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Your Source for Workstyle
and Lifestyle TechnologySM

Attendee Audit Summary Results

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www.CESweb.org

PRODUCED BY



Letter from CEA



Gary Shapiro
President and CEO
CEA



Karen Chupka
Vice President
Events and Conferences



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Dear CES Exhibitors and Prospective Exhibitors:

The International CES® is the world's largest consumer technology tradeshow. We know what's at stake when you plan your annual tradeshow calendar, and CES makes it easy for you to make the right decisions about how to maximize your tradeshow strategies.

With verified, easy-to-interpret attendee demographics, you know CES delivers the attendees you need to meet. CES is one of the only high-tech trade shows to gauge verification of records and attendee demographics. For the sixth year, we proudly open CES up to you and present you with accurate attendee data, audited from an outside source: ABC Expomark, endorsed by the International Association of Exposition Management.

Everyone important is meeting at CES, and this information is critical in helping you plan a successful CES experience. Take a closer look. You'll have a chance to influence 100,000 attendees, including 31,000 buyers, 10,000 international attendees from 100 countries, 3,200 journalists and 1,000 financial analysts. Make the most of your exhibit investment with these accurate details of International CES attendee records. Consider what the growing business-to-business opportunities found at the International CES could mean for your company.

Through our impeccable record-keeping procedures and CES' commitment to the ABC Expomark audit process, we:

- Deliver valuable, quality attendee demographics, unlike any show of this magnitude.
- Assist you in evaluating and reaching your target audience with laser-like precision.
- Maximize your return on investment.
- Reaffirm your decision to participate in the International CES.

As your industry association, CEA is a dedicated marketing partner that helps your business and industry grow. Our responsibility to increase industry credibility is seen in these audited figures, as well as CEA's year-round market research, legislative representation, consumer outreach, standards-setting activities and educational training. Show proceeds are completely reinvested into consumer technology industry programs.

The International CES defines the evolving world of consumer technology. You'll gain excellent opportunities to see new technologies, products and competitors. Get ready to meet the industry's most influential innovators at the 2003 International CES, January 9-12, in Las Vegas.

Gary Shapiro
President and CEO

Karen Chupka
Vice President, Events and Conferences

The International CES is sponsored, produced and managed by the Consumer Electronics Association (CEA).

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Your Source for Workstyle
and Lifestyle TechnologySM

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Preface: Audit Sources

■ PREFACE

The International CES, produced by CEA, is the world's largest consumer technology tradeshow, encompassing products and services for:

- Home Entertainment
- Wireless and Mobile Technologies
- Home Networks
- Car Audio and Entertainment

At the International CES, you'll find emerging products, technology developments, business tools, networking opportunities and marketplace performances that help companies understand and expand business.

■ SOURCES

The *2002 International CES Attendee Audit Summary* provides exhibitors and prospects with insight into who attends the International CES. Information included in this document was derived from:

- a. Expomark, the exhibition auditing unit of the Audit Bureau of Circulations
 - *2001 International CES ABC Expomark Audit Report*
 - *2002 International CES ABC Expomark Audit Report*
- b. eBrain Market Research, a service of CEA, including attendee surveys
 - *2002 International CES Pre-registered Attendee Survey*
 - *2002 International CES Post-show Attendee Survey*
 - *2002 International CES Post-show Government Survey*
- c. 2002 International CES Registration Reports
- d. 2002 International CES Exhibitor Reports

■ ABC EXPOMARK AUDIT

ABC Expomark is a wholly-owned subsidiary of the Audit Bureau of Circulations (ABC) and provides independent, third-party verification of trade show attendance, attendee demographic information, records and record-keeping systems. CES wants our exhibitors to have valuable, accurate attendance data, to enhance market analysis and verify CES credibility. We'll help you evaluate opportunities and maximize your ROI from the International CES.



1: Overall Attendance

■ 2002 INTERNATIONAL CES ATTENDEES

GRAND TOTAL	99,438
Exhibit Only Attendance	66,002
Registered Exhibitors	27,835
Press	3,262
Paid Conference Attendance	1,058
Financial/Market Analysts	1,037
Speakers	244

SOURCE: 2002 International CES ABC Expomark Audit Report

"The orders were great. We absolutely will be back next year. The people that came to our booth were the right people. I got orders from many of the large retail chains for our new product. CNET was just here giving us more exposure!"

Brant Williams, CEO, DPP
Innovations, Wireless World Inc.

■ CES HOSTS BUYERS

Retail and corporate buyer attendance continues to be strong and represents the core of the International CES attendance.

- 68% of attendees are involved in their company's buying decisions.

"All Attendees" =
Exhibit Only & Conference
(67,060)
% OF ALL ATTENDEES

■ Retail Buyers, Distributors, VARs, Premium & Catalog Buyers	25,496	38%
■ Corporate & Institutional Buyers	4,780	7%

SOURCE: 2002 International CES ABC Expomark Audit Report

■ CES ATTRACTS INDUSTRY LEADERS

"All Attendees" =
Exhibit Only & Conference
(67,060)
% OF ALL ATTENDEES

Presidents/CEOs/Owners	20,864	31%
Final Decision Makers	23,063	34%
Significant Influence	17,134	26%

SOURCE: 2002 International CES ABC Expomark Audit Report

Overall Attendance

"Great show execution and tremendous public relations exposure. My gauge is quality of people going to buy. My experience is that this show was one of the best. This one worked phenomenally."

Ronald Stone
President and CEO, Pioneer
Electronics Service Inc.

■ THE 2002 INTERNATIONAL CES ATTRACTED

■ **61%** of the Fortune 100 companies

■ **45%** of the Fortune 500 companies

SOURCE: 2002 International CES Registration Report; www.Forbes.com

Company Leaders meet at International CES to investigate new technology and products and to initiate, enhance and solidify OEM relationships and B2B partnerships.

■ CES ATTRACTS GLOBAL INDUSTRY ATTENDEES

Representatives from 96 countries outside the USA attended the 2002 International CES.

International Attendees	8,428
International Press/Financial Analysts and Speakers	522
International Exhibitors	3,421
Total	12,401

SOURCE: 2002 International CES Registration Reports

2: Attendee Profiles

■ CES BRINGS TOGETHER KEY INDUSTRY PLAYERS

BUYERS (by Business Type)

"All Attendees" =
Exhibit Only & Conference
(67,060)

% OF ALL ATTENDEES

Retail Buyer	17,892	27%
Distributor	6,141	9%
Corporate Buyer (Non-Retail)	4,622	7%
Service Professional (Non-retail)	3,242	5%
Institutional Buyer	1,246	2%
Premium/Catalog Buyer	820	1%
Carrier/Provider	811	1%
Value Added Reseller (VARs)	643	1%
TOTAL	35,417	53%

SOURCE: 2002 International CES ABC Expomark Audit Report

"The show was fantastic.

Everything worked like clockwork. Sharp is really looking forward to the 2003 International CES."

Ted Peck
Senior Field Quality Specialist
Sharp

■ OTHER KEY PLAYERS

"All Attendees" =
Exhibit Only & Conference
(67,060)

% OF ALL ATTENDEES

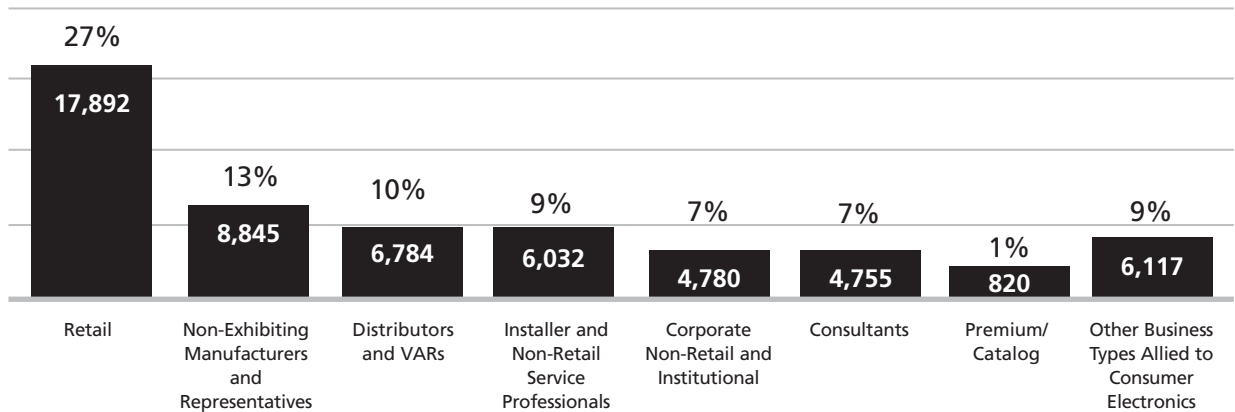
Manufacturer (Non-exhibiting)	5,469	8%
Consultant	4,755	7%
Manufacturer's Representative (Non-exhibiting)	3,376	5%
Installer	2,790	4%
Engineer	2,516	4%
Software Developer/Publisher	2,049	3%
Business/Industry User	1,524	2%
Business Developer	1,411	2%
Broadcast Industry	741	1%
TOTAL	24,631	36%

SOURCE: 2002 International CES ABC Expomark Audit Report

Attendee Profiles

■ CLASSIFICATION BY PRIMARY BUSINESS TYPE

(Based on 98.5% of attendees* identified by Primary Job Function.)



Retail	17,892	27%
Non-Exhibiting Manufacturers and Representatives	8,845	13%
Distributors and VARs	6,784	10%
Installer and Non-Retail Service Professionals	6,032	9%
Corporate Non-Retail and Institutional	4,780	7%
Consultants	4,755	7%
Premium/Catalog	820	1%
Other Business Types Allied to Consumer Electronics (Engineers, Software Developers, Broadcast Industry, Carrier/Providers)	6,117	9%

SOURCE: 2002 International CES ABC Expomark Audit Report

■ GROWING BUSINESS TYPES AT CES

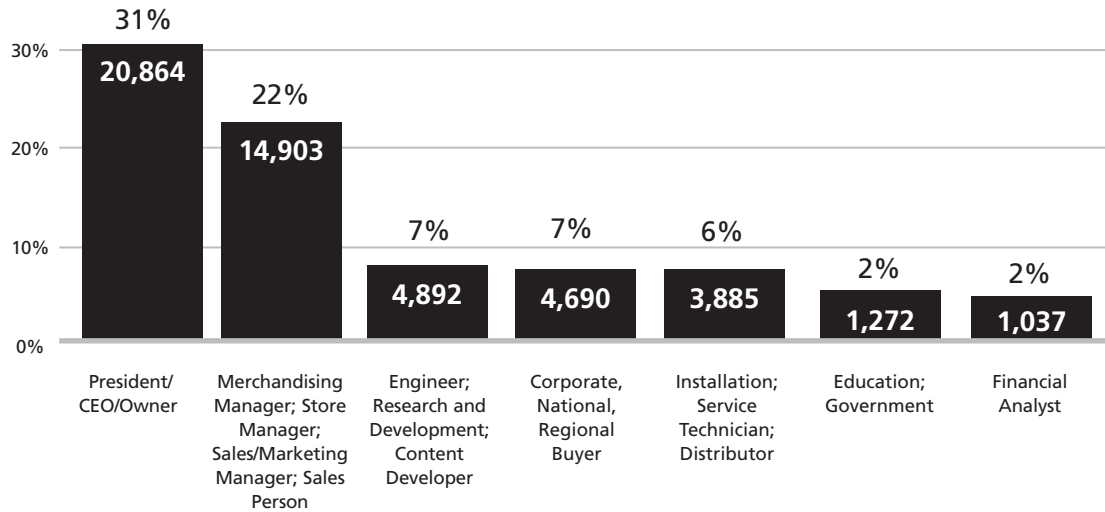
Did you know...?

- Since the International CES first commissioned an independent audit of its show—in 1997—the number of engineers has more than doubled.
- The number of research and development attendees has risen 88 percent since 1997.
- The number of financial analysts climbed 64 percent since 1997.

Attendee Profiles

■ CLASSIFICATION BY JOB FUNCTION

(Based on 98.5% of attendees* identified by Primary Job Function.)



President/CEO/Owner	20,864	31%
Merchandising Manager; Store Manager; Sales/Marketing Manager; Sales Person	14,903	22%
Engineer; Research and Development; Content Developer	4,892	7%
Corporate, National, Regional Buyer	4,690	7%
Installation; Service Technician; Distributor	3,885	6%
Education; Government	1,272	2%
Financial Analyst	1,037	2%

*Does not include press, exhibitors or speakers.

SOURCE: 2002 International CES ABC Expomark Audit Report

Attendee Profiles

Government
and Business
Working
Together
at CES.

■ GOVERNMENT DECISION MAKERS ATTEND CES

CEA monitors the policy making that impacts your bottom line. Some 100 key public officials represented U.S. federal and state governments at the 2002 International CES and participated in industry conference sessions.

Key government officials at the 2002 International CES included:

24 Federal Communications Commission representatives, including:

M. Powell, Chairman
K. Abernathy, Commissioner
M. Copps, Commissioner
K. Martin, Commissioner

Federal Trade Commission representatives, including:

S. Foster Anthony, Commissioner
M. Thompson, Commissioner

U.S. Department of Commerce representatives, including:

G. Aldonas, Under Secretary of Commerce for International Trade
P. Bond, Under Secretary for Technology

U.S. Department of Energy representatives, including:

S. Abraham, Secretary of Energy

Attendee Profiles

U.S. Congress

Rep. Barton (R-TX)	Rep. Ehrlich, Jr. (R-MD)	Rep. Moore (D-KS)
Rep. Bass (R-NH)	Sen. Ensign (R-NV)	Rep. Oxley (R-OH)
Rep. Bilirakis (R-FL)	Rep. Herger (R-CA)	Rep. Smith (D-WA)
Sen. Burns (R-MT)	Rep. Issa (R-CA)	Rep. Upton (R-MI)
Rep. Buyer (R-IN)	Rep. Jefferson (D-LA)	Rep. Weller (R-IL)
Rep. Davis (D-CA)	Sen. Leahy (D-VT)	

39 senior legislative staff from Capitol Hill

State representatives, including:

T. Armstrong, Policy Director, Department of Revenue, PA
C. Boyd, Assistant Secretary of Technology, VA
J. Campbell, President/CEO, Chamber of Commerce, ND
L. Holland, Vice President/COO, Chamber of Commerce, ND
D. Upson, Secretary of Technology, VA
L. Vasichek, Program Manager, Chamber of Commerce, ND

A Word from 2002 International CES Government Attendees

96% said their experience at CES was valuable to very valuable.
79% said they now have a more positive impression of the CE industry.
79% left the show with a better understanding of public policy issues facing the industry.
76% rated the conference sessions they attended as valuable to very valuable.
52% visited 11 to 30 companies; **22%** managed to visit more than 50 companies.

SOURCE: 2002 International CES Post-show Government Survey

"Quality of attendance is what counts to us, and this show was way ahead in that metric. There was an extraordinarily high quality of attendees. Also, CES did a great job in getting media, Washington, consumer groups and the industry to show up."

Eddy W. Hartenstein
Chairman and CEO
DirecTV Inc.

Attendee Profiles

■ CES ATTRACTS UNIVERSITY LEADERS

The 2002 International CES delivered representatives from the broad educational universe—more than 150 leading universities and colleges and representatives from elementary, secondary and vocational schools and leading associations like the NEA, California Teachers Association and the University Computer Association. They came as purchasers of equipment showcased at the 2002 International CES, as well as to see technology in action.

Universities represented at the 2002 International CES include:

Auburn University	University of Chicago
Babson College	University of Colorado
Baylor University	University of Denver
Brigham Young University	University of Hawaii
Cal Poly State University	University of Houston
Carnegie Mellon University	University of Illinois
Cornell University	University of Maryland
George Mason University	University of Michigan
George Washington University	University of Minnesota
Kent State University	University of Missouri-Rolla
Korea University	University of Montana
Michigan State University	University of Nevada
Massachusetts Institute of Technology	University of New Mexico
New York University	University of Notre Dame
Northwestern University	University of Oklahoma
Oregon State University	University of Pittsburgh
Pennsylvania State University	University of Texas
Pittsburgh State University	University of Virginia
Stanford University	University of Washington
UC Berkeley	University of Wisconsin
UC Davis	Utah State University
UC San Diego	Vanderbilt University
UCLA	Vassar College
University of Alabama	Yale University
University of Arizona	

SOURCE: 2002 International CES Registration Reports

3: Buying Power at CES

	Buying Power in \$ Billions
Projected 2002 CE Industry Value	\$95.7

- The average American household purchases \$2,000 worth of consumer electronics products, software and services each year.
- With show proceeds, CEA, the producer of CES, grows the industry 365 days a year through standards development, networking events, educational programs, industry promotion and public policy advocacy

SOURCE: eBrain Market Research, a service of CEA

An incredible 89 percent (\$85 billion) of the consumer electronics industry buying power was found at the 2002 International CES.

■ PRODUCT CATEGORY

Buying Power at CES in \$ Billions

Overall CES Buying Power for 2001	\$81
Computer and Home Office	\$29.6
Video	\$19.9
Other	\$15.6
Mobile	\$14.6
Audio	\$5.3

SOURCE: eBrain Market Research, a service of CEA

Buying Power

■ CLASSIFICATION BY ANNUAL SALES VOLUME OF CONSUMER ELECTRONICS PRODUCTS*

\$ Millions	%	Total	Retail Buyers	Premium/Catalog Buyers	Distributors/VAR/Dealers	Installers	Engineers
Under \$1	28%	19,048	7,487	235	1,697	1,630	536
\$1-\$5	17%	11,506	4,482	161	1,846	596	208
\$5-\$10	7%	4,573	1,233	111	916	112	91
\$10-\$50	7%	4,381	829	89	877	46	110
\$50-\$250	4%	2,669	542	78	393	27	136
\$250-\$500	2%	1,134	305	9	102	4	62
\$500+	6%	4,045	1,061	30	157	56	383
		47,356	15,939	713	5,988	2,471	1,526

*Based on Attendees Identified by Annual Sales Volume

SOURCE: 2002 International CES ABC Expomark Audit Report

■ HIGH-END AUDIO AT CES

The High-End/Specialty Audio audience is growing steadily at the International CES.

Year	Percent of Show Attendance	Product Interest Rank
2001	25%	13
2002	30%	9

SOURCE: 2001 International CES Attendee Audit Summary; 2002 International CES ABC Expomark Audit Report

Exhibitors	2000	2001	2002	Percent of Increase (2000-2002)
High-End/Specialty Audio Exhibitors at the Alexis Park	226	210	299	32%

SOURCE: International CES Exhibitor Reports

Buying Power

■ ATTENDEE PRODUCT INTEREST AREAS

	# of Attendees*
Accessories	18,202
Audio Hardware	21,888
Audio Software	12,758
Computer Hardware	22,411
Computer Peripherals	16,846
Computer Software	19,452
Digital TV/HDTV	22,537
DVD	25,374
Electronic Gaming	10,091
High-End Audio	20,495
Home Appliances	8,940
Home Automation	14,429
Home Healthcare	3,844
Home Networking	14,169
Home Security	11,857
Home Theater	24,836
Internet	17,042
Mobile Computing	16,754
Mobile Electronics	26,784
Personal Electronics	17,430
Photography/ Digital Imaging	13,804
Satellite Systems	18,104
Small Office/Home Office	14,625
Telephony Equipment	14,105
Video Hardware	20,758
Video Software	13,744
Wireless Communications	25,923

* Show Attendees include total Exhibits Plus Conference attendees, speakers.

SOURCE: 2002 International CES ABC Expomark Audit Report

Buying Power

"The show was tremendous for Toshiba. The pressure is on to make more product than forecasted."

Bob Arnett
Senior Vice President
Toshiba American
Consumer Products

■ CABLE EXECUTIVES AT CES

The top ten cable multiple service operators had representatives attend the 2002 International CES.

Company Name	National Cable Rank
AT&T Broadband	1
Time Warner Cable	2
Comcast Cable Communications	3
Charter Communications	4
Cox Communications	5
Adelphia Communications	6
Cablevision Systems Corp.	7
Mediacom LLC	8
Insight Communications	9
CableOne	10
RCN Corporation	11

SOURCE: http://www.ncta.com/industry_overview/top50mso.cfm; 2002 International CES Registration Reports

■ CES ATTRACTS GAMING BUYERS

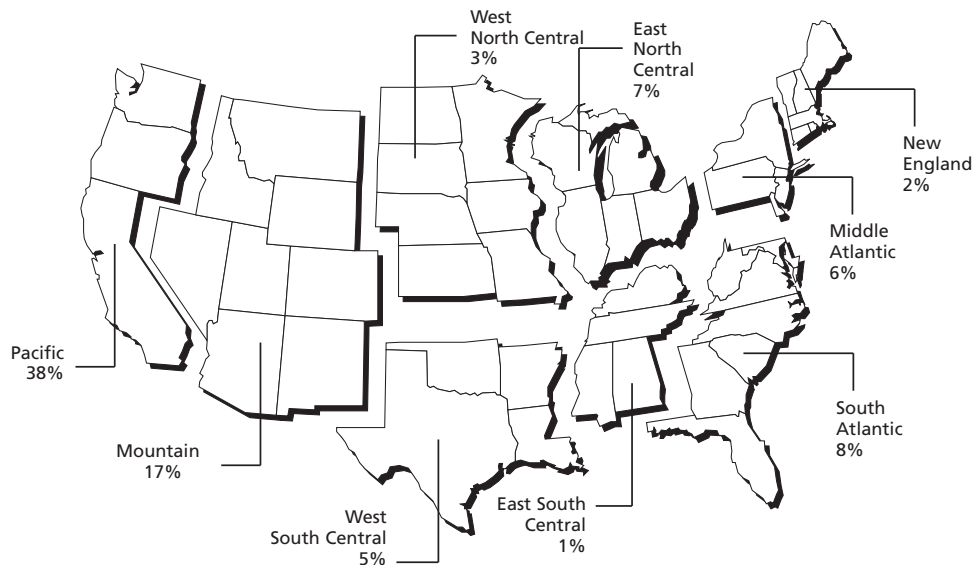
More than 265 electronic gaming buyers attendees came to the 2002 International CES and represented distributors and retailers such as:

Amazon.com	Fry's	Sam Goody/Musicland
Babbages	FuncoLand	Sear's
Best Buy	Gamestop	Shopko
BJs Wholesale Club	Ingram	Software, Etc.
Blockbuster	KB Toys	Target
Buy.com	Kmart	Toys R Us
Circuit City	Mecca	Toys R Us. Com
CompUSA	Military PXs	Wal-Mart
Costco	Navarre	Wal-Mart Canada
Electronics Boutique	Sam's Club	

SOURCE: 2002 International CES Registration Reports

4: Attendee Geographic Profile

■ GEOGRAPHIC ANALYSIS OF U.S. ATTENDEES



The 2002 International CES hosted: **12,401*** International Attendees from **96** countries outside the USA.

16% of overall 2002 International CES attendance was international.

SOURCE: 2002 International CES ABC Expomark Audit Report

■ TOP NON-U.S. COUNTRIES

Country	Rank
Canada	1
Taiwan	2
South Korea	3
Mexico	4
Japan	5
Hong Kong	6
UK	7
China	8
Germany	9
France	10
Israel	11
Italy	12
Australia	13
Netherlands	14
Singapore	15
Brazil	16
Puerto Rico	17
Switzerland	18
Thailand	19
Sweden	20

* Show Attendees include total Exhibit and Conference attendees, speakers, press and analysts, and exhibitors.

SOURCE: 2001 International CES Attendee Audit Summary; 2002 International CES Registration Reports; 2002 International CES ABC Expomark Audit Report

5: International CES Survey Results

A Word From 2002 International CES Registrants

■ Why Attendees Register for CES

66% said CES is more important than other industry trade shows and conferences.

Reason	Important-Very Important	Very Important
Wanted to see a Particular Product/Technology	93%	68%
Evaluate Specific Companies/Uncover Trends	86%	43%
Comparison Shop a Range of Technologies	83%	40%
Network with Industry Peers/Make New Business Contacts	80%	44%
Meet with Existing Business Partners/Vendors	77%	46%

SOURCE: 2002 International CES Post-show Attendee Survey

78% are more likely to visit an exhibitor that is part of the CES show floor, rather than visiting the exhibitor at an off-site venue.

According to 2002 CES Attendees:

75% visited Audio exhibits.

72% visited Video exhibits.

68% visited Home Theater exhibits.

64% visited Wireless/Telecom exhibits.

57% visited Mobile Electronics/Car Technologies exhibits.

86% accessed www.CESweb.org prior to attending the show.

81% found www.CESweb.org useful in finding out who was exhibiting, staying current on CES news, planning their schedule and learning what was new at CES.

SOURCE: 2002 International CES Post-show Attendee Survey

6: Worldwide Press Coverage

■ CES: THE PLACE FOR PRESS

Press attendance at the 2002 International CES represented the largest gathering of industry press in the world.

Press

Grand Total	3,262
Countries Represented by Journalists	31
Print Journalists	62%
Broadcast: TV/Cable/Radio Journalists	25%
Online and Wire Journalists	13%

SOURCE: 2002 International CES Post-show Attendee Survey

■ Press Product Interest Areas

Press attendance at the 2002 International CES represented the largest gathering of industry press in the world.

Rank	Product Interest Area	# of Press & Financial Analysts
------	-----------------------	---------------------------------

1.	Computer Hardware	1,967
2.	Computer Software	1,716
3.	Internet	1,669
4.	DVD	1,646
5.	Wireless Communications	1,622
6.	Digital TV/HDTV	1,610
7.	Mobile Electronics	1,527
8.	Mobile Computing	1,482
9.	Home Theater	1,451
10.	Video Hardware	1,395
11.	Computer Peripherals	1,373
12.	Audio Hardware	1,326
13.	Personal Electronics	1,279
14.	Photography/Digital Imaging	1,267
15.	Video Software	1,202
16.	High-End Audio	1,158
17.	Home Networking	1,113
18.	Audio Software	1,097
19.	Satellite Systems	1,072
20.	Small Office/Home Office	1,068
21.	Electronic Gaming	1,004
22.	Home Automation	910
23.	Accessories	776
24.	Telephony Equipment	759
25.	Home Appliances	740
26.	Other	697
27.	Home Security	660
28.	Blank Media	465
29.	Home Healthcare	370
30.	Adult Software	368

SOURCE: 2002 International CES Registration Reports

International CES Media Coverage

■ 2002 CES GLOBAL PRESS COVERAGE

More than 3,200 members of the media representing 31 countries covered the 2002 International CES—Your Source for Workstyle and Lifestyle Technology, America's largest technology tradeshow.

From the Far East to Europe to Latin America, the mass gathering of journalists made the 2002 International CES one of the largest media events of the year. In return, CES exhibitors received unprecedented coverage in various newspapers, magazines, trade publications, television and radio stations and Internet outlets worldwide.

CES was covered by news sources in virtually all of the top 50 markets in the United States and abroad in Brazil, Canada, China, Japan, Russia and the United Kingdom. Coverage spanning the globe was evident in local newspapers, television, radio and online. Cable and broadcast network television carried extensive live and taped coverage of the show. More than 150 leading magazines, business and trade publications were on-site covering events, reaching more than 100 million readers.

If your company wants to capture the attention of the world, you need to exhibit at the worldwide showplace for new technology, the International CES.

■ LEADING GLOBAL MAGAZINES COVERING THE 2002 CES

The leading international news, business and consumer magazines covered CES, resulting in coverage to millions of readers. Major domestic magazine coverage included:

Architectural Digest
Barron's
Brandweek
Business 2.0
Business Exchange
Business Week
Consumer Reports
Consumer Digest
Crain's Business Publications
Financial Times
Focus
Forbes
Fortune
Furniture World

Good Housekeeping
Home Magazine
Hot Rod Magazine
Kiplinger Personal Finance
Los Angeles Business Journal
Maxim
Men's Health
Money
National Geographic
Newsweek
New Yorker
Penthouse
Playboy

Popular Mechanics
Popular Science
Red Herring
Rolling Stone
Smart Money
Source
Street & Smith's Sports Business Journal
Time
US News & World Report
US Weekly
Variety
Wired
Yahoo! Internet Life

SOURCE: 2002 International CES Registration Reports

International CES Media Coverage

■ CES COVERAGE ON NATIONAL TELEVISION AND RADIO OUTLETS

Television and radio brought CES, the international center of technology, to the homes of more than 100 million American consumers. The four major U.S. broadcast networks and the leading cable networks provided coverage that ranged from exhibitor interviews and product demonstrations to extended reports on CES keynote speeches. Major network television and radio coverage included:

ABC Television Network	CBS Radio Network	NBC Television Network
ABC <i>Good Morning America</i>	Christian Broadcasting System	NBC <i>Today Show</i>
ABC Radio Network	CNBC	PBS
<i>Access Hollywood</i>	CNET Radio	Talk America Radio Network
Bloomberg Radio	CNN	Tech TV
Bloomberg Television	CNNfn	Univision
Business Talk Soup Radio	E! Entertainment Television	VH1
Canadian Broadcasting Corp.	FOX News Network	Warner Brothers Television
Car Clinic Radio Network	FOX Sports Network	Network
CBS Television Network	Home Shopping Network	Weather Channel
CBS <i>The Early Show</i>	MSNBC	
CBS News <i>This Morning</i>	MTV Music Television	

SOURCE: 2002 International CES Post-show Attendee Survey

International CES Media Coverage

■ MAJOR DAILY NEWSPAPERS COVERED CES EVENTS

Newspapers and wire services representing the largest markets in the United States, Canada and overseas gave readers extensive coverage of CES and its exhibitors.

Major U.S. daily newspapers and wires included:

<i>Arizona Republic</i>	<i>Fort Worth Star Telegram</i>	<i>Orlando Sentinel</i>
<i>Associated Press</i>	<i>Grand Rapids Press</i>	<i>Philadelphia Daily News</i>
<i>Atlanta Journal-Constitution</i>	<i>Greenville, SC News</i>	<i>Philadelphia Inquirer</i>
<i>Austin American-Statesman</i>	<i>Harrisburg Patriot-News</i>	<i>Pittsburgh Post-Gazette</i>
<i>Baltimore Sun</i>	<i>Hartford Courant</i>	<i>Portland Oregonian</i>
<i>Birmingham News</i>	<i>Hawaii Tribune</i>	<i>Providence Journal</i>
<i>Bloomberg News</i>	<i>Houston Chronicle</i>	<i>Raleigh News-Observer</i>
<i>Boston Globe</i>	<i>Indianapolis Star</i>	<i>Reuters News Service</i>
<i>Boston Herald</i>	<i>Investor's Business Daily</i>	<i>Richmond Times Dispatch</i>
<i>Buffalo News</i>	<i>Kansas City Star</i>	<i>Sacramento Bee</i>
<i>Charlotte Observer</i>	<i>Las Vegas Review Journal</i>	<i>St. Louis Post-Dispatch</i>
<i>Chicago Sun-Times</i>	<i>Los Angeles Times</i>	<i>Salt Lake Tribune</i>
<i>Chicago Tribune</i>	<i>Louisville Courier-Journal</i>	<i>San Antonio Express-News</i>
<i>Christian Science Monitor</i>	<i>Memphis Commercial-Appeal</i>	<i>San Diego Union-Tribune</i>
<i>Cincinnati Enquirer</i>	<i>Miami Herald</i>	<i>San Francisco Chronicle</i>
<i>Cincinnati Post</i>	<i>Milwaukee Journal-Sentinel</i>	<i>San Jose Mercury News</i>
<i>Cleveland Plain-Dealer</i>	<i>Minneapolis Star-Tribune</i>	<i>Seattle Times</i>
<i>Columbus Dispatch</i>	<i>Nashville Tennessean</i>	<i>Tampa Tribune</i>
<i>Daily Oklahoman</i>	<i>New Orleans Times-Picayune</i>	<i>USA Today</i>
<i>Dallas Morning-News</i>	<i>New York Newsday</i>	<i>Virginian Pilot-Star</i>
<i>Denver Post</i>	<i>New York Daily News</i>	<i>Wall Street Journal</i>
<i>Denver Rocky Mountain News</i>	<i>New York Post</i>	<i>Washington Post</i>
<i>Detroit Free-Press</i>	<i>New York Times</i>	<i>West Palm Beach Post</i>
<i>Detroit News</i>	<i>Oakland Tribune</i>	<i>Winston-Salem Journal</i>
<i>Dow Jones News Service</i>	<i>Orange County Register</i>	

SOURCE: 2002 International CES Registration Reports

International CES Media Coverage

■ TRADE MAGAZINES BROUGHT CES TO THE DOORSTEP OF THE MARKETPLACE

CES exhibitors received coverage from virtually every leading trade publication in the industry. If your company was displaying wireless, gaming, home networking, information technology, mobile electronics, audio or video products, chances are a trade journalist was exploring your product. Major trade publications covering CES included:

<i>Advertising Age</i>	<i>Electronic Engineering Times</i>	<i>PC News</i>
<i>Architectural West Magazine</i>	<i>Electronic Business</i>	<i>PC World</i>
<i>Audio & Video International</i>	<i>Electronic Design</i>	<i>Photo Industry Reporter</i>
<i>AutoMedia</i>	<i>Electronic Cable News</i>	<i>Radio World</i>
<i>Audio Musings</i>	<i>Electronic House</i>	<i>RCR Wireless Magazine</i>
<i>Audio Review</i>	<i>Electronic News</i>	<i>Residential Systems</i>
<i>Audio Video Interiors</i>	<i>Electronic Retailer</i>	<i>Retail Merchandiser</i>
<i>Automotive Engineering Intl.</i>	<i>Envisioneering</i>	<i>Retailer News</i>
<i>Auto Week</i>	<i>Fine Homebuilding Magazine</i>	<i>Satellite Broadband</i>
<i>Broadband House</i>	<i>Gadgetwatch</i>	<i>Secrets of Home Theater</i>
<i>Broadband Week</i>	<i>GamePro Magazine</i>	<i>Magazine</i>
<i>Broadcasting & Cable</i>	<i>GPS World</i>	<i>Semiconductor Magazine</i>
<i>Cable World</i>	<i>Gaming Today</i>	<i>Sources & Design</i>
<i>Camcorder & Computer Video</i>	<i>Guide to Home Theater</i>	<i>Sound & Vision</i>
<i>Car Audio</i>	<i>HDTV Magazine</i>	<i>Stereo Mania</i>
<i>Car Audio & Electronics</i>	<i>Hollywood Reporter</i>	<i>Stereophile</i>
<i>Car Stereo's Review</i>	<i>Home Automation</i>	<i>Stereo Times</i>
<i>CE Online News</i>	<i>Home Furnishings Network</i>	<i>Television Digest</i>
<i>CE Pro</i>	<i>Home Systems Design</i>	<i>Tradeshow Week</i>
<i>CommVerge</i>	<i>Home Theater Magazine</i>	<i>TV Technology</i>
<i>Computer Bits Magazine</i>	<i>Home Networking News</i>	<i>TWICE</i>
<i>Computer Buyer Magazine</i>	<i>IEEE Spectrum</i>	<i>UHF Magazine</i>
<i>Computer Edge</i>	<i>Info World</i>	<i>Ultimate Audio Magazine</i>
<i>Computer Gaming World</i>	<i>Inside</i>	<i>Video Business</i>
<i>Computer News and Reviews</i>	<i>Mac World</i>	<i>Video Store</i>
<i>Computer Shopper</i>	<i>Medialine</i>	<i>Videomaker</i>
<i>Connected Home Magazine</i>	<i>Mediaweek</i>	<i>Widescreen Review</i>
<i>Dealerscope</i>	<i>Mobile Electronics</i>	<i>Wireless Gaming Review</i>
<i>DVD Reporter</i>	<i>Mobile Entertainment</i>	<i>Wireless Location News</i>
<i>E-Gear</i>	<i>Mobile Week</i>	<i>Wireless Week</i>
<i>Electronic Design News</i>	<i>Motor Trend</i>	<i>Wireless Review</i>
<i>Magazine</i>	<i>PC Magazine</i>	

SOURCE: 2002 International CES Registration Reports

International CES Media Coverage

■ LOCAL TELEVISION AND RADIO OUTLETS BROUGHT CES HOME TO CONSUMERS

From coast to coast, local television and radio brought the magic of CES to consumers' homes across the country. Local television and radio coverage included:

Atlanta	WAGA (FOX) WGCL (CBS)	Minneapolis	KARE (NBC) KSTP (ABC)
Baltimore	WJZ (CBS)		KMSP (IND)
	WMAR (ABC)	New York	WNBC (NBC) WCBS (CBS) WPIX (IND) NY1-TV (IND) WBBR-AM WCBS-AM (CBS)
Boston	WLVI (IND) WBZ (CBS) WBIX-AM		WOFL (FOX)
	WGN (IND)	Orlando/Daytona	WESH (NBC)
Chicago	WLS (ABC) WFLD (FOX) WBBM (CBS) WMAQ (NBC) WBBM-AM (CBS)	Philadelphia	WCAU (NBC) WTFX (FOX) WPVI (ABC)
	WEWS (ABC)		KSAZ (FOX)
Cleveland	WOIO (CBS)	Phoenix	KPHO (CBS) KTVK (IND)
	WUAB (IND)		KDKA (CBS)
Dallas	WFAA (ABC) KDFW (FOX) WBAP-AM KRLD-AM	Pittsburgh	WPGH (FOX) WTAE (ABC)
	KUSA (NBC)		KPDx (FOX)
Denver	KMGH (CBS) KTLK-AM KOA-AM	Portland	KOIN (CBS)
	KCNC (CBS)	Sacramento	KOVR (ABC) KXTV (ABC)
Detroit	WDIV (NBC) WXYZ (ABC) WJR-AM	San Diego	KGTV (ABC) KNSD (NBC) KFMB (CBS) KOGO-AM XETV (FOX)
	WJBK (FOX)		KRON (NBC)
Houston	KHOU (CBS) KRTK (ABC) KRIV (FOX) KHQB (WB) KTRH-AM KUHF-FM	San Francisco	KCBS-AM (CBS) KGO (ABC) KPIX (CBS) KBWB (WB) KSFO-AM
	KTLL (IND)		KING (NBC)
Los Angeles	KABC (ABC) KNBC (NBC) KCAL (IND) KTTV (FOX) KCBS (CBS) KCBS-AM (CBS) KNX-AM KFWB-AM KNX-AM (CBS)	Seattle	KOMO (ABC)
	WFOR (CBS)	St. Louis	KTVI (FOX) KSDK (NBC)
Miami	WIOD-AM (AP)	Tampa	WTVT (FOX) WFLA (NBC) WFTS (FOX)
		Washington, DC	WRC (NBC) WTTG (FOX) WJLA (ABC)

SOURCE: 2002 International CES Post-show Attendee Survey

CES Created an International Forum of Journalists From All Over The Globe

More than 500 journalists from 31 countries came to CES to see the best innovations in consumer technology. International publications and broadcast outlets in attendance included:

Australia

*Economist Intelligence Unit
Videocamera Publications*

Belgium

Auto Magazine S.A.

Brazil

*Audio Car Argentina
O Estado de S. Paulo*

Canada

*CE Biz
Canadian Broadcasting Corp.
Canadian Communications
Report
CBC-TV
Digital Survivor Guide
DVD Angle
Edmonton Journal
Enjoythemusic.com
ERM
EyeonAudio.com
Marketnews Magazine
Toronto Globe & Mail
Toronto Star*

China

*Audio Land
Audiotechnique
Hi-Fi Magazine
Sing Tao Daily*

Czech Republic

Magazine Stereo and Video

France

*Confortique Magazine
DVDRama
France Video International
Hachette Digitale Presse
Home Theater Magazine
La Tribune
MOS Magazine
PC Magazine France
PV Editions*

Germany

*CE & Trade
Computerbild
Deutsche Welle TV
Financial Times
Motor Presse Stuttgart
Plugged
Redaktion Stereo
ZDF German Television*

Italy

*Eurogest Editoriale
Repubblica Magazine*

Japan

*Audio-Video Reviewer
Auto Sound
Dempa Shimibun Daily
Designwave Magazine
Fuji Television Network
Motor Magazine
Newsweek Japan
Nikkei Business Pub.
PC Fan
Satellite Magazine
Stereo Sound
TV Tokyo*

Mexico

*Audio and Video Magazine
Auto Hi-Fi
Editorial de Ofertas
Stereomania*

Netherlands

*Hi-Fi Video Test
Medion*

Portugal

Diario de Noticias

Russian Federation

*Audio Magazine
Audiomobile
Avtozvuk Magazine*

Slovenia

Infomediji

South Korea

*Audio Journal
Auto Korea
Chunill
Korea Daily News
Korea Economic Daily
Libero Magazine
Maeil Business News
Maeil Business Television
Seoul Economic Daily
The Hankyoreh Newspaper*

Spain

*Barnapress Multimedia
El Gran Caid SL*

Switzerland

Expert International

Taiwan

*DVD Information Magazine
Min Sheng Pao Daily News
Nextmedia*

Thailand

Hi-Fi Publications

United Kingdom

*BBC Television
BBC News Online
BBC Science Radio
Elite
Hi-Fi Choice
Inside Multimedia
Network o*

SOURCE: 2002 International CES Registration Reports

7: Financial Community at The International CES

■ MORE THAN 1,000 FINANCIAL AND INDUSTRY RESEARCH ANALYSTS ATTENDED 2002 INTERNATIONAL CES

Despite the 2001 economic downturn, consumer electronics sales held steady and even increased during the 2001 holiday season. Companies' reputations with industry research analysts often affect the way they are covered in the media. Announcements made at CES consistently impact companies' positions on Wall Street.

More than 1,000 financial and industry research analysts traveled to Las Vegas, January 8-11, 2002, to experience, first-hand, the latest consumer electronics products and technologies.

The world's top financial and industry research analyst firms were represented at the 2002 International CES, including:

Aberdeen Group	IDC
A.G. Edwards	Infotrends Research Group
Allied Business Intelligence	J.P. Morgan Partners
American Express Asset Management	Janus Capital Corp.
ARS, Inc.	Larus Capital Partners
Banc of America Securities LLC	Lehman Brothers
Banc One	Loomis Sayles
Baring Asset Management	Merrill Lynch
Bear Stearns	Mobile Insights
Booz Allen & Hamilton	Morgan Stanley
Cahners In-Stat Group	Nomura Securities International
Cap Gemini Ernst & Young	Pequot Capital Management
Capital One	Peripheral Research Corp.
Citibank	Piper Jaffray
Citigroup Investments	Pricewaterhouse Coopers LLP
Credit Suisse First Boston	Prudential Securities
Deloitte & Touche	Robertson Stephens
Deutsche Bank Alex Brown	Robinson-Humphrey
Dresdner RCM Global Investor	Salomon Smith Barney
Ferris Baker Watts	Semico Research Corp.
Fidelity Investments Japan	SG Cowen Securities
Forrester Research	T. Rowe Price
Franklin Templeton Group	Thomas Weisel Partners
Frost & Sullivan	Trend Focus
Gartner	UBS Paine Webber
Giga Information Group	UBS Warburg
Goldman Sachs Group, Inc.	Wells Fargo
Goodrich Capital	Yankee Group, The

SOURCE: 2002 International CES Registration Reports

8: Top 100 Consumer Electronics Buyers at CES

2001 Rank	Company	2001 Earnings (in \$ millions)	Attended 2002 CES	Online Sales	2001 Rank	Company	2001 Earnings (in \$ millions)	Attended 2002 CES	Online Sales
1	Best Buy	14,629	YES	X	51	Conn's Appliances	170	YES	X
2	Circuit City	12,700	YES	X	52	Car Toys	155	YES	X
3	Wal-Mart	5,009	YES	X	53	Insight Enterprises	152	NO	X
4	RadioShack	4,776	YES	X	54	Walgreen	150	YES	X
5	Target Stores	4,417	YES	X	55	Cambridge Soundworks	118	YES	X
6	CompUSA	3,953	YES	X	56	Trans World Entertainment	111	YES	X
7	Staples	3,932	YES	X	57	MTS	111	YES	X
8	Sears	3,250	YES	X	58	Zones Inc.	111	YES	X
9	Office Depot	2,688	YES	X	59	Dillard's	110	YES	X
10	Kmart	2,628	YES	X	60	CVS Pharmacy	107	NO	X
11	Sam's Club	2,293	YES	X	61	R. C. Willey	106	YES	X
12	Toys 'R' Us	2,153	YES	X	62	JCPenney	100	YES	X
13	eBay	1,805	YES	X	63	Magnolia Hi-Fi	100	YES	X
14	Costco	1,727	YES	X	64	CDW Computer Centers	99	YES	X
15	Fry's Electronics	1,224	YES	X	65	6th Ave Electronics	95	YES	X
16	PC Connection	1,122	YES	X	66	Navy Exchange	91	YES	X
17	Gamestop (formerly Babbage's)	1,117	YES	X	67	Bosco's	90	NO	X
18	Army & Air Force Exchange	1,097	YES	X	68	Nebraska Furniture Mart	90	YES	X
18	OfficeMax	1,066	YES	X	69	eCOST.com	86	NO	X
20	Good Guys	873	YES	X	70	Datavision Computer Video	86	YES	X
21	Micro Warehouse Inc	821	YES	X	71	Bernie's	84	YES	X
22	Tweeter Home Entertainment	800	YES	X	72	PC Club	81	NO	X
23	Electronics Boutique	800	YES	X	73	Camerasworld.com	81	YES	X
24	Micro Center	720	YES	X	74	Sharper Image	80	YES	X
25	Amazon.com	682	YES	X	75	PC Warehouse	80	NO	X
26	The Wiz	679	YES	X	76	Computer Renaissance	75	YES	X
27	Bose Corporation	599	YES	X	77	Rite Aid	71	YES	X
28	P.C. Richard & Son	592	YES	X	78	La Curacao	66	YES	X
29	Ultimate Electronics	581	YES	X	79	Eckerd	66	YES	X
30	QVC	478	YES	X	80	RCS Computer Experience	64	YES	X
31	BJ's Wholesale	458	YES	X	81	Sight 'n Sound	64	YES	
32	BrandsMart U.S.A.	396	YES	X	82	ValueVision	56	NO	X
33	Fred Meyer Stores	393	YES	X	83	Compu-U-Plus	55	YES	X
34	ABC Appliance	389	YES	X	84	Ken Crane's Home Entertainment City	54	YES	X
35	Rex Stores	380	YES	X	85	Home Depot	3	YES	X
36	Buy.com	361	YES	X	86	Lowe's	53	YES	X
37	J&R Computer World	335	YES	X	87	Dollar General	53	NO	
38	Fingerhut	328	YES	X	88	Marine Corps Exchange	53	YES	X
39	Ritz Camera	326	YES	X	89	Huppins OneCall	53	YES	X
40	PC Mall (formerly IdeaMall)	316	YES	X	90	Harmony Comp. & Elec.	51	YES	X
41	H.H. Gregg	313	YES	X	91	Wherehouse Entertainment	50	YES	X
42	Home Shopping Network	286	YES	X	92	Blockbuster	NA	YES	X
43	ShopKo	269	YES	X	93	800.com	43	YES	X
44	K-B Toys	NA	NO	X	94	Hastings Entertainment	42	YES	X
45	Outpost.com	241	YES	X	95	Family Dollar Stores	41	NO	
46	Musicland Stores	227	YES	X	96	AI & Ed's Autosound	40	YES	X
47	Sound Advice	217	YES	X	97	Harvey Electronics	37	YES	X
48	Ames Department Stores	214	YES	X	98	Cowboy Maloney's Electronics City	35	YES	
49	American TV & Appliance	206	YES	X	99	Innovation Computers	31	NO	X
50	Crutchfield Corp.	192	YES	X	100	Myer-Emco	31	YES	

SOURCE: TWICE Market Research