



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  **CEA®**

ATTENDEE AUDIT SUMMARY RESULTS

2013 International CES®

January 8-11, 2013

Las Vegas, Nevada

CESweb.org

LETTER FROM CEA

Dear International CES® Exhibitors and Prospective Exhibitors:

Thank you for choosing or considering to exhibit at the International CES. We greatly value your participation and do all we can to ensure you thrive and achieve your goals. There is no question that the show and the industry as a whole is successful when you — and others like you — succeed. To assist in your success and in the decisions you make as they pertain to CES and other events, we are proud to provide independently verified information about CES attendees.

International CES supports and adheres to the strict requirements for auditing set by UFI, The Global Association of the exhibition industry. This entitles us to UFI certification and ultimately helps give you confidence that the subsequent numbers reflect the reality of CES' trade attendance.

Attendee qualification is something we take very seriously. The International CES was one of the first tradeshows to establish industry standards for verification of show records and attendee demographics. Each year, we work with an outside independent source and trusted fiduciary to conduct a complete attendance audit for CES. The following report is a result of those audit findings.

While some shows use less stringent requirements to derive their numbers, rely only on pre-registrations of people who may not actually attend the event, or count people on multiple days of attendance, CES meets UFI and EEIAC standards and is independently audited by Veris Consulting. Simply put, our numbers are accurate, and we are held accountable by our own proven processes and those of two lauded organizations.

The following Attendee Audit Summary provides comprehensive, verified information on who attends the International CES, why they attend and what product categories and services they represent.

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

- Valuable, quality attendee demographics, unlike any show of this magnitude
- 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 worthwhile participation in the International CES

We once again thank you for exploring the myriad of options at the International CES. We look forward to crafting a unique participation package to maximize your business objectives at the 2014 International CES to be held Tuesday, January 7-Friday, January 10, 2014 in Las Vegas, Nevada.

Gary Shapiro
President and CEO,
CEA

Karen Chupka
Sr. VP, International CES and
Corporate Business Strategy,
CEA

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



Gary Shapiro
President and CEO,
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Karen Chupka
Sr. VP, International CES
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Visit CESweb.org for up-to-the-minute news and information about the International CES.

To speak directly with an International CES sales representative regarding exhibit space or promotional opportunities, please contact us at CESSales@CE.org or 703-907-7645.

PREFACE

The International CES is the world's largest annual innovation event, encompassing products and services from 15 product categories.

- Audio
- Automotive electronics
- Computer hardware & software
- Connected home
- Content distribution
- Digital health & fitness
- Digital imaging/photography
- Electronic gaming
- Emerging technology
- Entertainment/content
- Internet-based multimedia services
- Lifestyle electronics
- Telecommunications/infrastructure
- Video
- Wireless & wireless devices

SOURCES

The *2013 International CES Attendee Audit Summary* provides exhibitors and prospects with insight into who attends the International CES. This information will help you appraise opportunities and maximize your ROI from the International CES. Information included in this document was derived from:

- Veris Consulting's 2013 International CES Exhibition and Conference Audit Report
- *2013 International CES Post-show Exhibitor Survey*
- *2013 International CES Post-show Attendee Survey*
- 2013 International CES Registration Data, provided by Experient
- *TWICE's 2012 Top 100 Consumer Electronics Retailers* list

VERIS CONSULTING INC.

Veris Consulting Inc. 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.



OVERALL ATTENDANCE

2013 INTERNATIONAL CES ATTENDANCE OVERVIEW

REGISTRATION TYPE	VERIFIED ATTENDANCE
Attendees	
Exhibits Only	90,172
Conference Session	4,209
Verified Exhibitors	51,154
Media	
Press	5,586
Industry Analysts	783
Speakers	855
TOTAL ATTENDANCE	152,759

The following numbers outlined in the Audit are highlights of the top attendee segments. These numbers are not necessarily cumulative, but represent a snapshot of CES attendance. For more information please contact a sales representative at CESsales@CE.org or 703-907-7645.

CES ATTRACTS INDUSTRY LEADERS

SENIOR-LEVEL EXECUTIVES	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
President/CEO/Owner	14,237	15%
CFO	890	<1%
CIO/CTO	1,513	1.6%
CMO	402	<1%
C-Level Executive (COO, CXO)	3,056	3%
Vice President	7,234	7.6%
Director/Sr. Manager	10,761	11%
General Manager	3,123	3%
TOTAL SENIOR-LEVEL EXECUTIVES	41,216	43.7%

CES ATTRACTS THE ENTERTAINMENT COMMUNITY

ENTERTAINMENT PROFESSIONALS	VERIFIED ATTENDANCE
C-Level/VP/Media Executives	9,300
Director/Sr. Manager	3,649
Professional Content Creator (Developers, Designers, Producers)	1,773
TOTAL ENTERTAINMENT ATTENDANCE	30,390

*Attendees = Exhibits Only + Conference Session Attendance; Does not include media, exhibitors or speakers (94,381)

Sources: 2013 International CES® Veris Audit Report; 2013 International CES® Registration Reports

OVERALL ATTENDANCE

CES ATTRACTS AN INTERNATIONAL ATTENDANCE

	VERIFIED ATTENDANCE	% OF TOTAL ATTENDANCE
International Attendees (Exhibits Only and Conference Session)	24,306	15.9%
International Exhibitors, Speakers	10,092	6.6%
International Media (Press, Industry Analysts)	1,808	1%
TOTAL INTERNATIONAL ATTENDANCE	36,206	23.7%

INTERNATIONAL ATTENDEE DELEGATIONS

International visitors from 150 countries traveled to the 2013 International CES. Many of those visitors attended as part of 102 formal delegations.

COUNTRY	NUMBER OF DELEGATIONS	COUNTRY	NUMBER OF DELEGATIONS
Argentina	3	Italy	1
Australia	1	Japan	2
Austria	2	Jordan	1
Brazil	2	Malaysia	1
Bulgaria	1	Mexico	3
Cameroon	1	Netherlands**	1
Canada	4	Nigeria	1
China	20	Pakistan**	1
Colombia	2	Peru	1
Costa Rica	1	Philippines	1
Czech Republic	1	Romania	1
Denmark	1	Russia	1
Dominican Republic	2	Slovakia	1
Ecuador	1	South Korea	14
Egypt	1	Sweden	3
France	5	Taiwan	1
Germany	2	Thailand	1
Guatemala	1	United Arab Emirates	1
Hong Kong	1	United Kingdom	4
Hungary	2	Uruguay	1
India	1	Vietnam	3
Indonesia	1	Misc. Countries ***	1
Israel	1		
TOTAL DELEGATIONS	102		

*Attendees = Exhibits Only + Conference Session Attendance; Does not include media, exhibitors or speakers (94,381)

Sources: 2013 International CES® Veris Audit Report; 2013 International CES® Registration Reports

** New countries to the delegation program

*** NUSACC- Arab Countries

The top executives in consumer technology presented their insights and visions for the industry's future at the 2013 International CES, with keynote addresses from:

- Marc Benioff, salesforce.com
- Michael Bowling, AT&T
- Dr. Paul Jacobs, Qualcomm
- Jeff Jordan, Andereessen Horowitz
- David Lieb, Bump Technologies
- Cyrus Massoumi, ZocDoc
- Lowell McAdam, Verizon
- Josh Silverman, American Express
- Joseph Tripodi, The Coca-Cola Co.
- Kazuhiro Tsuga, Panasonic Corp.
- Eric Vishria, RockMelt Inc.
- Brian Wallace, Samsung Telecommunications America
- Kevin Weed, Unilever
- Will.i.am, i.am.plus llc
- Dr. Stephen Woo, Samsung Electronics

ATTENDEE PROFILES

CLASSIFICATION BY INDIVIDUAL'S PRIMARY JOB FUNCTION

JOB FUNCTION	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
Analyst	1,852	1.9%
Buyer	5,845	6%
Consultant	4,089	4%
Content Developer	578	<1%
Distributor	1,714	1.8%
Engineer	5,216	5.5%
Manager	9,737	10%
Manufacturer's Representative	1,536	1.6%
Product Manager	2,924	3%
Service Technician	972	1%
Store Manager	510	<1%
Systems Installer/Integrator	727	<1%

CLASSIFICATION BY COMPANY'S PRIMARY ROLE

TYPE OF BUYING ORGANIZATION	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
Retail	13,064	13.8%
Institutional, Corporate (Non-Retail), Government Procurement	3,351	3.5%
VAR/Dealer	1,032	1%
Specialty Retail	1,819	1.9%
System Integrator/Installation	2,911	3%
Distribution	8,104	8.5%
TOTAL BUYING ORGANIZATIONS	30,281	32%

OTHER PRIMARY ROLES	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
Software Development/Publishing	3,281	3%
Content Development, Entertainment	6,449	6.8%
Manufacturer's Rep, Manufacturer (Non-exhibiting), Public Policy, Government Agency	8,630	9%
Distribution (Non-buyer)	520	<1%
Service Provider (Non-Retail)	2,301	2%
Consulting	4,210	4%
Advertising, Marketing	4,893	5%
Engineering/Research & Development	5,910	6%
Venture Capitalist/Private Equity/Investing	1,199	1%
Business Services, Financial Services	2,318	2%
Business Development/Sales	2,260	2%

ATTENDEE PROFILES

CLASSIFICATION BY COMPANY'S PRODUCT CATEGORY REPRESENTATION (TOP 20)

PRODUCT CATEGORY**	NUMBER OF ATTENDEES*	RANK
Accessories	34,570	1
Computer Hardware & Software	22,202	2
Wireless & Wireless Devices	18,647	3
Audio	18,285	4
Mobile Applications	16,229	5
Other Consumer Electronics	15,084	6
Embedded Technology	14,439	7
Tablet PCs/Netbooks	13,741	8
High-Performance Audio	13,001	9
Entertainment/Content	12,277	10
Wi-Fi	11,926	11
Online/Internet	11,392	12
Automotive Electronics	11,070	13
Telecommunications/Infrastructure	10,722	14
Connected Home	10,144	15
Internet-Based Multimedia Services	10,129	16
Lifestyle Electronics	9,996	17
Digital Imaging/Photography	9,990	18
Content Development	9,954	19
Video	9,918	20

The 2013 International CES attracted 78% of the Fortune 100 companies.

Source: 2013 International CES®
Registration Reports;
fortune.com/fortune500

CLASSIFICATION BY OVERALL BUYING POWER

LEVEL OF PURCHASING AUTHORITY	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
Final decision maker	29,695	31.4%
Significant influence	30,824	32.6%
Initial recommendations	9,446	10%
Research new products	9,388	9.9%

*Attendees = Exhibits Only + Conference Session Attendance; Does not include media, exhibitors or speakers (94,381)

**2013 CES Registrants were asked to indicate the product areas their company represents or plans to represent in the future, and may have marked more than one produce area, per respondent.

Source: 2013 International CES® Veris Audit Report

ATTENDEE PROFILES

CLASSIFICATION BY ANNUAL SALES VOLUME OF CONSUMER ELECTRONICS PRODUCTS

	ANNUAL SALES IN MILLIONS						
	< \$1	\$1-\$5	\$5-\$10	\$10-\$50	\$50-\$250	\$250-\$500	\$500+
Number of Attendees*	19,784	12,863	6,156	7,755	5,602	2,687	11,396
% of Total Attendees*							
Retail Buyers	3,490	2,404	861	969	763	426	1,952
Specialty Retail	737	397	121	154	65	33	57
Institutional, Corporate (Non-Retail), Government Procurement	335	305	211	247	188	73	334
VAR/Dealer	386	275	86	84	41	12	35
Distribution	954	1,789	1,078	1,459	719	275	506
Systems Integrator/Installation	1,303	795	200	165	87	35	87
Engineering/Research & Development	1,041	615	346	440	367	178	1,199
Service Provider (Non-Retail)	643	276	101	147	107	50	196

*Attendees = Exhibits Only + Conference Session Attendance; Does not include media, exhibitors or speakers (94,381)

Source: 2013 International CES® Veris Audit Report

Top 100 U.S. Consumer Electronics Retailers

Eighty-eight percent of the top consumer electronics retailers sent representatives to the 2013 International CES.

Retailer	2012 Rank	Number of Reps Sent to 2013 International CES	Estimated 2012 CE Sales in \$ Millions
Best Buy	1	259	\$31,448
Wal-Mart	2	145	\$22,227
Amazon.com	3	317	\$12,921
Apple Retail Stores	4	4	\$11,703
Target	5	93	\$5,848
Costco Wholesale	6	96	\$5,112
Gamestop	7	25	\$4,499
RadioShack	8	56	\$3,270
Dell	9	72	\$2,876
Newegg.com	10	52	\$2,774
Sam's Club	11	30	\$2,663
Sears	12	64	\$2,127
Micro Center	13	27	\$2,037
Staples	14	60	\$1,703
Systemax Inc.	15	17	\$1,643
Fry's Electronics	16	80	\$1,406
hhgregg	17	5	\$1,356
Office Depot	18	24	\$1,234
Army - Air Force Exchange	19	18	\$1,051
Sony Style Retail Stores	20	0	\$829
Toys R Us	21	18	\$819
Hewlett Packard	22	264	\$781
Office Max	23	3	\$698
P.C. Richard & Son	24	13	\$639
QVC	25	37	\$635
Kmart	26	0	\$622
BJ's Wholesale Club	27	8	\$560
BrandsMart USA	28	13	\$446
Bose	29	84	\$438
Home Shopping Network	30	39	\$408
Navy Exchange	31	8	\$402
Barnes & Noble	32	42	\$385
J&R Music World	33	6	\$364
B & H Photo	34	14	\$348
Conn's	35	5	\$284
Nebraska Furniture Mart	36	9	\$254
Buy.com	37	10	\$254
Crutchfield	38	10	\$249
Beach Trading Company	39	3	\$240
MacMall	40	1	\$229
Abt Electronics and Appliances	41	16	\$226
American TV & Appliances	42	3	\$208
Adorama Camera	43	14	\$207
La Curacao	44	6	\$202
Bluestem Brands	45	8	\$194
Fred Meyer Stores	46	14	\$183
Paul's TV	47	27	\$180
ABC Warehouse	48	7	\$170
Video Only	49	2	\$150
Meijer	50	13	\$138

Retailer	2012 Rank	Number of Reps Sent to 2013 International CES	Estimated 2012 CE Sales in \$ Millions
Car Toys	51	8	\$137
CDW	52	10	\$134
Abe's of Maine	53	2	\$116
Marine Corps Exchange	54	4	\$104
DataVision	55	4	\$104
R.C. Willey Home Furnishings	56	23	\$100
The Home Depot	57	13	\$99
Ritz Camera Retail Stores	58	5	\$98
Electronic Express	59	7	\$94
CyberPower	60	8	\$92
Cameta Camera	61	3	\$81
Comp-U-Plus	62	0	\$74
Alienware	63	1	\$73
Ritz Interactive	64	0	\$73
Valuevision/ShopNBC	65	3	\$71
InMotion Entertainment	66	10	\$70
PCNation	67	0	\$70
Walgreen's	68	19	\$69
Vann's	69	3	\$67
Electronics Expo	70	4	\$65
Huppins Hi-Fi / OneCall	71	7	\$62
ShopKo Stores	72	6	\$61
PC Connection	73	0	\$60
Bosco's	74	0	\$59
Seventh Avenue	75	1	\$59
Magnolia Audio Video	76	9	\$53
Audio Express	77	8	\$50
The Big Screen Store	78	2	\$49
Kohl's	79	14	\$46
iBUYPOWER Computer	80	4	\$44
Pamida	81	0	\$43
Stereo Advantage	82	2	\$42
Hunt's Photo & Video	83	2	\$41
National Camera Exchange & Video	84	3	\$40
Pacific Sales	85	6	\$40
Simply Mac	86	4	\$39
Badcock Home Furnishing Centers	87	0	\$34
J.C. Penney	88	1	\$32
Samy's Camera	89	7	\$30
Cabela's	90	2	\$28
Howard's Appliance	91	0	\$25
Modia	92	0	\$24
Menard's	93	0	\$23
CVS	94	7	\$22
Cowboy Maloney's	95	4	\$20
Bi-Mart	96	2	\$19
Calumet Photo	97	7	\$18
Creve Coeur Camera, Inc.	98	8	\$16
Hastings Entertainment	99	6	\$16
Rite Aid	100	2	\$16

Source: TWICE, May, 2013; 2013 International CES® Registration Reports

GOVERNMENT REPRESENTATIVES

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, Department of Commerce, U.S. Senate and the House of Representatives joined government technology officials from other countries at the International CES, extending the show's global scope.

The 2013 International CES attracted 141 government officials including:

MEMBERS OF THE U.S. SENATE AND HOUSE OF REPRESENTATIVES

The Honorable Peter DeFazio, U.S. Congressman (D-OR)
The Honorable Bob Goodlatte, U.S. Congressman (R-VA)
The Honorable Joseph Heck, U.S. Congressman (R-NV)
The Honorable Dean Heller, U.S. Senator (R-NV)
The Honorable Sheila Jackson-Lee, U.S. Congresswoman (D-TX)
The Honorable Zoe Lofgren, U.S. Congresswoman (D-CA)
The Honorable Billy Long, U.S. Congressman (R-MO)
The Honorable Jerry Moran, U.S. Senator (R-KS)
The Honorable Steve Scalise, U.S. Congressman (R-LA)
The Honorable John Shimkus, U.S. Congressman (R-IL)
The Honorable Lee Terry, U.S. Congressman (R-NE)
The Honorable Dina Titus, U.S. Congresswoman (D-NV)
The Honorable Ron Wyden, U.S. Senator (D-OR)

STATE ELECTED OFFICIALS

The Honorable Mo Denis, State Senator, Nevada
The Honorable Debbie Smith, State Senator, Nevada
The Honorable Michael J. Rubio, Committee on Energy, Utilities and Communication and
Chair of Environmental Safety Committee, California State Senate
The Honorable Brian Sandoval, Governor, Nevada
The Honorable Steve Urquhart, State Senator, Utah

FEDERAL COMMUNICATIONS COMMISSION

The Honorable Julius Genachowski, Chairman
The Honorable Robert McDowell, Commissioner
The Honorable Mignon Clyburn, Commissioner
The Honorable Jessica Rosenworcel, Commissioner
The Honorable Ajit Pai, Commissioner

ENVIRONMENTAL PROTECTION AGENCY

The Honorable Lisa Jackson, Administrator

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

The Honorable David Strickland, Administrator

FEDERAL TRADE COMMISSION

The Honorable Maureen Ohlhausen, Commissioner

And Over 100 High-Ranking Congressional and Agency Staff

Source: 2013 International CES® Registration Reports



EDUCATIONAL INSTITUTIONS

The International CES attracts a myriad of representatives from more than 500 educational institutions around the world. They attend CES to:

- Showcase innovative technologies within our Academia Tech and Eureka Park TechZones.
- 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.

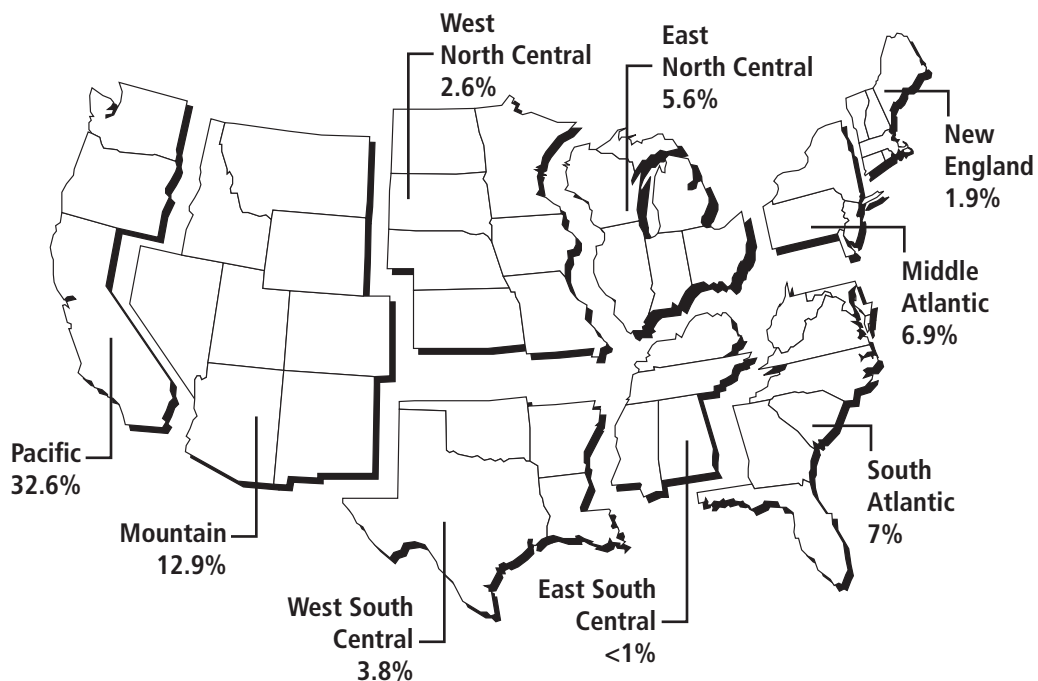
A sample of schools and universities represented include:

Alabama State University	Girvan Institute of Technology	Texas A&M University
Arab Academy for Science & Technology	Hanyang University	Texas Tech University
Arizona State University	Harvard University	Tokyo University of Technology
Brigham Young University	Indiana University	Tufts University
British Columbia Institute of Technology	Japan Advanced Institute of Science & Technology	University of California
California Polytechnic State University	Johns Hopkins University	Universidad Autonoma de Nayarit
California State University	Kanagawa Institute of Technology	Universidad Carlos III de Madrid
Carnegie Mellon University	Kansas State University	Universidad Politécnica de Madrid
Chung-Ang University	Korea Institute of Science & Technology	Universidad Tecnológica de Tijuana
Chungnam National University	Korea PolyTech University	University of Arizona
Clemson University	Korea University	University of British Columbia
Columbia University	Kyungpook National University	University of California Los Angeles
Dankook University	Massachusetts Institute of Technology	University of Florida
Duke University	Michigan State University	University of Maryland
Eindhoven University of Technology	North Carolina State University	University of Michigan
Escola Politécnica da USP	Northwest University	University of Milan
Fashion Institute of Technology	Oklahoma State University	University of Notre Dame
George Mason University	Oregon State University	University of Seoul
George Washington University	Osaka University	University of Southern California
Georgetown University	Pennsylvania State University	University of Utah
Georgia Institute of Technology	Pepperdine University	University of Virginia
Gettysburg College	Rochester Institute of Technology	University of Washington
	Stanford University	University of Wisconsin
		Virginia Polytechnic Institute and State University

Source: 2013 International CES® Registration Reports

GEOGRAPHIC PROFILE

GEOGRAPHICAL ANALYSIS OF U.S. ATTENDEES



TOP 20 NON-U.S. MARKETS

MARKET	NUMBER OF ATTENDEES*	RANK
Canada	3,732	1
South Korea	2,526	2
Japan	1,899	3
China	1,822	4
Mexico	1,726	5
United Kingdom	1,372	6
Taiwan	1,021	7
France	910	8
Germany	829	9
Brazil	621	10
Hong Kong	517	11
Australia	469	12
Sweden	446	13
Israel	359	14
Italy	319	15
Netherlands	313	16
Turkey	249	17
Argentina	248	18
Denmark	248	19
Colombia	229	20

*Attendees = Exhibits Only + Conference Session Attendance; Does not include media, exhibitors or speakers (94,381)

Source: 2013 International CES® Veris Audit Report

INTERNATIONAL CES SURVEY RESULTS

A WORD FROM 2013 INTERNATIONAL CES ATTENDEES

REASON TO ATTEND	IMPORTANT OR VERY IMPORTANT RATING
To see a few specific new products	90%
Opportunity to network with industry peers and make new business contacts	80%
Meet with existing business partners/vendors	78%
Develop new business partnerships and vendors	78%
To see new content such as apps, software and other platforms	78%

According to 2013 International CES attendees:

- **89%** rated the quality of their experience at the 2013 International CES as positive.
- **83%** said they would be likely/very likely to recommend the International CES to a colleague or co-worker.
- **82%** think CES reflects the energy and excitement of the CE industry.

A WORD FROM 2013 INTERNATIONAL CES EXHIBITORS

More than 3,200 companies exhibited throughout 1.92 million net square feet of exhibit space at the 2013 International CES.

According to 2013 International CES exhibitors:

- **85%** said they were satisfied (rating “excellent” or “good”) with the quality of their exhibiting experience at CES.
- The most important reasons to exhibit are the quality of attendees, to build brand recognition and to generate business.
- **79%** think CES reflects the energy and excitement of the CE industry.
- **73%** think CES is the most important event to attend for companies involved in the CE industry.

Source: 2013 International CES® Post-show Attendee Survey and Post-show Exhibitor Survey

78% of attendees think CES is the most important event to attend for companies involved in the CE industry.

*Source: 2013 International CES®
Post-show Attendee Survey*

WORLDWIDE MEDIA COVERAGE

MEDIA COVERAGE OF THE 2013 INTERNATIONAL CES CONTINUES TO SET NEW RECORD

U.S. and international media coverage of the 2013 International CES, the world's leading innovation event, reached record-setting heights for the seventh year in a row. More than 5,000 media and analysts traveled to Las Vegas for the event, resulting in more than 8,000 media hits in January 2013 in major print, broadcast and online outlets – a five percent increase over 2012 coverage.

The International CES received significant global media coverage, with 1,808 international media and analysts from 73 countries in attendance. International media markets with the most dominating coverage of the 2013 CES included: Australia, Brazil, Canada, China, Germany, France, India, Israel, Japan, Korea, Mexico, Russia, United Arab Emirates and the United Kingdom.

The 2013 International CES was covered by major news outlets such as the Associated Press, BusinessWeek, *Forbes*, *Fortune*, *Investor's Business Daily*, NPR, *Newsweek*, *PC World* and Reuters, plus major market 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 2013 International CES was covered in at least one newspaper and one network television station in all of the top 25 United States markets.

Consumers around the world were able to read and see the media highlights of the 2013 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.

2013 INTERNATIONAL CES MEDIA ATTENDANCE

Countries Represented	73
International Media (Press, Industry Analysts)	1,808
Print Media	24%
Online/Wire Media	55%
Broadcast Media	21%

TOTAL MEDIA	6,369
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* Attendees = Exhibits Only + Conference Session Attendance; Does not include media, exhibitors or speakers (94,381)
Source: 2013 International CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

MAGAZINE COVERAGE

Leading consumer and business magazines covered the 2013 International CES, reaching millions of consumers across the globe. The CES magazine coverage included:

<i>Advertising Age</i>	<i>Consumer Reports</i>	<i>Owned Magazine</i>
<i>AdWeek</i>	<i>ELLE magazine</i>	<i>Popular Mechanics</i>
<i>Architectural Digest</i>	<i>Esquire Magazine</i>	<i>Popular Science</i>
<i>Automobile Magazine</i>	<i>Food Network Magazine</i>	<i>Road & Track</i>
<i>AutoWeek</i>	<i>Forbes</i>	<i>Rolling Stone</i>
<i>Backbone Magazine</i>	<i>Fortune</i>	<i>TIME</i>
<i>Canada</i>	<i>Golf Fitness Magazine</i>	<i>US Weekly</i>
<i>Barron's</i>	<i>Good Housekeeping</i>	<i>Variety</i>
<i>Black Enterprise Magazine</i>	<i>GQ</i>	
<i>Bloomberg Businessweek</i>	<i>Men's Health</i>	
<i>Car and Driver</i>	<i>Men's Fitness</i>	
<i>Cigar and Spirits Magazine</i>	<i>Motor Trend</i>	
<i>Conde Nast Traveler</i>	<i>Multichannel News</i>	
<i>Consumers Digest</i>	<i>Newsweek</i>	

U.S. DAILY NEWSPAPER COVERAGE

UNPARALLED COVERAGE IN TOP U.S. DAILY NEWSPAPERS AT THE 2013 CES

Newspapers and wire services from top U.S. markets brought widespread coverage of the 2013 International CES and its exhibitors to consumers around the country. Major U.S. daily newspaper and wire coverage include:

<i>Associated Press</i>	<i>Las Vegas Sun</i>	<i>San Francisco Chronicle</i>
<i>Bloomberg News</i>	<i>Las Vegas Tribune</i>	<i>San Francisco Examiner</i>
<i>Boston Globe</i>	<i>Los Angeles Daily News</i>	<i>San Jose Mercury News</i>
<i>Chicago Tribune</i>	<i>Milwaukee Journal Sentinel</i>	<i>St. Louis Post-Dispatch</i>
<i>Los Angeles Times</i>	<i>New York Times</i>	<i>The Answer Newspaper</i>
<i>The Daily Californian</i>	<i>New York Post</i>	<i>The Arizona Republic</i>
<i>Daily Oakland Press</i>	<i>Philadelphia Daily News</i>	<i>The Daily</i>
<i>Denver Post</i>	<i>Philadelphia Inquirer</i>	<i>The Guardian Express</i>
<i>Detroit News</i>	<i>Reuters</i>	<i>The Wall Street Journal</i>
<i>Financial Times</i>	<i>USA Today</i>	<i>The Washington Post</i>
<i>Los Angeles Weekly</i>	<i>San Diego Daily Transcript</i>	
<i>Las Vegas Informer</i>	<i>San Diego Union Tribune</i>	

Source: 2013 International CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

TRADE PUBLICATIONS

Major industry trade publications covered the 2013 International CES, highlighting innovative products and technologies that debuted at the show. Leading trade print publications that covered the 2013 International CES include:

<i>Audio Review</i>	<i>MacLife</i>
<i>Audiophile HK</i>	<i>MacTech Magazine</i>
<i>Audiotechnique</i>	<i>Marketnews</i>
<i>AV Magazine</i>	<i>Mobile Electronics</i>
<i>Amateur Photographer</i>	<i>Multichannel News</i>
<i>Apple Insider</i>	<i>PC Magazine</i>
<i>Big Picture Big Sound</i>	<i>PC Pro</i>
<i>Broadcasting & Cable</i>	<i>PC Quarterly Review</i>
<i>Camera Operator Magazine</i>	<i>PC World</i>
<i>CE Online News</i>	<i>PC World Norway</i>
<i>CE Pro</i>	<i>Performance Auto & Sound</i>
<i>Computer Shopper</i>	<i>Photo Industry Reporter</i>
<i>Connected Magazine</i>	<i>Playback Magazine</i>
<i>Connected World Magazine</i>	<i>Popular Photography</i>
<i>Consumer Electronics Daily</i>	<i>RCR Wireless News</i>
<i>Creative Camera</i>	<i>Shutterbug</i>
<i>CustomRetailer</i>	<i>Sound + Vision</i>
<i>Dealerscope</i>	<i>Stereo Magazine</i>
<i>Digital Trends</i>	<i>Stereo Times</i>
<i>Display Monitor</i>	<i>Stereophile</i>
<i>EE Times</i>	<i>Stuff</i>
<i>Electronic House</i>	<i>The Absolute Sound</i>
<i>Envisioneering</i>	<i>Total Home Electronics Review</i>
<i>GameSpot</i>	<i>Tone Audio Magazine</i>
<i>GPS Magazine</i>	<i>TV Technology</i>
<i>Hi-Fi+</i>	<i>TWICE</i>
<i>HiTech Review</i>	<i>Videomaker Magazine</i>
<i>Home Media Magazine</i>	<i>What Hi-Fi? Sound & Vision</i>
<i>Home Theater Magazine</i>	<i>Widescreen Review</i>
<i>IEEE Consumer Electronics Society Magazine</i>	<i>WIRED</i>
<i>IEEE Spectrum</i>	
<i>IHS iSuppli</i>	
<i>iLounge</i>	
<i>iPhone Life Magazine</i>	
<i>Lab Reviews</i>	

Source: 2013 International CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

BROADCAST COVERAGE

The major U.S. and international broadcast and cable networks covered the 2013 CES — bringing the latest product launches to viewers and listeners across the world. Reaching hundreds of millions of people, these broadcasters showcased the hottest products and exhibitors of the 2013 International CES. Major network television and radio coverage included:

ABC News Radio Network	<i>The Situation Room, Starting Point, World Business Today</i>
ABC's <i>America This Morning</i>	CNN's HLN WKend Express
ABC's <i>Good Morning America</i>	CNN.com
ABC's <i>The Ricki Lake Show</i>	CNN/Erin Burnett OutFront
ABC's <i>Jimmy Kimmel Live!</i>	CNN International, <i>New Stream, World Business Today, Quest Means Business, World Report</i>
ABC's <i>Nightline</i>	CNN Radio Network
ABC's <i>World News Now</i>	Computer Outlook Radio
American Urban Radio Network	C-SPAN
AP TV	CW <i>The Daily Buzz</i>
AP Photo News	Current TV, Full Court Press: The Bill Press Show
AutoWorld Radio	Discovery Channel
Autoshow TV/Foxsports - Mexico	DIY Network – Dream House
BBC America	Entertainment TV's E! Live
BBC World News	ESPN
BBC World Service / BBC Mundo	First Business
Bloomberg TV's <i>Business Week, Count Down, Market Makers, Bottom Line, First up w/Susan Li, Charlie Rose, For the Record, Game Changers, In the Loop w/ Betty Liu, Lunch Money, Money Moves, On the Move Asia, Rewind, Street Smart, Risk Takers, The Pulse, Taking Stock With Pimm Fox, West, Surveillance</i>	FOX Business Network – <i>Countdown to Closing Bell, Fox Business After the Bel, Money with Melissa Francis, Stossel, Markets Now, Imus in the Morning, Varney & Co.</i>
Canadian Broadcasting Corp. (CBC)	Fox News Channel, <i>Special Report w/Bret Baier, Fox and Friends First, America Live, Happening Now</i>
Car & Driver Radio	Fox's <i>Dr. Oz</i>
CBS Radio	Fox's <i>The Simpsons</i>
CBS' <i>This Morning</i>	Fox News Radio
CBS' <i>Morning News</i>	GLOBO TV (Brazil)
CBS' <i>The Doctors</i>	Hallmark's Home & Family
CNBC's <i>On the Money, Capital Connection, Closing Bell, Fast Money, Mad Money, Power Lunch, , Squawk on the Street, Street Signs, World Wide Exchange, The Call, The Wall Street Journal</i>	HBO Documentaries
CNBC World	HBO Latin America
CNBC European Closing Bell	Headline News – US Cable
CNBC <i>Squawk Box Europe</i>	HGTV
CNET TV	HLN's <i>Clark Howard</i>
CNN en Espanol	HLN's <i>Morning Express, Making it in America, Student News</i>
CNN Cafe	HLN's <i>News Now, Evening Express</i>
CNN's <i>Early Start, Newsroom, Saturday Morning, Your Money, Medical News, Piers Morgan Tonight, Sanjay Gupta MD,</i>	HSN's Chef Todd English
	HSN, Healthy Innovations, Today, Electronic Connection
	IDG News Service

WORLDWIDE MEDIA COVERAGE

Into Tomorrow with Dave Graveline	QVC, Mornings Made Easy, HP
Japan Broadcasting Corp. (NHK)	Computer Workshop, Q Check, Anything
MarketWatch – National Business Network	Goes w/ Rick and Shawn
Motor Trend Radio	Radio Canada
MSNBC's <i>First Look</i>	Reuters TV
MSNBC's <i>News Nation</i> , <i>Now w/Alex</i>	Seoul Broadcasting System
<i>Wagner</i>	Scripps Networks
Mundo Fox	Sound & Vision Radio
NBC on the Money With Maria	Spike TV
Bartiromo	This Week in Tech's Leo Laporte
NBC's King of the Hill	Telemundo Network
NBC's <i>Nightly News</i>	TBS' Conan O'Brien
NBC's <i>Today Show</i> and <i>Early Today</i>	Univision
NBC's, <i>Tonight Show with Jay Leno</i>	Viacom Inc./MTV Networks
and <i>Late Night with Jimmy Fallon</i>	VIBE Media / Access Network
<i>NFL Network</i>	Voice of America – Radio and TV
N24, German TV	Wall Street Journal Network
NPR All Things Considered	Weather Channel
NPR Marketplace	
PBS <i>Nightly Business Report</i> , <i>News Hour</i> ,	
<i>Next Avenue</i>	

Sources: Cision Broadcast Monitoring; TV Eyes; 2013 International CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

ONLINE MEDIA COVERAGE

Leading online websites covered the 2013 International CES, reaching millions of consumers across the world. The online CES coverage included:

ABC News	<i>Examiner</i>	Techlicious
About.com	<i>Forbes</i>	Technorati
Advertising Age	Fortune.com	TechRadar
Adweek	FOX/IGN Entertainment	Tested.com
AllThingsD	GeekBeat.TV	The Mac Observer
AnandTech, Inc.	GfK	The Stereo Times
Android and Me	Gizmodo	The Verge
Android Authority	Good Morning America	<i>The Washington Post</i>
Android Central	ABC/ Yahoo! News	TheGamerAccess.com
AOL	Haymarket	Time Inc.
AppAdvice	HD GURU	Trade Show Expo
Ars Technica/Conde Nast	<i>HDTV Magazine</i>	<i>USA TODAY</i>
Associated Press	Huffington Post Media	<i>Vanity Fair</i>
Autoweek	Group	<i>Variety/CNBC</i>
BBC News	<i>Information Week</i>	Wall Street Journal Online
Big Picture Big Sound	<i>IEEE CE Magazine</i>	<i>What Hi-Fi? Sound & Vision</i>
Bloomberg Businessweek	<i>iLounge</i>	WIRED.COM
Business Insider	La Repubblica	Yahoo!
Business Wire	<i>Laptop Magazine</i>	ZDNet
ByteNow	Living in Digital Times	
CBS Interactive	<i>Los Angeles Times</i>	
CBSI for China	MacRumors.com	
CE Online News	Mashable	
Clear Channel National /	MobileTechReview	
Bold Nation Media	MobileTrax	
CNET	Motor Trend	
CNN	msnbc.com	
CNN Money	NAPCO	
Conde Nast	NBC Universal	
Consumer Reports	Newsweek/DailyBeast	
CoolHotNot	PBS Next Avenue	
CrackBerry.com	<i>PC Magazine</i>	
Cult Of Mac	<i>PC World</i>	
DailyTech.com	PCMag / ZBI	
DIGITIMES	<i>POLITICO</i>	
Discovery Communications Inc.	REUTERS	
Dow Jones	Revision3	
DVICE	Scripps Networks	
EE Daily News	<i>Sound + Vision</i>	
<i>EE Times</i>	Spike TV	
<i>Electronic House</i>	<i>Stereophile</i>	
Engadget	<i>Stereotimes</i>	
Entertainment Hollywood	TechCrunch TV	
ESPN.com	TechHive	
<i>Esquire Magazine</i>	TechLaunchPad	

Source: 2013 International CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

MAJOR MEDIA FROM AROUND THE WORLD

More than 1,600 journalists from 73 countries journeyed to the 2013 International CES, creating a vast array of CES media coverage worldwide. International publications and broadcast outlets included:

Argentina

Prensario
RedUSERS
TELEFE

Australia

Gizmodo Australia
The Australian
Radio 2UE

Austria

DerStandard
Hit Radio OE3
Kurier

Belgium

De Tijd
La Dernière Heure
Minoc Press

Brazil

Folha de S. Paulo
O Estado de S. Paulo
O Globo

Canada

Discovery
MSN Canada
National Post

Chile

Wow TV
Canal 13
FayerWayer

China

CBSI for China
China Business
Chinese Biz News
Guangzhou Daily
ZDNet China

Colombia

El Espectador
EL TIEMPO
NTN 24

Costa Rica

Repretel
Teletica
Zoom Radio

Croatia

Bug
Halo

Czech Republic

Economia
iDNES
Mlada fronta a.s.

Denmark

BFE
Millinium Events
TV 2 Beep

Dominican Republic

HD.com
Lira

El Salvador

El Diario de Hoy
La Prensa Grafica

Finland

AV-VISIO
Pohjola
Sanoma Magazine

France

Clubic
France 24
TF1

Germany

BILD
CHIP
Financial Times

Greece

Sound Vision

Guatemala

Guatlevision

Honduras

Diario La Prensa

Hong Kong

AV Magazine
Engadget
e-zone

Hungary

Geeks.hu
Index.hu
NEPSZABADSAG

India

Global Technologies
India Today
The Economic Times

Indonesia

Info Komputer
Kompas
Okezone.com

Iran

Sakhtafzar Magazine

Ireland

Irish Independent
Irish Times

Israel

Channel 10 News
Channel 2 News
Home Theater.co.il

Italy

Corriere della Sera
Il sole 24 ore
Wired Italy

Japan

Asahi Broadcasting
Dempa Daily
Nikkei Publications

WORLDWIDE MEDIA COVERAGE

Jordan

Roya TV
TechTech.ME

Lebanon

Specom
T3 Middle East

Lithuania

15 mins

Mexico

CNN
Estilo DF on E!
Parenetsis.com

Netherlands

Hardware Magazine
The Verge
Tweakers

New Zealand

Global Voice Media
New Zealand Listener
TV3 NEW ZEALAND

Norway

Aftenposten
Global Telecom News
NRK News

Panama

Medcom – Telemetro
Revista Pauta
Vida Digital

Peru

Byte gadget
Common Peru
Empresarial

Philippines

Philippine STAR
TV5

Poland

Agora
Newsweek Polska
Wirtualna Polska

Puerto Rico

Wprost

Romania

Hi_Tech@mail.ru
ProTV
TLBHD.com

Russia

3DNews
PCWorld Russia
Russia – 24

Saudi Arabia

Tech Pills Show
TG Media

Singapore

CBS Interactive
CNET Asia
FOX International

Slovakia

Digital Visions s.r.o.
PC REVUE
Dailyfive

South Africa

Popular Mechanics
Stuff Magazine
Talk Radio 702

South Korea

Aving News
ITers News
Korean Daily

Spain

El Economista
El Pais
Engadget

Sweden

ElektronikBranschen
Nyhetsbolaget
SweClockers AB

Switzerland

IDG Communications AG
SonntagsZeitung
Tagesanzeiger

Taiwan

Bloomberg News
Digitimes
Liberty Times

Thailand

Nation Multimedia
PC World Thailand
Splash Interactive

Tunisia

L'Economiste

Turkey

Milliyet Daily Newspaper
Sabah Daily
TaknoSafari

Ukraine

Elle Magazine
Notus.com.ua

United Arab Emirates

FlatpanelsHD

United Kingdom

BBC
Daily Telegraph
Stuff Magazine
The Sunday Times
What Hi-Fi? Sound & Vision

Venezuela

City Magazine
HBO Latin America
Inside Telecom

Viet Nam

Vimobi

WORLDWIDE MEDIA COVERAGE

TOP RADIO OUTLETS

News from the 2013 International CES was featured on the radio airways in top media markets across the United States.

Atlanta

All News 106.7

Austin

KLBJ-AM

Baltimore

WYPR-FM

Boston

WBUR

WBUZ

Radio One

Arizona

KFNN - Bloomberg

Data Doctors

Chicago

WLS – ABC

WBBM-AM

WBEZ-FM

Columbus

WTVN-AM

Dallas/Ft. Worth

WBAP

Hartford-New Haven

WTIC-AM

KPRC – NBC

KTRK – ABC

Los Angeles

KABC

KBLI

KPCC-FM

KFI - AM

Clear Channel

Hispanic Business

WS Radio/ABC

Entertainment

Las Vegas

KXNT – CBS

KNPR News

Miami

WSCV – Telemundo

WTVJ – NBC

Milwaukee

WTM5

Minneapolis/St. Paul

KNOW-FM

New York

CBS News Radio

WOR-AM

Orlando

WDBO-AM

Philadelphia

KYW – CBS

WDDE 91.1

WHYY – NBC

Phoenix

KFYI-AM

Pittsburgh

KDKA – CBS

WESA-FM

Salt Lake City

KSL-AM

San Antonio

WOAI

Sacramento

Capital Public

San Francisco

KCBS-AM

KLIV-AM

KQED-FM

KPOO

BCC w/Steve Wright in the

Afternoon

Seattle

KGMI

KIRO-AM

St. Louis

KMOX-AM

Tampa

WFLA – NBC

Washington, D.C. area

WTOP2

WAMU-FM

AARP Radio

Radio America

Sirius XM Satellite

WORLDWIDE MEDIA COVERAGE

MAJOR NAMES FROM FINANCIAL, RESEARCH AND INDUSTRY ANALYSTS FIRMS AT THE 2013 CES

The world's top financial, research and industry analyst firms attended the 2013 International CES. Prominent companies included:

AIG	Janus Capital Group
ABI Research	J.D. Powers and Associates
American Express	Jeffries & Co.
Azure Capital Partners	JPMorgan Chase
Bank of America Merrill Lynch	Korea Investment Trust Management Co., Ltd.
Barclays Capital	Lazard Capital Markets
BayStreet Research, LLC	Liberty Mutual Group
Bloomberg	Macquarie Capital
BMO Capital Markets	Mercato Partners
BNP Paribas	Merrill Lynch
Canaccord Genuity	Morgan Keegan & Co. Inc.
Capital One	Morgan Stanley
Caris & Co.	Nationwide Insurance
Cavalry Asset Management	Nomura Securities International Inc.
Charles Schwab	Oppenheimer & Co.
Citadel Investment Group	Pacific Crest Securities
Citigroup Global Markets Inc.	Parks Associates
Cleveland Research Co.	Piper Jaffray
Cowen and Co. LLC	RBC Capital Markets
Credit Suisse	Redpoint Ventures
Deloitte & Touche LLP	Robert W. Baird & Co. Inc.
Deutsche Bank Securities Inc.	ROTH Capital Partners
Draper Fisher Jurvetson	Samsung Ventures
Edward Jones	Silicon Valley Bank
Envisioneering	SNL Kagan
Ernst & Young	Sterne Agee
Fidelity Investments	Stifel Nicolaus
Foundry Group	Strategy Analytics
Forrester Research	The Carlyle Group
Gartner	The NPD Group
GE Capital	Thomson Reuters
GfK	TIAA-CREF
Goldman Sachs	UBS Investment Bank
Google Ventures	WEDBUSH Securities
HSBC	Wellington Management Co. LLP
Iconoculture	Wells Fargo
IDC	William Blair & Co. LLC
IMS Research	Ziff Brothers Investments
IHS iSuppli	

Source: 2013 International CES® Registration Reports

INDUSTRY GROWTH 365 DAYS A YEAR



CEA
Consumer Electronics Association

PRODUCER OF



The International CES is owned and produced 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 is the preeminent trade association promoting growth in the \$209 billion U.S. consumer electronics industry. CEA represents more than 2,000 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 CE.org to learn more about CEA programs and initiatives.

NOTES:

This image shows a full page of blank, lined paper. It features approximately 28 horizontal blue or grey lines spaced evenly apart, typical of notebook paper. The lines extend across the entire width of the page, leaving small margins at the top and bottom. There are no vertical lines, text, or other markings on the page.

NOTES:

[illegible]



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