



**WHERE ENTERTAINMENT, TECHNOLOGY  
AND BUSINESS CONVERGE**

---

*PRODUCED BY*  **CEA**®

---

# **Attendee Audit Summary Results**

---

**2009 International CES®**

**January 8-11, 2009**

**Las Vegas, Nevada**

**CESweb.org**

# LETTER FROM CEA



**Gary Shapiro**  
President and CEO  
CEA



**Karen Chupka**  
Senior Vice President,  
Events and Conferences  
CEA



## Dear International CES® Exhibitor and Prospective Exhibitors:

Every move a company makes matters. All decisions – whether they involve marketing, operations or event participation – are undergoing careful consideration, as the U.S. finds itself in recession. Other global factors, such as trade barriers, are also impacting the consumer electronics (CE) industry and business in general. Simply put: Return on investment (ROI) is more important than ever as you evaluate where to invest your money.

While your company refines its spending decisions, it's up to the International CES® to deliver crucial benefits to all exhibitors. Our goal is to ensure that your participation in the world's largest consumer technology tradeshow grows your business, meets your goals and exceeds your expectations.

Part of this effort involves attracting and appealing to attendees so that CES remains the must-attend event of the year. We focus on attracting a top-quality industry attendance, which includes the "who's who" of the technology industry, including C-level executives from the entertainment, wireless and CE industries.

How do we monitor this? The International CES is one of the first tradeshows to establish industry standards for the verification of show records and attendee demographics. VERIS Consulting LLC, an independent source and trusted fiduciary to associations and tradeshows for more than 17 years, conducts the audit for CES.

We are pleased that you have chosen to or are considering exhibiting at the International CES. We understand the sizeable investment of participating in a tradeshow, and we've determined that the best way to ensure that you receive an ample return on your investment is to share the Attendee Audit Summary Results with you.

**This comprehensive Attendee Audit provides you verified information about who attends the International CES, why they attend and what markets, products, companies and services matter the most.**

Through our impeccable record-keeping procedures and the International CES' commitment to the VERIS Consulting audit process, we deliver:

- Valuable, quality attendee demographics
- Assistance in accurately evaluating and reaching your target audience
- Data to help you maximize your return on investment
- The assurance you need to confirm your participation in the International CES

CES is successful only when its exhibitors succeed. By providing detailed information about CES attendees we hope to assist you in making informed decisions that will increase your ability to succeed in the increasingly competitive consumer technology marketplace. We look forward to crafting a worthwhile exhibit experience with you for the 2010 International CES to be held January 7-10, in Las Vegas, Nevada.

**Gary Shapiro**  
President and CEO  
CEA

**Karen Chupka**  
Senior Vice President,  
Events and Conferences  
CEA

**The International CES is produced by the Consumer Electronics Association (CEA®).**

# TABLE OF CONTENTS



**WHERE ENTERTAINMENT, TECHNOLOGY  
AND BUSINESS CONVERGE**

**PRODUCED BY**  **CEA®**

• Audit Sources	3
• Overall Attendance	4
• Attendee Demographic Profiles	6
o Consumer Electronics Industry	7
o Growth of CES	7
o Government Representatives	8
o University Representatives	9
• Buying Power	10
• Annual Sales Volume	10
• Product Interest	11
• Attendee Geographic Profiles	12
• Survey Results	13
• Press Coverage	14
• Top 100 U.S. Consumer Electronics Buyers at the International CES	24
• CEA Division Highlights	25

# AUDIT SOURCES

## PREFACE

---

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

- audio
- content creation & distribution
- digital entertainment
- digital imaging
- embedded technology
- high-performance audio & home theater
- home networking
- information technology
- international business
- in-vehicle technology
- video
- wireless

At the International CES, you will do more than exhibit. You will build your brand and have a chance to make an impact on the world's leading technology visionaries. Discover emerging products, strike business deals, create vital networking opportunities and identify marketplace performances that help companies understand and expand business.

## SOURCES

---

The *2009 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:

- VERIS Consulting's *2009 International CES Exhibition and Conference Audit Report*
- CEA Market Research Department, including on-site attendee surveys
  - *2009 International CES Post-show Exhibitor Survey*
  - *2009 International CES Post-show Attendee Survey*
  - *2009 International CES Post-show Government Survey*
- 2009 International CES Registration Data, provided by Experient
- *TWICE's* 2008 Top 100 Consumer Electronics Retailers list

## VERIS CONSULTING

---

VERIS Consulting provides an independent, third-party verification of International CES attendance, attendee demographic information, records and record-keeping systems. The International CES wants our exhibitors to have valuable, accurate attendance data to enhance market analysis and verify the show's credibility. This information will help you appraise opportunities and maximize your ROI from the International CES.



# OVERALL ATTENDANCE

"One advantage to attending CES versus going out into various different customer locations is that you can hit all of them in one place and it can be a cost saving measure. CES is a forum for various different players in the supply chain to come together and evaluate, sell and create market awareness in one consolidated place."  
 – Neal Roche, VP of Marketing, Ixia/IDT

## 2009 INTERNATIONAL CES ATTENDEES

<b>GRAND TOTAL</b>	<b>113,085</b>
Exhibits Only Attendance	65,726
Registered Exhibitors	38,318
Press	4,563
Conference Attendance	1,997
Financial/Market Analysts	1,513
Speakers	497
Bloggers	471

SOURCE: 2009 International CES® VERIS Audit Report

## CES ATTRACTS INDUSTRY LEADERS\*

SENIOR LEVEL EXECUTIVES	NUMBER OF ATTENDEES	% OF ALL ATTENDEES* "ALL ATTENDEES" = EXHIBITS ONLY + CONFERENCE ATTENDEES (67,723)
President/CEO/Owner	14,186	21%
CFO	864	1%
COO	804	1%
CIO/CTO	1,031	2%
Vice President	5,473	8%
Director/Senior Manager	6,362	9%
General Manager	2,060	3%
<b>TOTAL: SENIOR LEVEL EXECUTIVES</b>	<b>30,780</b>	<b>45%</b>

\*Does not include press, exhibitors or speakers

SOURCE: 2009 International CES® VERIS Audit Report

# OVERALL ATTENDANCE

## CES ATTRACTS INTERNATIONAL ATTENDEES

	NUMBER OF ATTENDEES	% OF ALL ATTENDEES (113,085)
International Attendees (Conference and Exhibit Attendees)	13,907	12%
International Exhibitors, Speakers	7,251	6%
International Press, Financial/Market Analysts, Bloggers	1,201	19%
<b>TOTAL</b>	<b>22,359</b>	<b>20%</b>

SOURCE: 2009 International CES® VERIS Audit Report

## INTERNATIONAL ATTENDEE DELEGATIONS

International visitors came from 130 countries to the 2009 International CES. Below is a list of those who attended as part of a formal delegation. There were a total of 57 delegations with eight countries attending the International CES for the first time.

MARKET	NUMBER OF DELEGATIONS	MARKET	NUMBER OF DELEGATIONS
Argentina	1	Japan	6
Bahrain*	1	Jordan*	1
Brazil	2	Kenya*	1
Bulgaria	1	Korea	6
Canada	1	Malaysia*	1
China	10	Mexico	4
Costa Rica	1	Norway*	1
Dominican Republic	1	Philippines	1
Ecuador*	1	Qatar	1
Egypt	1	Russia	1
France	4	Taiwan	2
Hong Kong	1	Ukraine	1
India*	1	United Kingdom	1
Israel	3	Vietnam	1

\*New delegation country attending the International CES for the first time.

SOURCE: 2009 International CES® Registration Reports

"CES has been an excellent means for us to see first-hand technology trends coming down the road, and meet with small businesses that we may be able to create relationships with for future designs and ideas. As a large technology company, it is very important that we keep in touch with where the market is going as more and more of our designs are taking advantage of COTS products."

– Dan Wilburn,  
Engineer/Manager,  
Northrup Grumman  
Electronic Systems  
Sector

# ATTENDEE PROFILES

## CLASSIFICATION BY PRIMARY JOB FUNCTION\*

JOB FUNCTION	NUMBER OF ATTENDEES	% OF ALL ATTENDEES "ALL ATTENDEES" = EXHIBITS ONLY + CONFERENCE ATTENDEES (67,723)
Analyst	966	1%
Buyer	4,409	6%
Consultant	3,384	5%
Content Developer	376	1%
Distributor	891	1%
Engineer	3,447	5%
Manager	7,456	11%
Manufacturing Representative	1,224	2%
Product Manager	2,008	3%
Service Technician	972	1%
Store Manager	584	1%
Systems Installer/Integrator	807	1%

\*Primary job function was asked in the online registration process only.

SOURCE: 2009 International CES® VERIS Audit Report

# ATTENDEE PROFILES

## CES BRINGS TOGETHER KEY INDUSTRY PLAYERS

The International CES continues to evolve beyond a retail scope and represents numerous technologies: from in-vehicle technology to gaming, wireless, high-performance audio, home theater, home networking, digital imaging, satellite, video and more. Take advantage of the growing B2B opportunities—and the chance to meet and interact with new content providers, carriers and dealers who attend the show.

TYPE OF BUYER (IDENTIFIED BY PRIMARY BUSINESS TYPE)	NUMBER OF ATTENDEES	% OF ALL ATTENDEES "ALL ATTENDEES" = EXHIBITS ONLY + CONFERENCE ATTENDEES (67,723)
Retail (Buyer)	12,285	18%
Institutional, Corporate (Non-retail), Government Buyer	3,756	5%
VAR/Dealer	746	1%
Service Professional (Non-retail), Systems Integrator/Installation	2,496	4%
Distribution	3,816	6%
<b>TOTAL</b>	<b>23,099</b>	<b>34%</b>

SOURCE: 2009 International CES® VERIS Audit Report

INDUSTRY AFFILIATES (IDENTIFIED BY PRIMARY BUSINESS TYPE)	NUMBER OF ATTENDEES	% OF ALL ATTENDEES "ALL ATTENDEES" = EXHIBITS ONLY + CONFERENCE ATTENDEES (67,723)
Software Development/Publishing, Content Development, Entertainment	6,341	9%
Manufacturer's Rep, Manufacturer (Non-exhibitor), Government/Public Policy	7,063	10%
Consulting	4,186	6%
Engineering	2,818	4%
Venture Capitalist/Private Equity/Investing	550	1%
Business Development/Sales	2,748	4%
Other, Unclassified	3,719	6%
<b>TOTAL</b>	<b>27,425</b>	<b>40%</b>

SOURCE: 2009 International CES® VERIS Audit Report

"CES gives us an opportunity to meet with our distributors and introduce our new products. And as a manufacturer we have a responsibility to be up here and show our products so our customers can see it, and press can come along and get the good word out there."  
– Graeme Coley, International Sales and Marketing Manager, Furutech



# ATTENDEE PROFILES

## THE INTERNATIONAL CES ATTRACTS GOVERNMENT ATTENDEES

### Government and Business: Combining Forces at the International CES.

CEA is actively involved in programs that affect the laws and regulations impacting your bottom line.

The International CES attracts top federal, state and regulatory officials. Representatives from the Federal Communications Commission, Federal Trade Commission and the Senate and House of Representatives joined government technology officials from other countries including Brazil and Japan at the International CES, extending the show's global scope.

### The 2009 International CES attracted 94 government officials including:

#### Members of the United States House of Representatives

Hon. John Ensign (R-NV)  
Hon. Steve Buyer (R-IN)

#### International Leaders in Technology

Hon. Konrad W. von Finckenstein, Chairman, Canadian Radio-Television and Telecommunications Commission (CRTC), Canada  
Hon. Leonard Katz, Vice-Chairman, Telecommunications, Canadian Radio-Television and Telecommunications Commission (CRTC), Canada  
Hon. Benjamin Ntim Minister of Communications, Ghana  
Hon. Bitange Ndemo, Undersecretary of Information, Kenya  
Hon. Bat-Amgalan Boldbaatar, Chairman & CEO, Communications Regulatory Commission, Mongolia  
Hon. Antonio Vega Corona, Member, Chamber of Deputies, Mexico  
His Excellency Gaspar Tarte, Presidential Secretary for Government Innovation, Panama  
Hon. Aquiles Ow Young, Deputy Secretary for Government Innovation, Panama  
Hon. Nguyen Trong Duong, Deputy Director for the Ministry of Communications and Information, Vietnam  
Hon. Tran Vu Ha, Deputy Director of Information, Vietnam

#### United States Department of Commerce

Loretta Solon Greene, Director, International Trade Association Affairs, US Commercial Service  
Todd Sedmak, Communications Director, NTIA

#### United States Department of State

Stephen Miller, Office of eDiplomacy  
Ferial Ara Saeed, Deputy U.S. Coordinator for Communications and Information

#### Federal Communications Commission

Hon. Kevin Martin, Chairman  
Hon. Robert McDowell, Commissioner  
Hon. Jonathan Adelstein, Commissioner

#### Executive Office of the President

Ambassador Susan Schwab, USTR  
Sean Spicer, Assistant USTR for Public & Media Affairs  
Scott Elmore, Assistant USTR for Public & Media Affairs

"CES is the perfect international forum for our business. I have seen a wide range of different outlets, from different countries, which is great for us because we get exposure to Europe and Asia, South America, and the United States too."  
"— David Shideler, K+Q



SOURCE: 2009 International CES® Registration Reports

## UNIVERSITIES REPRESENTED AT THE 2009 INTERNATIONAL CES

The International CES attracts a range of university and educational representatives from more than 500 schools and universities around the world. They attend CES to:

- Identify new ways to streamline institutional operations and technologies.
- Research technologies for equipment upgrades.
- Evaluate how to enhance learning environments with new technologies.
- Gauge curriculum development and the technologies used in teaching and case studies.

A sample of schools and universities represented include:

Arizona State University	Kangwon National University	Universidad Politécnica de Madrid
Ball State University	Kansas State University	Universidad Tecnológica de Tijuana
Boston University	Konkuk University	Universita di Bologna
Brandenburg University of Technology	Korea Polytechnic University	University of Alberta
Brigham Young University	Marquette University	University of Arizona
California Polytechnic State University	Massachusetts Institute of Technology	University of Bologna
California State University	Michigan State University	University of Bristol
Carnegie Mellon	Northern Arizona University	University of British Columbia
Chung-Ang University	Northern Michigan University	University of Castilla-La Mancha
Chungbuk National University	Oklahoma State University	University of Colorado Denver
Colorado State University	Old Dominion University	University of Florida
Columbia University	Oregon State University	University of Hawaii
Cornell University	Osaka University	University of Illinois
Dankook University	Ohio State University	University of Iowa
DePaul University	Pennsylvania State University	University of Kentucky
Drexel University	Pepperdine University	University of Maryland
Florida Atlantic University	Purdue University	University of Michigan
Florida Institute of Technology	Rice University	University of Milan
Florida State University	San Diego State University	University of North Carolina
Gallaudet University	Shizuoka University	University of New Mexico
George Mason University	Stanford University	University of Notre Dame
Georgia Institute of Technology	Syracuse University	University of Oklahoma
Gwangju Institute of Science and Technology	Texas A&M University	University of Pennsylvania
Gyeongsang National University	Texas Tech University	University of Rhode Island
Hachinohe Institute of Technology	The University of Reading	University of Sao Paulo
Hanyang University	The University of San Diego	University of South Florida
Hitotsubashi University	The University of Texas at Austin	Polytechnic
Howard University	The University of Tokyo	University of Southern California
Idaho State University	Tufts University	University of Utah
Indiana University	University of California	University of Vermont
James Madison University	University of Michigan	University of Vigo
	University of Alabama	University of Virginia
	University of Nevada	University of Washington
	Universidad Autonoma de Nayarit	

# BUYING POWER AT THE INTERNATIONAL CES

## OVERALL BUYING POWER AT THE INTERNATIONAL CES

	2009 INTERNATIONAL CES TOTAL	% OF 2009 ATTENDANCE "ATTENDANCE*" = EXHIBITS-ONLY + CONFERENCE ATTENDEES (67,723)
Final decision makers	23,564	35%
Attendees who have significant influence on purchasing for their company	21,207	31%
Attendees responsible for researching new products for their company	5,694	8%

\* ATTENDEE NUMBERS DO NOT INCLUDE PRESS, FINANCIAL ANALYSTS, EXHIBITORS OR SPEAKERS.

SOURCE: 2009 International CES® VERIS Audit Report

The top executives in consumer technology presented their insights and visions for the industry's future with 2009 International CES keynotes and presentations from:

- Steve Ballmer, Microsoft
- Sir Howard Stringer, Sony
- Alan Mullaly, Ford Motor Company
- Craig Barrett, Intel
- John Chambers, Cisco
- Mike Griffith, Activision Publishing
- Dirk Meyer, AMD
- Anne Sweeney, Disney
- Hon. Kevin Martin, FCC

## CLASSIFICATION BY ANNUAL SALES VOLUME OF CONSUMER ELECTRONICS PRODUCTS

	NUMBER OF ATTENDEES	% OF ALL ATTENDEES "ALL ATTENDES: = EXHIBITS ONLY + CONFERENCE ATTENDEES (67,723)	RETAIL BUYER	INTERNATIONAL CORPORATE (NON-RETAIL), GOVERNMENT BUYER	VAR/DEALER	DISTRIBUTION	SERVICE PROFESSIONAL SYSTEM INTEGRATORS/ INSTALLATION	ENGINEERING
<b>UNDER \$1</b>	19,033	28%	4,123	288	365	478	1,174	693
<b>\$1-\$5</b>	11,034	16%	2,629	212	194	834	529	409
<b>\$5-\$10</b>	4,709	7%	902	124	58	544	138	167
<b>\$10-\$50</b>	5,670	8%	967	133	34	766	108	217
<b>\$50-\$250</b>	3,782	6%	592	112	27	331	71	161
<b>\$250-\$500</b>	1,847	3%	348	63	8	131	44	77
<b>\$500+</b>	6,156	9%	1,110	232	8	158	40	521

SOURCE: 2009 International CES® VERIS Audit Report

# PRODUCT INTEREST AT THE INTERNATIONAL CES

## TOP 20 ATTENDEE PRODUCT INTEREST AREAS\*

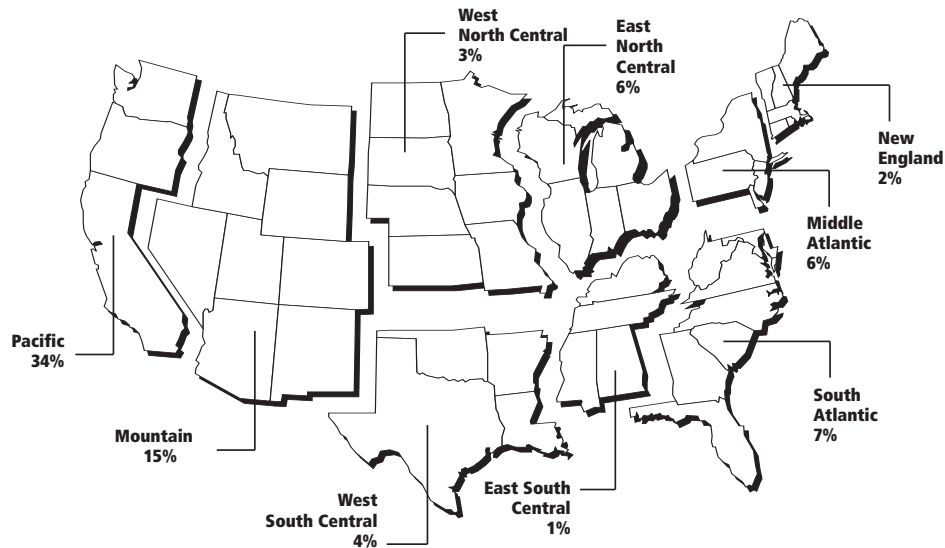
	NUMBER OF ATTENDEES	2009 RANK
Accessories	20,952	3
Audio	23,134	2
Broadband	10,512	20
Computer Hardware and Software	23,868	1
Digital Imaging/Video Editing	13,089	13
Electronic Gaming	14,195	12
High-Performance Audio	15,834	8
Home Data Networking	10,851	17
Home Theater	19,310	5
Integrated Home Systems	10,736	18
Internet Protocol/TV (IPTV)	13,055	14
In-Vehicle Technology	14,856	11
Mobile Office	11,745	16
Online/Internet	12,104	15
Other Consumer Electronics	18,520	7
Personal Electronics	18,984	6
Video	15,425	9
Voice Over IP (VoIP) Hardware and Software	10,513	19
WiFi	15,397	10
Wireless Communications	20,666	4

\*2009 International CES registrants were asked to indicate the product areas they represent/are interested in and may have marked more than one product interest area, per respondent.

SOURCE: 2009 International CES® VERIS Audit Report

# ATTENDEE GEOGRAPHIC PROFILE

## GEOGRAPHIC ANALYSIS OF U.S. ATTENDEES



SOURCE: 2009 International CES VERIS Audit Report

"What CES enables us to do is get the word out on our current and future developments. CES provides an excellent forum for us to get instant feedback on our products."

– Henry Mushondt,  
Senior Director of  
Business  
Development, SMSC

## TOP 20 NON-U.S. MARKETS

MARKET	NUMBER OF ATTENDEES	2009 RANK	MARKET	NUMBER OF ATTENDEES	2009 RANK
Canada	2,821	1	Australia	336	11
Japan	1,273	2	Brazil	308	12
Korea	1,022	3	Netherlands	250	13
Mexico	834	4	Israel	238	14
United Kingdom	773	5	Sweden	237	15
China	665	6	Italy	206	16
France	620	7	Denmark	205	17
Taiwan	604	8	Spain	147	18
Germany	420	9	Venezuela	127	19
Hong Kong	358	10	India	117	20

SOURCE: 2009 International CES® VERIS Audit Report

# INTERNATIONAL CES SURVEY RESULTS

"The 2009 International CES attracted 73 percent of the Fortune 100 companies."

**Source: 2009 International CES Registration Report;**  
**[www.fortune.com/fortune500](http://www.fortune.com/fortune500)**

## A WORD FROM 2009 INTERNATIONAL CES ATTENDEES

REASON TO ATTEND	IMPORTANT OR VERY IMPORTANT RATING
Wanted to see a few specific new products/categories	89%
Network	73%
Meet with existing business partners	73%
Compare wide range of new technology products	75%
Evaluate specific companies	76%

*SOURCE: 2009 International CES® Post-show Attendee Survey*

### According to 2009 International CES attendees:

- **84%** rated the quality of their experience at the 2009 International CES as positive;
- **85%** said they would be *likely to* or *very likely to* recommend the International CES to a colleague or co-worker;
- **81%** of attendees visited CESweb.org prior to attending CES. On CESweb.org they searched for exhibitor information, CES news, navigations tools, special event information and more.

*SOURCE: 2009 International CES® Post-show Attendee Survey*

## A WORD FROM 2009 INTERNATIONAL CES EXHIBITORS

Two thousand seven hundred companies exhibited in more than 1.7 million net square feet of exhibit space at the 2009 International CES.

According to 2009 International CES exhibitors:

- **65%** said they were satisfied with their exhibiting experience at CES;
- the most important reasons to exhibit are the quality of attendees, to build brand recognition, maintain relationships, and launch new products;
- **69%** think CES reflects the energy and excitement of the consumer electronics industry.
- **67%** think that CES is the most important event to attend for companies included in the consumer electronics industry.

*SOURCE: 2009 International CES® Post-show Exhibitor Survey*

# WORLDWIDE PRESS COVERAGE

## MEDIA COVERAGE OF 2009 INTERNATIONAL CES REACHES NEW HEIGHTS

"Gadget Event CES Plugging into the 'Net"  
Agence France-Press, January 4, 2009

U.S. and international media coverage of the 2009 International CES, the world's largest consumer technology tradeshow, reached record-setting heights for the fourth year in a row. More than 4,500 media and analysts journeyed to Las Vegas for the event, resulting in more than 5,200 media hits in January 2009 in major print, broadcast and online outlets – a 25 percent increase over 2008 coverage.

The International CES created a stir around the world, with 1,000 international media from 51 countries in attendance. The list of countries generating CES media coverage include Australia, Brazil, Canada, China, Germany, France, Japan, Korea, Mexico and the United Kingdom.

The 2009 International CES was covered by national outlets such as the AP, *BusinessWeek*, *Forbes*, *Fortune*, *Investor's Business Daily*, NPR, *Newsweek*, *PC World*, and Reuters, plus major daily newspapers such as the *Boston Globe*, *Chicago Tribune*, *Los Angeles Times*, *New York Times*, *San Francisco Chronicle*, *USA Today*, *Washington Post* and *Wall Street Journal*. More, the 2009 International CES was covered in at least one newspaper and one network television station in all of the top 25 United States markets.

Cable and broadcast television carried extensive live and taped coverage of the show nationwide including the top networks ABC, CBS, CNN, FOX, and NBC Universal. In addition to coverage on all major network shows such as ABC's *Good Morning America*, CBS' *Entertainment Tonight* and NBC's *The Today Show*, the 2009 International CES also could be seen on BBC TV, the Canadian Broadcast Network and the NHK Japan Broadcasting Corp.

Consumers around the world were able to read and see the media highlights of the 2009 International CES. Given the significant influence and scope of our media attendees, there is no better way to promote your company and its products to the world than the International CES.

## PRESS ATTENDANCE AT THE 2009 INTERNATIONAL CES

Countries Represented	51
International Press Representatives	1,005
Print Press	30%
Online/Wire Press	45%
Broadcast Press	25%
<b>PRESS GRAND TOTAL *</b>	<b>5,034</b>

Source: 2009 International CES® Registration Reports

\*PRESS GRAND TOTAL INCLUDES ALL PRESS AND BLOGGERS



# WORLDWIDE PRESS COVERAGE

## PRODUCT CATEGORIES REPRESENTED BY PRESS\*

	NUMBER OF PRESS & FINANCIAL/MARKET ANALYSTS	% OF PRESS & FINANCIAL/ MARKET ANALYSTS "PRESS & FINANCIAL/MARKET ANALYSTS" = 6,547
Audio	2,517	38%
Video	2,380	36%
Home Theater	2,318	35%
Computer Hardware and Software	3,275	50%
Electronic Gaming	2,643	40%
Online/Internet	2,623	40%
Telephones	1,757	27%
Small Office/Home Office	1,395	21%
Mobile Office	1,905	29%
Mobile/Vehicle Electronics	2,020	31%
Wireless Communications	2,760	42%
Audio, High Performance	1,761	27%
Integrated Home Systems	1,210	18%
Satellite Systems	938	14%
Retail Resource	512	8%
Blank Media	724	11%
Personal Electronics	2,925	45%
Photographic Equipment	1,711	26%
Home Appliances	1,388	21%
Publications	822	13%
Trade Associations	514	8%
Home Data Networking	1,544	24%
Online Commerce Products and Services	1,031	16%
Biometrics	763	12%
Nanotechnology	924	14%
Digital Imaging/Video Editing	2,276	35%
Film/Video Production (Professional Grade)	1,193	18%
Embedded Technology	1,198	18%
Home Healthcare Products	717	11%
Personal Safety and Security Products	885	14%
Broadband	1,848	28%
WiFi	2,477	38%
Voice Over IP (VoIP) Hardware and Software	1,635	25%
Subscriber Services	453	7%
Electronics Clothing & Accessories	1,208	18%
Sports Electronics	976	15%
Robotics	1,051	16%
Internet Protocol TV (IPTV)	1,654	25%
Content Development	187	3%
Emerging Technology/Engineering	1,814	28%
Intellectual Property	778	12%
Entertainment/Content	2,400	37%
Broadcast and Cable	1,746	27%
Accessories	2,295	35%
Other Consumer Electronics	2,828	43%

\*PRESS INCLUDES ALL PRESS AND BLOGGERS

Source: 2009 International CES® Registration Reports



# WORLDWIDE PRESS COVERAGE

## LEADING MAGAZINES COVERING THE 2009 INTERNATIONAL CES

---

**"The Importance of Being CES"**  
**PC Magazine, January 1, 2009**

Leading consumer and business magazines covered the 2009 International CES, reaching millions of consumers across the globe. The CES magazine coverage included:

<i>AutoWeek</i>	<i>Newsweek</i>
<i>Barron's</i>	<i>PC Magazine</i>
<i>Billboard Magazine</i>	<i>PC World</i>
<i>BusinessWeek</i>	<i>Playboy</i>
<i>Condé Naste</i>	<i>Popular Mechanics</i>
<i>Consumer Reports</i>	<i>Popular Science</i>
<i>ESPN</i>	<i>Rolling Stone</i>
<i>Esquire Magazine</i>	<i>Smart Money</i>
<i>Forbes</i>	<i>Sound &amp; Vision Magazine</i>
<i>Fortune</i>	<i>Stuff</i>
<i>GQ</i>	<i>Time</i>
<i>Hustler Magazine</i>	<i>Urb</i>
<i>Maxim</i>	<i>Variety</i>
<i>Men's Health</i>	<i>Vibe</i>
<i>National Journal</i>	<i>Wired</i>

*Source: 2009 International CES® Registration Reports*

# WORLDWIDE PRESS COVERAGE

"CES 2009: Ohm for the  
Holidays"

**Huffington Post,**  
**January 22, 2009**

## TELEVISION AND RADIO BROADCASTS BRING CES TO MILLIONS OF HOMES

---

The major U.S. and international broadcast and cable networks go live from CES to bring the latest product launches to viewers and listeners across the world. Reaching hundreds of millions of people, these broadcasters showcased the keynoters, products, celebrities and exhibitors of the 2009 CES.

Major network television and radio coverage included:

ABC Radio Network  
ABC's *Business Week TV*  
ABC's *Good Morning America*  
ABC's *Inside Edition*  
ABC's *Jeopardy*  
ABC's *The View*  
ABC's *World News Now*  
American Urban Radio Network  
AP TV  
AutoWorld Radio  
BBC TV  
Bloomberg Radio  
Bloomberg TV  
Canadian Broadcasting Corp. (CBC)  
Car & Driver Radio  
CBC's *News Today*  
CBS Radio  
CBS' *Early Show*  
CBS' *Entertainment Tonight*  
CBS' *Late, Late Show*  
CBS' *Morning News*  
CNBC's *Closing Bell*  
CNBC's *Fast Money*  
CNBC's *Power Lunch*  
CNBC's *Squawk Box*  
CNBC's *Squawk on the Street*  
CNBC's *Street Signs*  
CNBC's *Wall Street Journal Report*  
CNET TV  
CNN en Espanol  
CNN Radio Network  
CNN's *American Morning*  
CNN's *Newsroom*  
Computer Outlook Radio  
Discovery's *Cash Cab*  
ESPN Radio  
FOX Business Network  
*Fox and Friends*  
Fox News' *Happening Nows*  
Fox News Radio  
Fox News' *Studio B*  
Fox News' *The Live Desk*  
FoxNews.com  
G4TV's *Attack of the Show*  
G4TV's *Consumer Electronics Show*

GLOBO TV (Brazil)  
HGTV  
HLN's *Headline News*  
HLN's *News to Me*  
History Channel: *Modern Marvels*  
Into Tomorrow with Dave Graveline  
Japan Broadcasting Corp. (NHK)  
Jim Bohannon Show – Nationally  
Syndicated  
MarketWatch – National Business  
Network  
MNBC's *Your Business*  
MSNBC's *News Live*  
MSNBC's *Rachel Maddow Show*  
NBC's *Access Hollywood*  
NBC's *Daily Buzz*  
NBC's *Early Today*  
NBC's *Late Night with Jimmy Fallon*  
NBC's *Nightly News*  
NBC's *Today Show*  
NHK TV  
N24, German TV  
NPR  
Seoul Broadcasting System  
Sound & Vision Radio  
Telemundo Network: *Al Rojo Vivo* and  
*Noticero*  
TLC's *Street Customs*  
USA Radio Network  
TWC's *First Outlook*  
TWC's *Your Weather Today*  
Univision's *Primer Impacto*  
Wall Street Journal Network  
Wealth TV  
Ziff Davis TV

Source: Cision broadcast monitoring

Source: 2009 International CES® Registration Reports

# WORLDWIDE PRESS COVERAGE

## UNPRECEDENTED COVERAGE IN TOP U.S. DAILY NEWSPAPERS

---

Newspapers and wire services from the top markets in the United States brought extensive coverage of the 2009 International CES and its exhibitors to consumers around the country. Major U.S. daily newspaper and wire coverage included:

Associated Press  
Atlanta Journal and Constitution  
Baltimore Sun  
Bloomberg News  
Boston Globe  
Boston Herald  
Chicago Daily Herald  
Chicago Tribune  
Chicago Sun Times  
Daily News  
Daily Telegraph  
Daily Variety  
Dallas Morning News  
Denver Post  
Detroit Free Press  
Detroit News  
Financial Times  
Florida Today  
Houston Chronicle  
Indianapolis Star  
Investor's Business Daily  
Jersey Journal  
Las Vegas Sun  
Las Vegas Review Journal  
Las Vegas Times  
Los Angeles Daily News  
Los Angeles Times

Miami Herald  
Minneapolis  
New York Post  
New York Times  
Orange County Register  
Palm Springs Desert Sun  
Philadelphia Daily news  
Philadelphia Inquirer  
Pittsburg Post-Gazette  
Reuters  
Rocky Mountain News  
Salt Lake Tribune  
San Antonio Express-News  
San Diego Union Tribune  
San Francisco Chronicle  
San Francisco Examiner  
San Jose Mercury News  
Seattle Times  
Seattle Post-Intelligencer  
St. Louis Post-Dispatch  
Star Tribune  
USA Today  
Wall Street Journal  
Washington Post  
Washington Times  
Winston-Salem Journal

Source: 2009 International CES® Registration Reports

"CES is important to us. Beyond showcasing our entire line of memory products to a broad range of consumer technology markets, our global sales team conducts more face-to-face meetings in just a few days than we typically hold in several months, and with the benefit of the presence of key members of management. We are able to strengthen critical business relationships that we couldn't do otherwise."

**– Fred Waddel,**  
**International Director,**  
**Lexar Media Inc.**

# WORLDWIDE PRESS COVERAGE

## MAJOR TRADE PUBLICATIONS CAPTURE THE LATEST INNOVATIONS AT CES

---

Major industry trade publications covered the 2009 International CES, highlighting new products and technologies that debuted at the show. Leading trade publications that covered the 2009 International CES include:

<i>Advertising Age</i>	<i>Digital Tradeshow</i>	<i>Motor Magazine</i>
<i>Architectural Digest</i>	<i>DigiTimes</i>	<i>Multichannel News</i>
<i>Audio Magazine</i>	<i>EDN Magazine</i>	<i>PC Magazine</i>
<i>Audioholics</i>	<i>EE Times</i>	<i>PC Pro</i>
<i>Audiophile</i>	<i>Electronic Design</i>	<i>PC World</i>
<i>Audiotechnique</i>	<i>Electronic House</i>	<i>Photo Industry Reporter</i>
<i>AutoWeek</i>	<i>Entertainment Business</i>	<i>Picture Business</i>
<i>AV Magazine</i>	<i>News</i>	<i>Play Magazine</i>
<i>Barron's</i>	<i>Weekly</i>	<i>Playback Magazine</i>
<i>Best Magazine</i>	<i>Envisioneering</i>	<i>Popular Mechanics</i>
<i>Broadband Properties</i>	<i>FilmViewsandNews.com</i>	<i>Popular Photography</i>
<i>Broadcast Engineering</i>	<i>Gadget Gurus</i>	<i>Popular Science</i>
<i>Broadcasting and Cable</i>	<i>Game Spot</i>	<i>RCR Wireless News</i>
<i>Business &amp; Finance Week</i>	<i>Government Computer</i>	<i>Residential Systems</i>
<i>CableFAX</i>	<i>News</i>	<i>Satellite Business News</i>
<i>Camcorderinfo.com</i>	<i>GPS Magazine</i>	<i>Smart Computing</i>
<i>Car and Driver</i>	<i>HiFi News Magazine</i>	<i>SmartHouse</i>
<i>CE Daily</i>	<i>Hollywood Reporter</i>	<i>Sound &amp; Vision</i>
<i>CE Online News</i>	<i>Home Cinema Choice</i>	<i>Stereo Magazine</i>
<i>CE Pro/EH Publishing</i>	<i>Home Entertainment</i>	<i>Stereo Times</i>
<i>Computer Link</i>	<i>Home Media Magazine</i>	<i>Sterophile</i>
<i>Computer Shopper</i>	<i>Home Theater Magazine</i>	<i>TV Technology</i>
<i>Computer World</i>	<i>IEEE Spectrum</i>	<i>TWICE</i>
<i>Consumer Electronics Daily</i>	<i>InformationWeek</i>	<i>Variety</i>
<i>Consumer Report</i>	<i>InfoWorld</i>	<i>Video Business</i>
<i>CrunchGear</i>	<i>Laptop Magazine</i>	<i>Videomaker Magazine</i>
<i>CustomRetailer</i>	<i>Marketnews</i>	<i>Widescreen Review</i>
<i>Dealerscope</i>	<i>Maximum PC</i>	<i>Wired</i>
<i>Digital Hollywood</i>	<i>Mediaware Magazine</i>	<i>Wireless Week</i>
<i>Digital Times</i>	<i>Mobile Electronics</i>	

Source: 2009 International CES® Registration Reports

# WORLDWIDE PRESS COVERAGE

## 2009 INTERNATIONAL CES TV AND RADIO OUTLETS

News from the 2009 International CES was hard to miss as the show was covered by at least one television station in each of the top 25 media markets in the U.S.

### Atlanta

WAGA – FOX  
WGCL – CBS  
WSB – ABC  
WXIA – NBC  
WGST – AM radio

### Baltimore

WBAL – NBC  
WBFF – FOX  
WJZ – CBS  
WMAR – ABC

### Boston

WBZ – CBS  
WCVB – ABC  
WHDH – NBC  
WMUR – ABC  
NECN – Independent  
WBZ – AM radio

### Chicago

CLTV – IND  
WBBM – CBS  
WGN – CWT  
WLS – ABC  
WMAQ – NBC  
WTTW  
WBBM – AM radio  
WBEZ – NPR

### Cleveland

WEWS – ABC  
WJW – FOX  
WOIO – CBS  
WTAM – AM radio

### Dallas/Ft. Worth

KDAF – CWT  
KDFW – FOX  
KTVT – CBS  
KXAS – NBC  
KXTX – Telemundo  
WFAA – ABC  
WBAP – AM radio

### Denver

KCNC – CBS  
KDVR – FOX  
KMGH – ABC  
KTVD – MNT  
KUSA – NBC  
KWGN – CWT  
KOA – AM radio

### Detroit

WDIV – NBC  
WJBK – FOX  
WWJ – CBS  
WXYZ – ABC  
WWJ – AM radio  
Detroit Metro  
Network  
Radio

### Houston

KHOU – CBS  
KPRC – NBC  
KTRK – ABC  
KRIV – FOX  
KTRH – AM radio  
KUHF – FM radio

### Indianapolis

WISH – CBS  
WNDY – MNT  
WRTV – ABC  
WTHR – NBC  
WIBC – AM radio

### Los Angeles

KABC – ABC  
KCAL – IND  
KCBS – CBS  
KCNC – CBS  
KFI – RADIO  
KFTR – Teletura  
KMEX – Univision  
KNBC – NBC  
KTLA – CWT  
KTTV – FOX  
KWHY – Independent  
Span  
KFI – AM radio  
KFWB – Am radio  
KGIL – AM radio  
KNX – AM radio  
Los Angeles Metro  
radio

### Miami

WBFS – MNT  
WFOR – CBS  
WPLG – ABC  
WSCV – Telemundo  
WSVN – FOX  
WTVJ – NBC  
WMNA – AM radio  
WSUA – AM radio

### Minneapolis/St. Paul

KARE – NBC  
KMSP – FOX  
KSTP – ABC  
WCCO – CBS  
KNOW – NPR  
WCCO – AM radio

### New York

NCCT – Independent  
NY1 – NY1  
WABC – ABC  
WBBR – Bloom  
WCBS – CBS  
WINS – CBS  
WNBC – NBC  
WNYW – Fox  
WPIX – CWT  
WCBS – AM radio  
WOR – AM radio

### Orlando

WESH – NBC  
CFLN – IND  
WKMG – CBS  
WKCF – CW

### Philadelphia

CNPH – IND  
KYW – CBS  
WCAU – NBC  
WMGM – NBC  
WPSG – CWT  
WPVI – ABC  
WTFX – Fox  
WPHT – AM radio

### Phoenix

KNXV – ABC  
KPHO – CBS  
KPNX – NBC  
KTVK – IND  
KUTP – MNT  
KFYI – AM radio

### Pittsburgh

KDKA – CBS  
PCNC – Independent  
WPCW – CWT  
WPXI – NBC  
WTAE – ABC  
KQV – AM radio

### Portland

KATU – ABC  
KGW – NBC  
KOIN – CBS  
KPTV – FOX  
KRCW – CWT  
WGME – CBS  
KPAM – AM radio  
KEX – AM radio

### Sacramento

KXTV – ABC  
KTXL – FOX  
KCRA – NBC  
KQVR – CBS  
KQCA – MNT  
KMAX – CWT  
KFBK – AM radio

### San Francisco

KGO – ABC  
KNTV – NBC  
KPIX – CBS  
KRON – MNT  
KSTS – Telemundo  
KTVU – FOX  
KCBS – AM radio  
KGO – AM radio  
KPOO – FM radio

### Seattle

KCPQ – FOX  
KING – NBC  
KONG – IND  
KIRO – AM radio  
KOMO – AM radio  
Seattle Metro  
Networks radio

### St. Louis

KMOV – CBS  
KTVI – FOX  
KSDK – NBC  
KTRS – ABC  
KMOX – AM radio

### Tampa

WFLA – NBC  
WFTS – ABC  
WTSP – CBS  
WTTA – ABC  
WTVT – FOX  
WWSB – ABC

### Washington, DC

NCDC – IND  
WJLA – ABC  
WRC – NBC  
WTTG – FOX  
WUSA – CBS  
WMAL – AM radio  
WTOP – AM radio

Source: 2009 International CES® Registration Reports and Strauss Radio Report

## THE 2009 INTERNATIONAL CES ATTRACTS MAJOR MEDIA FROM AROUND THE WORLD

More than 1,000 journalists from 51 countries journeyed to the 2009 International CES, creating a vast array of CES coverage worldwide. International publications and broadcast outlets included:

### Argentina

FUDIM - SONRIA.COM  
Subespacio

### Australia

CBN Media  
CNET Australia  
Computer Trader  
Daily Telegraph  
Gizmag  
Network 7  
PC Authority  
The Sydney Morning Herald

### Austria

Austrian Journalists Club  
Der Standard  
Kurier  
Österr. Pressebüro  
Oepress Austria  
ORF/OE3  
Tech PowerUp!

### Belgium

ITV News  
Matbe.com  
Produpress

### Brazil

Editora Globo  
Folha de S. Paulo  
Home Theater Magazine  
O Estado de S.Paulo  
Record TV

### Canada

Canadian Broadcasting Corporation  
CityTV  
Daily Variety  
Global News  
MarketNews Magazine  
MSN Canada  
Radio-Canada  
The Canadian Press  
VOX TV

### Chile

Betazeta  
FayerWayer

### China

CCTV News  
China Electronics News  
China Entrepreneur  
Global Entrepreneur  
IT CEO&CIO China  
Sanlian Life Weekly  
Sohu.com  
Xin Hua News Agency  
Xin Min Weekly

### Columbia

El Tiempo

### Costa Rica

Teletica

### Croatia

Bug  
HiFi Media  
IT-review.net  
T-HT

### Czech Republic

Mafra  
Provo  
Stuff Magazine  
T3  
TechNet.cz  
Trade & Leisure Publications

### Denmark

Berlingske Tidende  
Ekstra Bladet  
Magasinet DIGITALT  
Ritzaus Bureau - National News Agency  
TV2 Denmark

### Finland

Digital Media Finland  
MikroBitti Magazine  
Sanoma Magazines Finland

Tekniikka&Talous  
Teleforum

### France

La Tribune  
Le Figaro  
Le Monde  
Le Point  
Ouest France  
TF1

### Germany

CNET  
c't magazine  
CHIP  
Deutsche Presse-Agentur  
Financial Times Deutschland  
Frankfurter Allgemeine Zeitung  
Focus Magazine  
Handelsblatt  
IDG  
Spiegel

### Hong Kong

Audiotechnique  
Hi Fi Review Hong Kong  
Kaisei Onkyo International

### Hungary

Geeks.hu  
Nepszabadsag  
PC World

### India

Cybermedia  
Hindustan Times  
NDTV  
Press Trust of India  
The Times of India

### Israel

HDI-High Definition Israel  
HWZone  
The Future of Things

continued>

# WORLDWIDE PRESS COVERAGE

## Italy

AF Digitale  
AV Magazine  
FEDELTA' DEL SUONO  
Il Sole 24 Ore Business Media  
Technipress

## Japan

Asahi Broadcasting Corporation  
ASCII Media Networks  
Dempa Daily Newspapers  
IDG News Service  
Impress Watch  
IT Media  
Nikkei Business Publications  
Ongen Publishing co  
Tokyo Broadcasting System  
World Photo Press

## Korea

AVING News Corp.  
Electronic Times  
IDTC  
Korea Broadcasting System  
The Digital Times  
The Kukmin Daily

## Mexico

Boletin De La Computacion  
Economista  
El Universal  
Excelsior Daily  
PC Magazine  
PC World  
Reforma Daily  
Televisa

## Netherlands

ANP  
de telegraaf  
HiFi Video Test  
Wannahaves

## Norway

Aftenposten  
Elektronikkbransjen  
ITavisen.no  
Norwegian Broadcasting Corporation  
Technology Weekly

## Philippines

ABS-CBN News  
AIRO Media International Inc  
Camera and Imaging  
Sound Idea Communications

## Poland

Axel Springer Polska  
Edipresse Polska S.A.  
PC Format  
Polityka  
The Polska Times  
Rzeczpospolita  
Telepolis.PL

## Portugal

Motopress  
HiFiClube

## Russia

3DNews  
Audio Magazine  
C Media  
HDTV.ru  
Stuff  
TekhnoMir

## Singapore

Asia Inc.  
CBS Interactive  
Channel NewsAsia  
CNET Asia

## Sweden

Aftonbladet  
ElektronikBranschen  
IDG News Service  
Ljud & Bild  
Mediaprovider Scandinavia  
Rateko

## Switzerland

Anthrazit  
Blanz  
Handelszeitung  
Schweizer Illustrierte  
SonntagsZeitung

## Taiwan

Appledaily  
Audio Art Magazine  
Business Weekly  
Dempa Publications Taiwan  
DigiTimes  
Sanlih E-Television Co., Ltd.

## Thailand

Bangkok Post  
Digital Media Group  
Stereo Magazine  
Thai Rath  
The Nation

## Trinidad and Tobago

Caribbean E-Sport

## Tunisia

L'Economiste

## Turkey

Hurriye

## Ukraine

SK Ukraine Publishing House  
ITC Publishing  
Stereo & Video

## United Kingdom

Associated Newspapers  
BBC  
CNET UK  
Daily Star  
Daily Telegraph  
Haymarket Media Group  
PC Pro  
The Guardian  
The Observer  
The Register  
The Sunday Times  
Time Out Magazine  
Trusted Reviews  
Which Magazine

## Venezuela

HBO Latin America  
Tuning Show Magazine

## Vietnam

Consumer Electronics  
Magazine of Vietna

Source: 2009 International CES® Registration Reports

## MAJOR NAMES FROM FINANCIAL, RESEARCH AND INDUSTRY ANALYST FIRMS ATTEND 2009 INTERNATIONAL CES

---

More than 1,500 analysts, representing the world's top financial, research and industry analyst firms, attended the 2009 International CES. Prominent companies include:

Aberdeen Financial Services	Japan External Trade Org.
ABI Research	Lazard Capital Markets
Accelerated Capital Funding	Level Global Investors
American Technology Research	Merrill Lynch
Banc of America Securities	Morgan Stanley
BayStreet Research	Morgan Stanley Taiwan Ltd.
BlackShip Research Japan	New York Pacific Capital Ltd.
Canaccord Adams	Nikko Citigroup Ltd.
Capital International Research	Nomura Securities Int'l
Cavalry Asset Management	Oppenheimer & Co.
Citadel Investment Group	Pacific Crest Securities
Citi Investment Research	Parks Associates
Citigroup	Piper Jaffray & Co.
Cleveland Research Co.	RBC Capital Markets
Cowen and Co.	Sierra Tech Research
Credit Suisse	Smith Barney
Delaware Investments	Strategy Analytics
Deutsche Bank	T. Rowe Price
Fidelity Investments	Telematics Research Group
Forrester Research	The Capital Group
Gartner	The Carlyle Group
GE Capital Solutions	The NPD Group
Goldman Sachs	Thomas Weisel Partners
IDC	TIAA-CREF
InfoCom Research Inc.	Transamerica Investment Management
InfoTrends Inc.	UBS Global Asset Management
In-Stat	UBS Investment Bank
Integral Securities	Wachovia Capital Markets
International Development Group	Wellington Management Company
J. Goldman & Co.	Wells Fargo
J.D. Power and Associates	
J.P. Morgan	
Janus Capital Group	

*Source: 2009 International CES® Registration Reports*



# TOP 100 U.S. CONSUMER ELECTRONICS RETAILERS

Eighty-eight percent of the top consumer electronics retailers sent representatives to the 2009 International CES

Store Name	2008 Rank	Number of Reps Sent to 2009 International CES	Estimated CE Sales in \$ Millions	Store Name	2008 Rank	Number of Reps Sent to 2009 International CES	Estimated CE Sales in \$ Millions
Best Buy	1	171	29,800	Fred Meyer Stores	51	8	185
Wal-Mart	2	63	18,489	R.C. Willey Home Furnishings	52	8	162
Circuit City	3	39	8,439	CDW	53	5	159
Apple Retail Stores	4	69	6,354	Meijer	54	9	152
Target	5	38	6,089	PC Connection	55	2	141
Dell	6	82	5,803	Adorama Camera	56	5	137
Gamestop	7	7	4,978	Car Toys	57	11	136
Costco Wholesale	8	55	4,796	Fingerhut	58	1	131
RadioShack	9	45	3,893	Electronics Expo	59	6	130
Amazon.com	10	69	3,274	Abe's of Maine	60	0	129
Sears	11	44	2,968	REX	61	1	124
Sam's Club	12	19	2,622	Magnolia Audio Video	62	6	118
Newegg.com	13	74	2,147	The Home Depot	63	8	114
Fry's Electronics	14	79	1,893	Harmony Electronics/Ulimate	64	1	111
Office Depot	15	16	1,475	Vann's	65	3	110
Staples	16	36	1,346	Alienware	66	9	109
Toys R Us	17	17	1,284	Valuevision/ShopNBC	67	0	105
Army - Air Force Exchange	18	22	1,266	Ritz Interactive	68	3	103
Systemax Inc.	19	2	1,129	eCost.com	69	5	100
Micro Center	20	15	1,100	DataVision	70	3	96
Sony Style Retail Stores	21	21	921	Boscov's	71	4	89
hhgregg	22	1	857	Marine Corps Exchange	72	5	86
P.C. Richard & Son	23	3	763	Electronic Express	73	3	82
Office Max	24	12	751	Huppins Hi-Fi / OneCall	74	0	81
Hewlett Packard	25	92	695	PCNation	75	4	79
Kmart	26	3	586	Walgreen's	76	4	74
BrandsMart USA	27	6	577	Comp-U-Plus	77	0	72
Ritz Camera Retail Stores	28	8	568	ShopKo Stores	78	0	69
BJ's Wholesale Club	29	16	531	Pamida	79	5	65
PC Mall	30	4	487	Bernie's	80	4	63
QVC	31	7	476	CyberPower	81	10	60
Conn's	32	1	415	The Big Screen Store	82	2	55
Ultimate Electronics	33	29	410	J.C. Penney	83	0	52
J&R Music World	34	6	405	Ken Crane's	84	6	52
B & H Photo	35	3	380	Audio Express	85	10	49
Bose	36	11	362	Kohl's	86	9	46
Navy Exchange	37	1	351	Anderson's TV	87	4	44
Game Crazy	38	1	338	Pacific Sales	88	4	43
Buy.com	39	8	335	Stereo Advantage	89	3	41
6th Avenue Electronics	40	1	330	MyerEmco AudioVideo	90	4	35
Beach Trading Company	41	1	300	National Camera Exchange & Video	91	0	35
Home Shopping Network	42	17	266	Paul's TV	92	11	33
ABC Warehouse	43	7	261	Cabela's	93	0	33
American TV & Appliances	44	3	254	Seventh Avenue	94	1	32
Crutchfield	45	5	250	Badcock Home Furnishing Centers & More	95	0	31
Nebraska Furniture Mart	46	13	245	Modia	96	0	30
La Curacao	47	19	238	iBUYPOWER Computer	97	3	29
Tweeter Home Entertainment Group	48	6	212	Lacks Home Furnishings	98	0	28
Abt Electronics and Appliances	49	10	210	Cameta Camera	99	0	27
Video Only	50	1	199	Howard's Appliance	100	1	27

SOURCE: TWICE, May 19, 2009; 2009 International CES® Registration Reports



## **INDUSTRY GROWTH 365 DAYS A YEAR**

---

The International CES® is produced and managed by the Consumer Electronics Association (CEA)®. With more than four decades of history, the International CES reaches across markets, spans the globe and helps thousands of consumer electronics businesses grow and thrive each year.

CEA represents more than 2,200 corporate members involved in the design, development, manufacturing, distribution and integration of audio, video, mobile electronics, wireless and landline communications, information technology, home networking, multimedia and accessory products, as well as related services that are sold through consumer channels.

By reinvesting all proceeds from the International CES into industry services, including technical training and education, industry promotion, engineering standards development, market research and legislative advocacy, CEA contributes to the growth and excitement of the consumer technology industry.

CEA's membership includes manufacturers, retailers, installers, content distributors and representatives of the entire consumer electronics industry value chain. Members enjoy free access to an extensive body of industry research, representation on Capitol Hill, networking and mentoring opportunities, training and certification programs, free educational programming and more. Visit [www.CE.org](http://www.CE.org) to learn more about CEA programs and initiatives.

# CEA Events

CEA sponsors a variety of events to educate the industry and unite manufacturers, retailers and market movers. From the flagship International CES® to the CEA Industry Forum, CEA works year-round to grow and shape the future of consumer electronics.



**CEA Line Shows  
and Digital Downtown  
Conference Program**  
*June 10–11, 2009*  
New York, NY



**Digital Hollywood Fall**  
*October 19–22, 2009*  
Los Angeles, CA



**13th Annual Consumer  
Electronics CEO Summit**  
*June 17–20, 2009*  
Dana Point, CA



**CES New York Press Preview  
featuring CES Unveiled@NY**  
*November 10, 2009*  
New York, NY



**SINOCE**  
*July 9–12, 2009*  
Qingdao, China



**Future of Television East**  
*November 18–19, 2009*  
New York, NY



**2009 CEA Industry Forum**  
*October 18–21, 2009*  
Phoenix, AZ



**EHX@CES**  
*January 7–10, 2010*  
Las Vegas, NV



**i-stage**  
*October 19, 2009*  
Phoenix, AZ



**2010 International CES®**  
*January 7–10, 2010*  
Las Vegas, NV



---

*PRODUCER OF*



**Consumer Electronics Association    1919 South Eads Street    Arlington, VA 22202 USA**  
703-907-7600 main    703-907-7601 fax  
CESweb.org    CE.org    CESsales@CE.org