace for AI workforce integration.

AI hiring in TMT continues to surge, outpacing a broader recovery in overall sector recruitment

Growth in total job postings and AI job postings for the TMT sector, globally (%, 2012 to 2025)



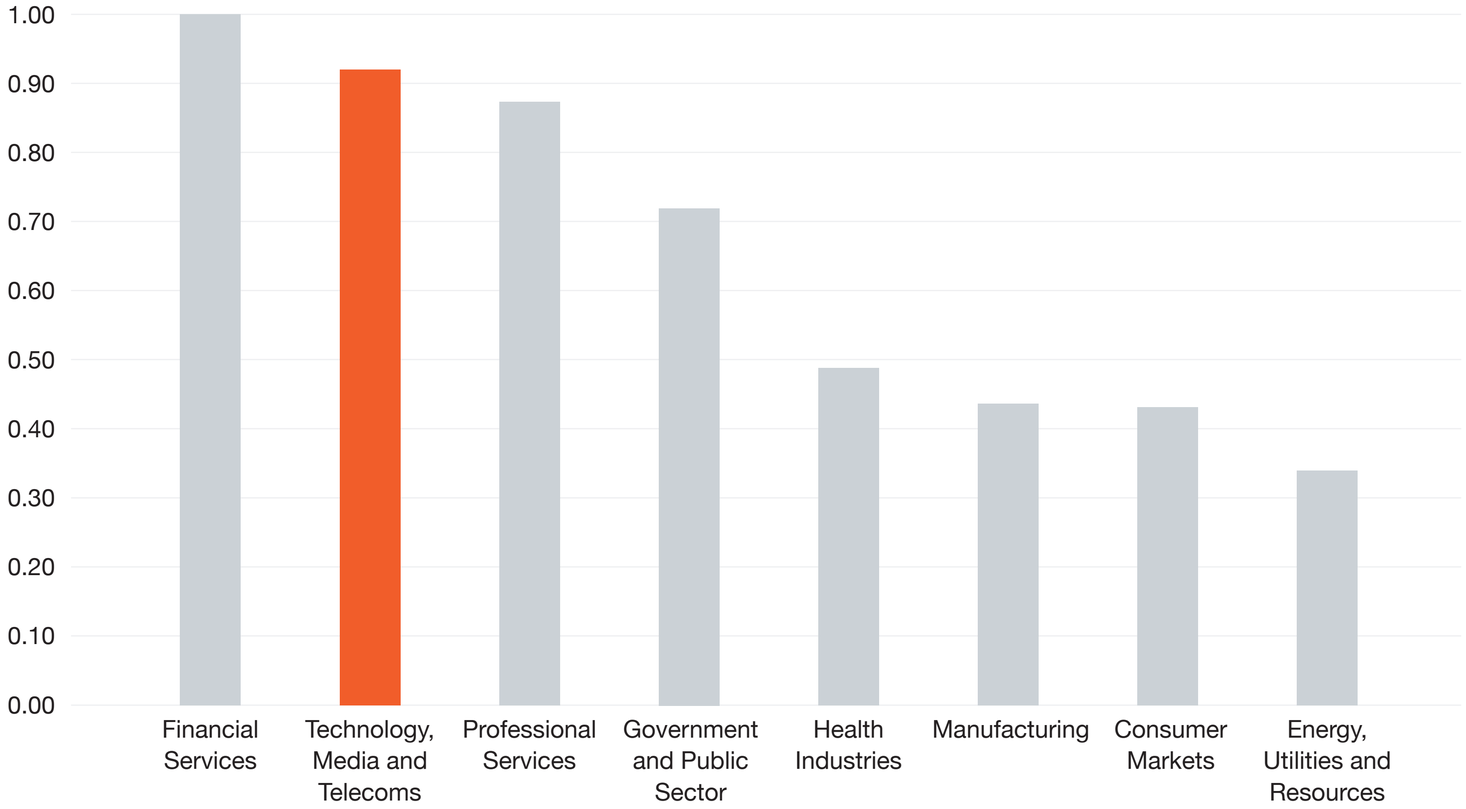
Source: PwC analysis, Lightcast data

Findings

- Total job postings declined by 5.8% in 2024 before rebounding to 10.5% growth in 2025. Over the same period, AI roles grew by 47.8% in 2024 and accelerated further by 82.7% in 2025.
- While part of the AI expansion coincides with the wider recovery in hiring, AI growth substantially exceeds overall job growth.
- The sustained acceleration underscores the centrality of AI to the sector's business models and investment priorities.

TMT is one of the most AI-exposed sectors in the economy, consistent with AI implications for the sector

PwC AI industry exposure by sector (2026)



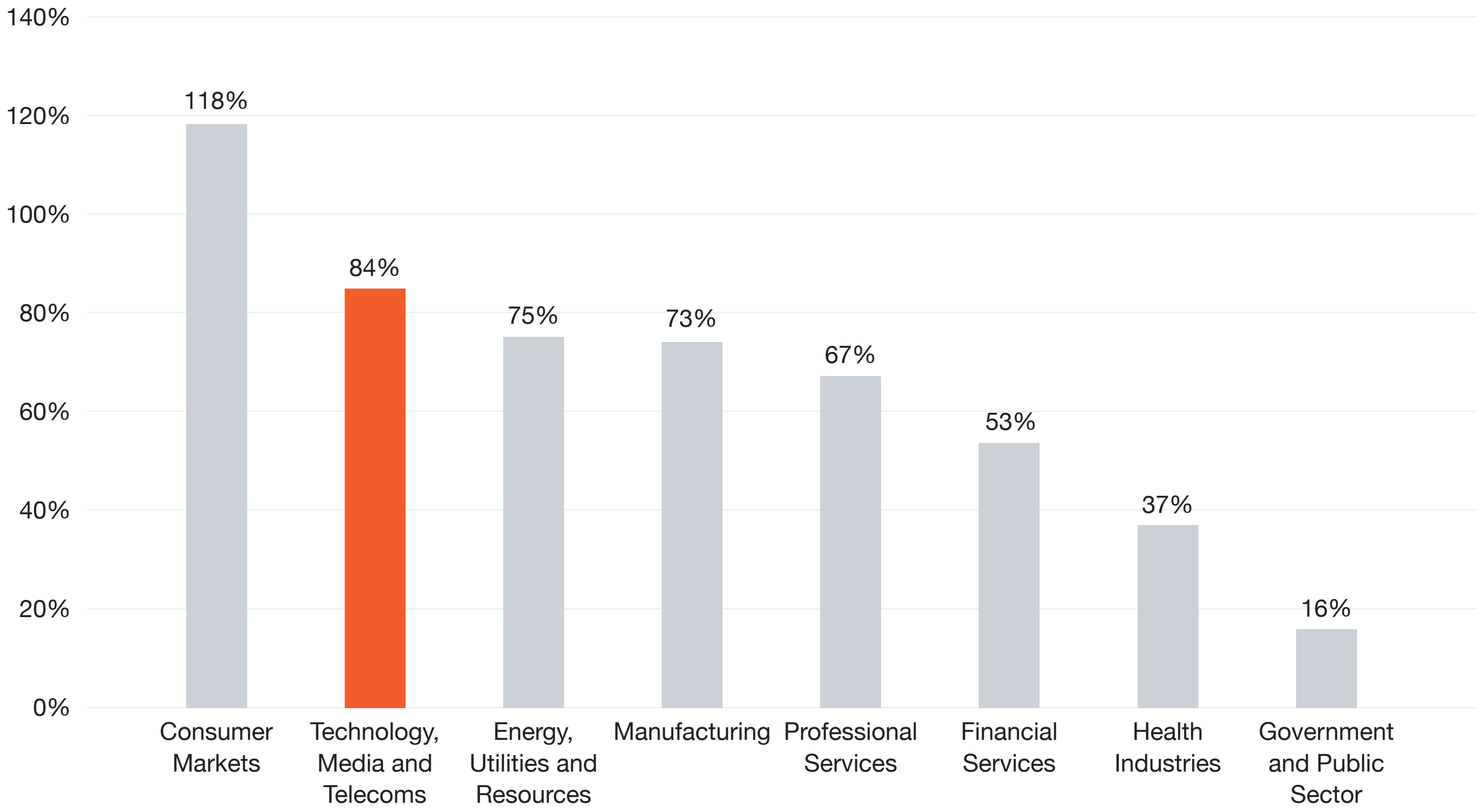
Source: PwC analysis, Lightcast data

Findings

- According to our AI Industry Exposure Index, TMT ranks second highest across sectors, indicating a large share of roles with tasks that can be supported or augmented by AI.
- This high exposure reflects the sector's concentration of digital, technical and data-intensive occupations.
- The strong structural exposure aligns with both its high AI hiring share and rapid AI job growth.
- As a result, AI adoption in TMT appears deeply embedded in core business activity rather than peripheral or experimental.

AI enabled roles in TMT command one of the highest wage premiums, underscoring the structural value of AI capabilities

Average wage premium for AI related skills by sector, globally (%, 2025)



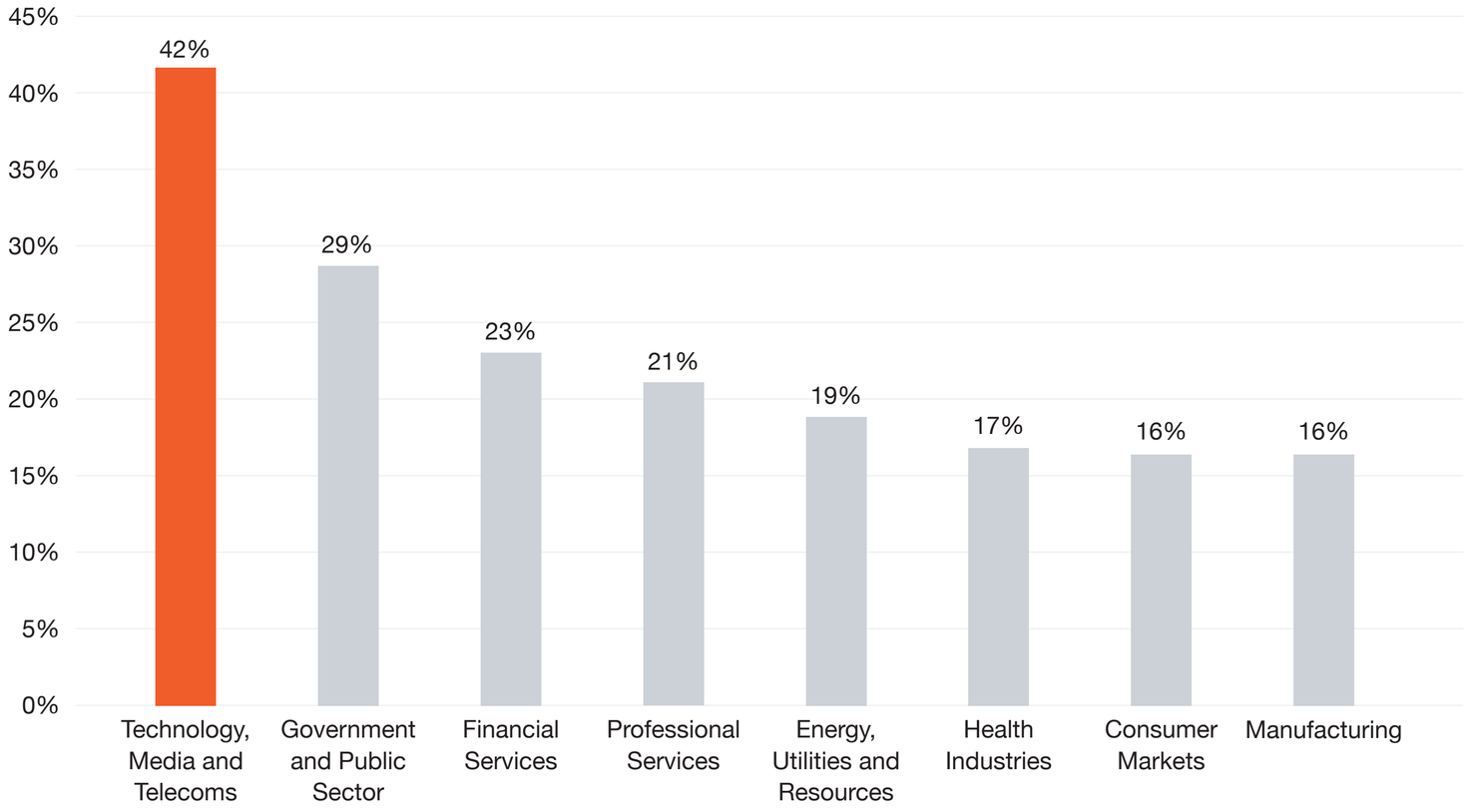
Source: PwC analysis, Lightcast data
Notes: (i) To calculate wage premiums, we split job postings within a sector by AI and non-AI jobs. From here we estimate the wage premium (difference) within the sector for wages in the AI group compared to the non-AI group. This analysis is not a growth rate but rather a snapshot of a given year. Note that only the eight PwC aligned sectors are shown in the visual.

Findings

- In 2025, AI-enabled employees in TMT earn a wage premium of 84% relative to non-AI roles, the second highest across all sectors.
- This substantial uplift mirrors the sector's high AI exposure and hiring intensity.
- The scale of the premium suggests AI skills are both scarce and strategically central to firm performance.

TMT sees the strongest growth in productivity across sectors by a clear margin, likely contributed to by AI adoption and innovation

Growth rate in productivity by sector, globally (%, 2018-2025)



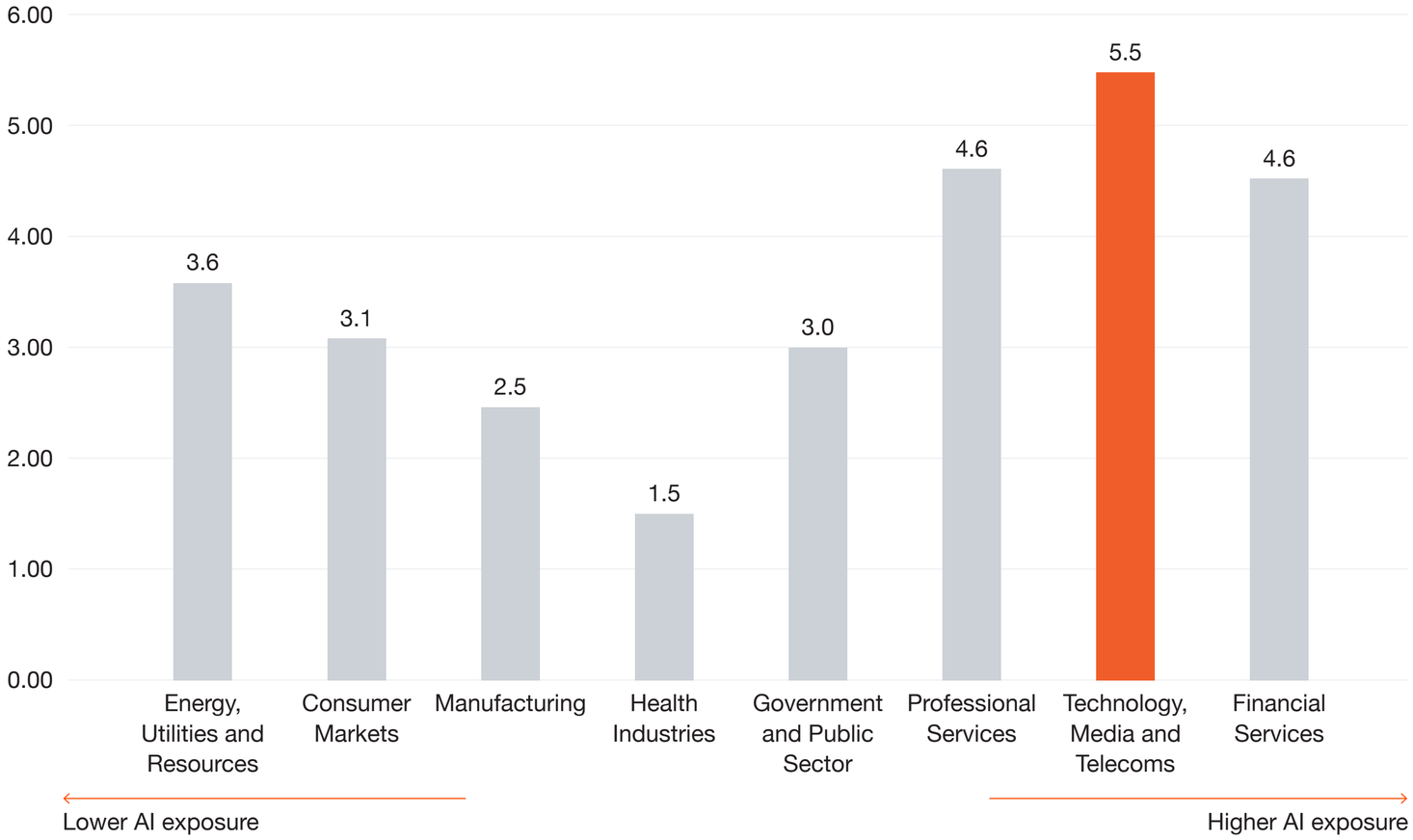
Source: PwC analysis, ORBIS data
Notes: Productivity is measured by turnover per employee using ORBIS data. We compute the growth rate in productivity between 2018 and 2024/25 at company level and aggregate up to sector level. Includes company data from all countries in the 2026 AIJB scope. 2025 data is used for companies where available, otherwise we default to 2024 data. Sectors are mapped from two-digit 2022 NAICS to the closest match(es) amongst the eight key PwC sectors. See productivity analysis appendix for all data cleaning filters applied.

Findings

- TMT records productivity growth of 42%, the highest across sectors, and 13 p.p. above the second-highest sector.
- This aligns with its position as the most AI-exposed sector at the forefront of innovation in this space, indicating significant efficiency gains from widespread AI adoption.
- The magnitude of the difference suggests that deep integration of AI is driving substantial productivity improvements, setting Technology, Media and Telecoms (TMT) apart from other industries.

TMT is experiencing the fastest pace of skills transformation across all sectors

Net skill change by AI exposure for key sectors, 2019-2025, globally



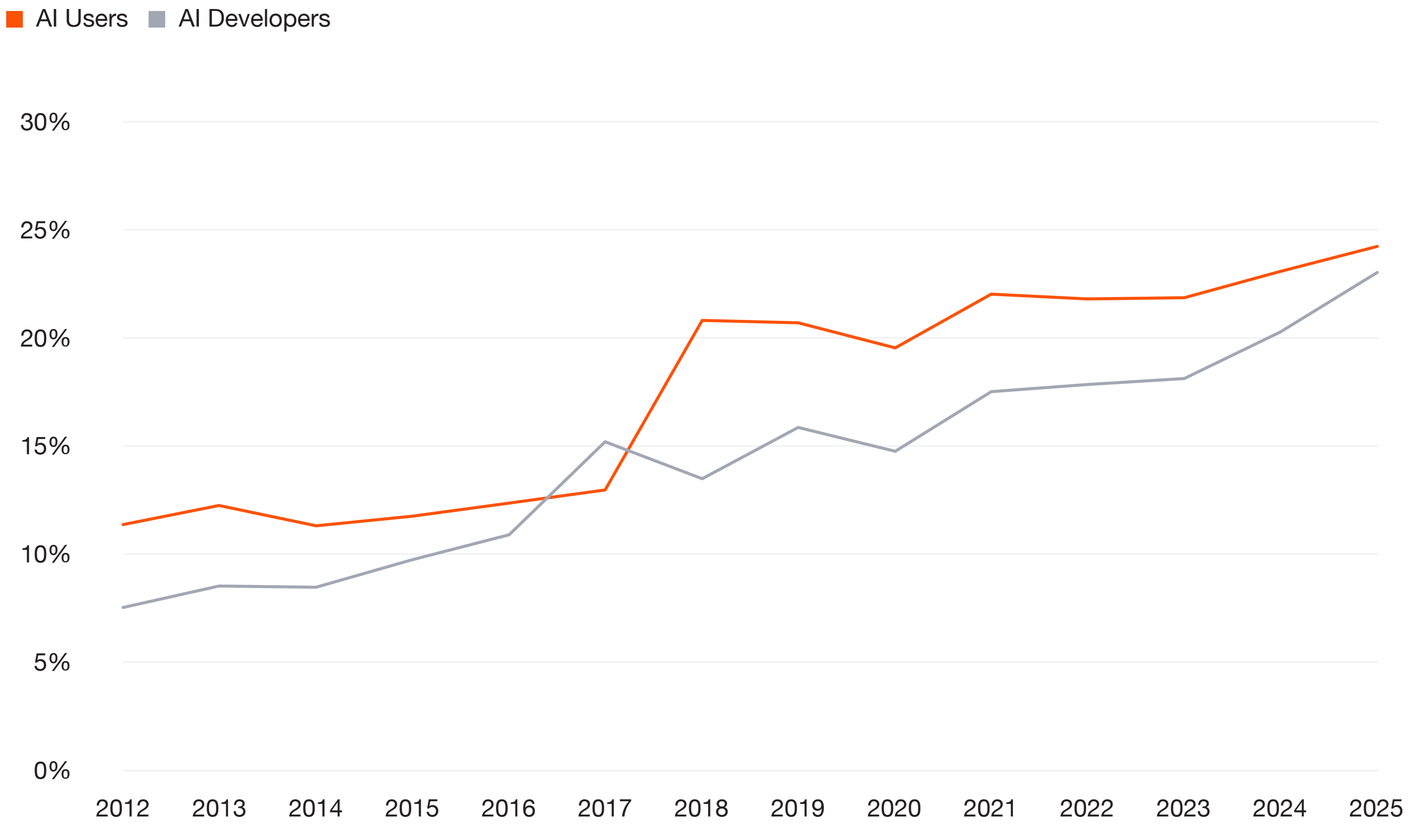
Source: PwC analysis, Lightcast data
Notes: Net skill change is calculated as the aggregation of the percentage point difference between 2019 and 2025 of the share of a skill making up an occupation.

Findings

- Between 2019 and 2025, TMT records the highest net skills change of any sector analysed.
- This is consistent with its position as one of the most AI-exposed industries and the clear leader in AI hiring intensity.
- The sector has long been characterised by rapid innovation, evolving technologies and shifting product models.
- The emergence and scaling of AI adds a further layer of transformation, accelerating an already dynamic cycle of capability renewal.

The sector accounts for a significantly large and growing share of global AI skill demand across all capability tiers

Share of global skill mentions for the TMT sector, by user category (%, 2012 - 2025)



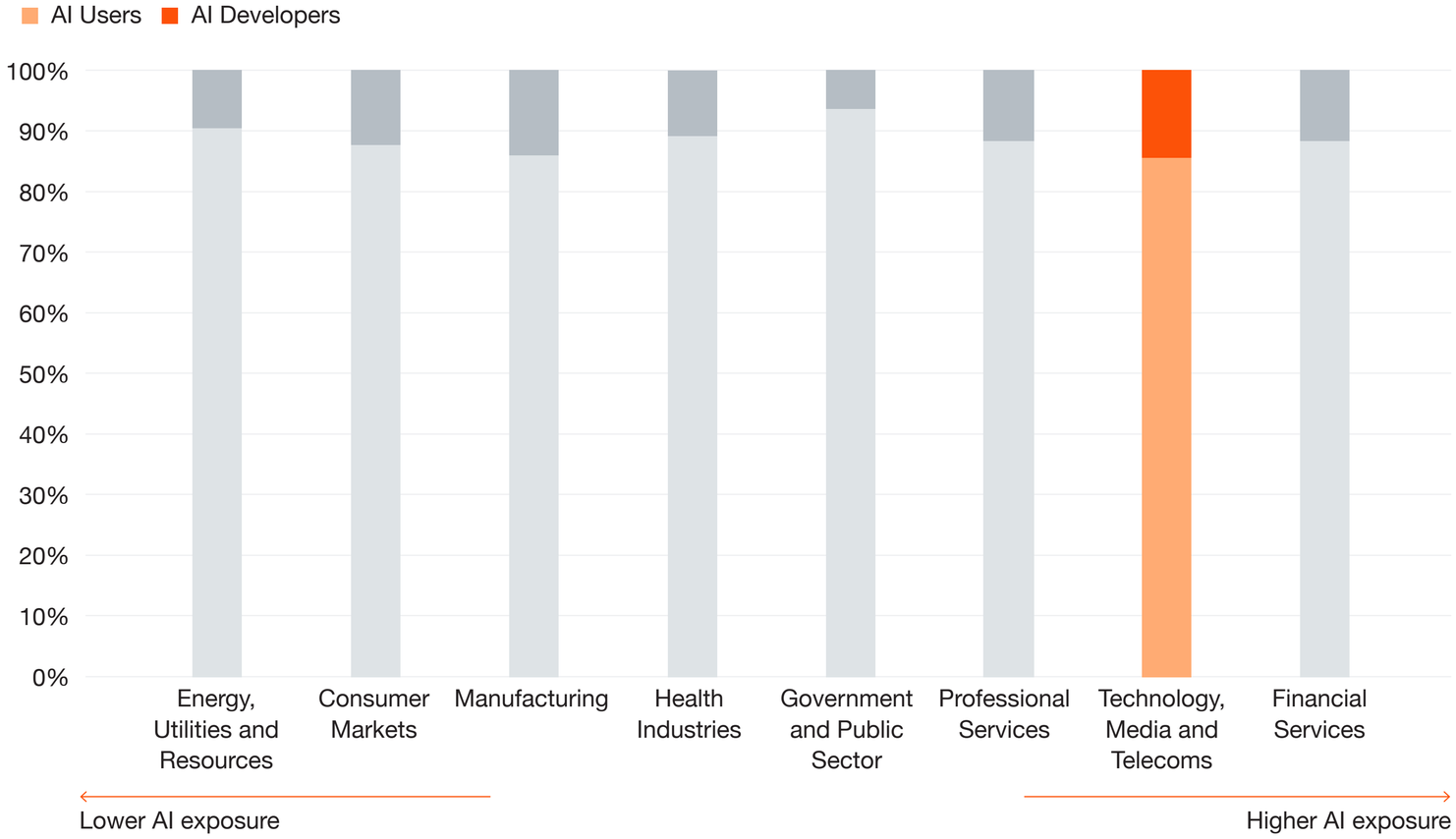
Source: PwC analysis, Lightcast data

Findings

- In 2025, the TMT sector accounts for 24.1% of global AI users (applied AI and basic literacy) skill mentions and 23% of AI developer capability mentions (advanced AI development).
- This suggests firms may be increasing focus on embedding AI into business processes and products at scale.
- Additionally, these shares have continued to grow in recent years, indicating hiring demand is either outpacing growth in the supply of AI skills or hiring with higher intensity than other sectors.

Within TMT, AI hiring is weighted more heavily towards technical talent, reflecting the sector's role in building and scaling AI solutions

Shares of AI User and AI Developer job postings of all AI related roles, TMT, 2025, globally (%)



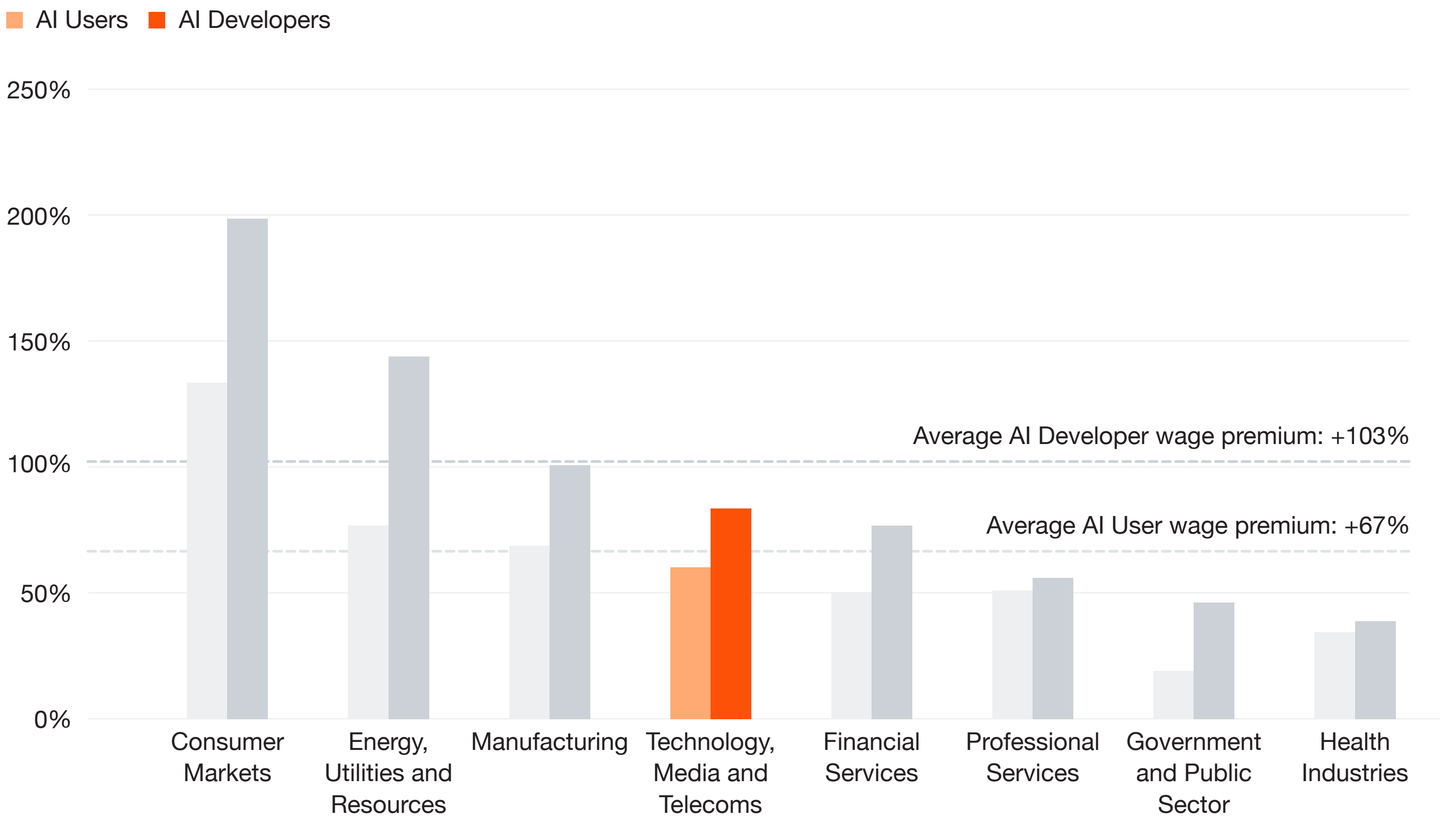
Source: PwC analysis, Lightcast data
Notes: We only include the countries for which data is available from 2012 in our sample.

Findings

- In 2025, AI user roles account for 86% of AI related job postings in TMT, compared with 14% for AI developer roles. This shows that, while most demand is still focused on applied AI roles, TMT has a relatively larger technical talent requirement than most other sectors.
- That mix fits a sector where firms are not only deploying AI internally, but also developing, productising and scaling the tools, platforms and infrastructure that support wider adoption across the economy. The relatively higher developer share therefore reflects stronger demand for specialist talent to build, adapt and maintain AI capabilities, alongside broad based use across business functions.

Despite representing a smaller share of hiring, developer roles in TMT command the stronger wage premium

AI User and AI Developer wage premiums, TMT, globally, 2025 (%)



Source: PwC analysis, Lightcast data
Notes: We only include the countries for which data is available from 2012 in our sample. To calculate wage premiums, we split job postings within a sector by AI and non-AI jobs. From here we estimate the wage premium (difference) within the sector for wages in the AI group compared to the non-AI group. This analysis is not a growth rate but rather a snapshot of a given year. Note that only the eight PwC aligned sectors are shown in the visual.

Findings

- In 2025, AI user roles in TMT carry a wage premium of +61%, while AI developer roles carry a premium of +84% relative to non AI roles in the sector. This indicates that although most AI hiring is concentrated in user roles, the market places a higher premium on advanced technical AI capability.
- Both premiums sit below the overall cross sector averages, indicating that AI skills are clearly valued in TMT, but with a more moderate pay uplift than in the highest premium sectors. Even so, TMT sits towards the upper end of the more services oriented sectors, consistent with a sector where AI capability is both more established and more central to the underlying business model.

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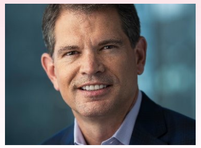

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