

TAKE YOUR PLACE ON THE WORLD STAGE



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY CEA®

Tuesday – Friday, January 8 - 11, 2013
Las Vegas, Nevada

2012 International CES® Pre-Audit Attendee Highlights

The 2012 International CES delivered the quality attendees exhibitors expect, and we have the numbers to prove it. No other event gives your company this depth of exposure and reach, because there's no other marketing experience like CES. Final Audit numbers will be available in May 2012.

Attendee Profiles

Exhibits Only Attendees	94,425
Exhibitors	51,236
Conference Attendees	4,057
Press	6,024
Industry Analysts	1,004
Total	156,746

CES International Attendance

	Total Number
International Exhibits-Only Attendees	22,219
International Exhibitors	10,406
International Conference Attendees	1,193
International Press	1,753
International Financial and Market Analysts	223
Total	35,794

CES Attracts Industry Leaders

Job Title	Total Number
President/CEO/Owner	14,913
CFO	951
CIO/CTO	1,599
CMO	377
C-Level Executive	3,017
Vice President	7,400
Director/Senior Manager	10,746
General Manager	3,417
Total	42,420

Top 20 Product Interest Areas

Product Category	Number of Attendees	Rank
Computer Hardware and Software	27,246	1
Wireless & Wireless Devices	23,009	2
Audio	20,672	3
Other Consumer Electronics	20,503	4
Mobile Applications	19,309	5
Tablet PCs/Netbooks	18,167	6
Accessories – Audio	18,148	7
Accessories – Computer Hardware & Software	16,390	8
Online/Internet	15,736	9
Entertainment/Content	15,296	10
WiFi	15,278	11
Audio, High Performance	14,796	12
Accessories – Wireless and Wireless Devices	14,359	13
Digital Imaging/Photography	13,713	14
Connected Home	12,922	15
Internet-Based Multimedia Services	12,808	16
Automotive Electronics	12,529	17
3D	12,498	18
Electronic Gaming	12,233	19
Video	12,208	20

CES Press Coverage

Many press and industry analysts traveled to the 2012 CES, including representatives from top media outlets like ABC, CBS, CNN, FOX, NBC Universal, BBC, Reuters, The Associated Press, *The New York Times*, *The Wall Street Journal* and *USA Today*.

Countries Represented	65
Print Press	24%
Online/Wire Press	55%
Broadcast Press	21%