



**Consumer  
Technology**  
Association™

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# **ATTENDANCE AUDIT SUMMARY**

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CES® 2016

January 6-9, 2016

Las Vegas, Nevada

CES.tech

## LETTER FROM CONSUMER TECHNOLOGY ASSOCIATION (CTA)<sup>TM</sup>

As the meeting place for innovative thinkers for 50 years, CES<sup>®</sup> draws developers, manufacturers, investors, media and more from all facets of the global technology industry. Every year, more than 165K industry professionals converge in Las Vegas, NV, for a mind-bending assortment of networking opportunities, product introductions, headline-generating keynotes, conference sessions and more.

CES 2016 broke records and proved, once again, the immense value it holds for the consumer technology industry. 177,393 attendees gathered in Las Vegas to network with 3,887 exhibitors showcasing cutting-edge and world-changing technology across 2.47 million net square feet of exhibit space. From gesture controlled driverless cars to handheld scanners that detect the nutritional value of food, 7,545 media captured the unparalleled value and global impact of the technology displayed at CES.

We thank every CES participant for making our 2016 show such a monumental success. Your commitment to the industry helps the creativity, invention, communication, interactions and partnerships which allow new products and services to improve people's lives and improve the world.

We are doing our part to deliver the industry's best to you at CES and hope that you find great value in this *Attendance Audit Summary*. CES is the only consumer technology show that adheres to strict audit requirements set by UFI, the global association of the exhibition industry. Through our detailed record-keeping procedures, we have compiled independently-verified information on attendee demographics to maximize your return on investment and assure that your CES participation is worthwhile.

Thank you again, and we look forward to seeing you at CES 2017, January 5-8, 2017 in Las Vegas.



Gary Shapiro  
President and CEO  
Consumer Technology Association<sup>TM</sup>



Karen Chupka  
Sr. VP, CES and Corporate Business Strategy  
Consumer Technology Association<sup>TM</sup>

CES is owned and produced by the Consumer Technology Association (CTA)<sup>TM</sup>.



# TABLE OF CONTENTS



**Consumer  
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Audit Sources .....	3
Overall Attendance .....	4
Highlights .....	4
International Attendance .....	5
Attendee Profiles .....	6
• Individual's Primary Job Function .....	6
• Company's Primary Role .....	6
• Product Categories Represented .....	7
• Overall Buying Power .....	7
• Annual Sales Volume .....	7
Top Retailers at CES .....	8
Government Representatives .....	9
Educational Institutions .....	10
Geographic Profile .....	11
Social Media Reach .....	12
CES Survey Results .....	12
Worldwide Media Coverage .....	13
About the Consumer Technology Association (CTA)™ .....	22

Visit **CES.tech** for up-to-the-minute news and information about CES.

To speak directly with a CES sales representative regarding exhibit space or promotional opportunities, please contact us at **CESsales@CTA.tech**.

## PREFACE

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CES is the world's largest consumer technology tradeshow, encompassing products and services from 20 product categories.

- 3D Printing
- Accessories
- Audio
- Communications/infrastructure
- Computer hardware/software/services
- Content creation & distribution
- Digital imaging/photography
- Electronic gaming
- Fitness and sports
- Health and biotech
- Internet services
- Online media
- Robotics
- Sensors
- Smart home
- Startups
- Vehicle Technology
- Video
- Wearables
- Wireless devices & services

## SOURCES

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The CES 2016 Attendee Audit Summary provides exhibitors and prospects with insight into who attends CES. This information will help you appraise opportunities and maximize your ROI from CES. Information included in this document was derived from:

- Vault Consulting's CES 2016 Exhibition and Conference Audit Report
- CES 2016 Registration Data, provided by ITN
- CES 2016 Post-show Exhibitor Survey
- CES 2016 Post-show Attendee Survey
- 2016 Fortune 500 list
- *TWICE's* Top 100 CE Retailers list (May, 16)
- Cision, TV EYES

## VAULT CONSULTING INC.

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Vault Consulting provides an independent, third-party verification of CES attendance, attendee demographic information, records and record-keeping systems. CES wants its exhibitors to have valuable, accurate attendance data to enhance market analysis and verify the show's credibility.



# OVERALL ATTENDANCE

## CES 2016 ATTENDANCE OVERVIEW

REGISTRATION TYPE	VERIFIED ATTENDANCE
Attendees	104,753
Exhibitor Personnel	65,095
Media	7,545
<b>TOTAL ATTENDANCE</b>	<b>177,393</b>

	VERIFIED ATTENDANCE
Conference Session Attendance**	6,646
Speakers**	1,156

## HIGHLIGHTS

The following numbers are highlights of top attendee segments and represent a snapshot of CES attendance. For more information please contact a sales representative at [CESsales@CTA.tech](mailto:CESsales@CTA.tech).

### CES ATTRACTS SENIOR-LEVEL EXECUTIVES\*

JOB FUNCTION	VERIFIED ATTENDANCE	% OF TOTAL ATTENDANCE
President/Owner	14,364	8.1%
C-Level Executives (CEO, CFO, CIO/CTO, CMO, CCO, CDO, COO, CPO, CRO, CXO)	8,737	4.9%
Vice President	10,557	6%
Director/Sr. Manager/General Manager	34,673	19.5%
<b>TOTAL SENIOR-LEVEL EXECUTIVES</b>	<b>68,331</b>	<b>38.5%</b>

### CES ATTRACTS THE ENTERTAINMENT & ADVERTISING COMMUNITY\*

INDUSTRY PROFESSIONALS	VERIFIED ATTENDANCE
Advertising & Marketing	22,552
Entertainment & Content	23,581
<b>TOTAL ADVERTISING &amp; ENTERTAINMENT</b>	<b>34,367***</b>

\* New for CES 2016, exhibitor personnel are included in the total count.

\*\* Conference session attendance and speakers are a subset of total attendance counted within attendee, exhibitor personnel or media totals.

\*\*\*Individuals self-reported; total represents a single individual with duplicate selects removed.

# INTERNATIONAL ATTENDANCE

## CES ATTRACTS AN INTERNATIONAL AUDIENCE

	VERIFIED ATTENDANCE	% OF TOTAL ATTENDANCE
International Attendees	33,633	19%
International Exhibitor Personnel	17,653	10%
International Media	2,522	1.4%
<b>TOTAL INTERNATIONAL ATTENDANCE</b>	<b>53,808</b>	<b>30.3%</b>

## CES ATTRACTS AN INTERNATIONAL AUDIENCE

International visitors from 158 countries traveled to CES 2016. Many of those visitors attended as part of 140 formal delegations.

COUNTRY	NUMBER OF DELEGATIONS	COUNTRY	NUMBER OF DELEGATIONS
Afghanistan	1	Japan	6
Argentina	1	Mexico	4
Australia	1	Netherlands	2
Austria	1	New Caledonia*	1
Brazil	2	New Zealand	1
Bulgaria	1	Nigeria	1
Cameroon	1	Norway	1
Canada	5	Pakistan	1
Chile	1	Peru	1
China	26	Philippines	2
Colombia	2	Poland	1
Costa Rica	1	Romania	1
Croatia	1	Russia	1
Cuba*	1	Slovenia	1
Denmark	3	South Korea	16
Dominican Republic	1	Spain	1
Finland	1	Sweden	2
France	16	Taiwan	2
Germany	4	Thailand	1
Guatemala	1	Trinidad and Tobago*	1
Hong Kong	1	Turkey	1
Hungary	2	Ukraine	1
India	4	United Arab Emirates	1
Israel	1	United Kingdom	7
Italy	2	Vietnam	2

**TOTAL DELEGATIONS 140**

**Top executives presented their insights and visions for the industry's future at CES 2016, with presentations from:**

- Mary Barra, General Motors Co.
- Steve Burke, NBCUniversal
- Dr. Volkmar Denner, Bosch
- Dr. Herbert Diess, Volkswagen Passenger Cars
- Secretary Anthony Foxx, U.S. Department of Transportation
- Lucian Grainge, Universal Music Group
- Reed Hastings, Netflix
- Dr. WP Hong, Samsung SDS
- Michael Kassar, MediaLink
- Brian Krzanich, Intel
- Kristin Lemkau, JP Morgan Chase
- Alison Lewis, Johnson & Johnson
- Stephen Mollenkopf, Qualcomm
- James Park, Fitbit
- Peter Rice, Fox Networks Group
- Ginni Rometty, IBM
- Amnon Shashua, MobilEye
- John Stankey, AT&T

\* New countries to the delegation program

# ATTENDEE PROFILES

## CLASSIFICATION BY INDIVIDUAL'S PRIMARY JOB TITLE

JOB TITLE**	NUMBER OF ATTENDANCE**	% OF TOTAL ATTENDANCE
Analyst	2,853	1.6%
Buyer	7,532	4.2%
Content Developer	1,140	<1%
Distributor	2,371	1.3%
Engineer	10,627	6%
Manager/Store Manager/Product Manager	15,950	9%
Manufacturer's Representative	4,188	2.4%
Service Technician	1,136	<1%
Systems Installer/Integrator	611	<1%

## CLASSIFICATION BY COMPANY'S PRIMARY ROLE

TYPE OF BUYING ORGANIZATION	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES
Distribution	7,788	7.4%
Institutional, Corporate (Non-Retail), Government Procurement	8,456	8.1%
Retail	10,091	9.6%
Specialty Retail	2,490	2.4%
System Integrator/Installation	3,113	3%
VAR/Dealer	1,011	1%
<b>TOTAL BUYING ORGANIZATIONS</b>	<b>32,949</b>	<b>31.5%</b>

OTHER COMPANY PRIMARY ROLES	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES
Advertising and Marketing	4,012	3.8%
Business Development/Sales	1,859	1.8%
Business Services, Financial Services	2,763	2.6%
Content Development, Entertainment	3,920	3.7%
Digital Health and Fitness, Health Care Related Services	2,391	2.3%
Digital Media	4,133	3.9%
Engineering/Research & Development	6,226	5.9%
Manufacturer's Rep, Manufacturer (Non-exhibiting)	9,808	9.4%
Public Policy, Government Agency	1,648	1.6%
Service Provider (Non-Retail)	2,445	2.3%
Software Development/Publishing	4,241	4%
Venture Capitalist/Private Equity/Investing	1,848	1.8%

\*Attendees = Exhibits Only Attendance; Does not include media or exhibitor personnel.

\*\*New for CES 2016, Job Title includes exhibitor personnel.

## ATTENDEE PROFILES

### BUYING ORGANIZATIONS CLASSIFIED BY ANNUAL SALES VOLUME OF CONSUMER TECHNOLOGY PRODUCTS

	ANNUAL SALES IN MILLIONS**						
	< \$1	\$1-\$5	\$5-\$10	\$10-\$50	\$50-\$250	\$250-\$500	\$500+
Retail Buyers	1,896	1,346	741	909	613	331	2,404
Specialty Retail	705	517	173	220	153	72	278
Institutional, Corporate (Non-Retail), Government Procurement	927	672	440	621	1,011	849	1,966
VAR/Dealer	309	239	89	98	72	16	45
Distribution	930	1,481	954	1,461	812	322	770
Systems Integrator/Installation	970	677	266	303	159	64	316

### CLASSIFICATION BY OVERALL BUYING POWER

LEVEL OF PURCHASING AUTHORITY	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
Final decision maker	29,490	28%
Significant influence	35,991	34%
Initial recommendations	9,354	8.9%
Research new products	11,693	11%

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

PRODUCT CATEGORY**	NUMBER OF ATTENDEES*	RANK
Computer Hardware & Software	20,033	1
Wireless Devices	17,661	2
Other Consumer Technology	15,741	3
Accessories	14,622	4
Audio	14,299	5
Smart Home/Appliances	13,554	6
Wearables	13,344	7
Video	12,404	8
Automotive Electronics	12,094	9
Telecommunications and Infrastructure	11,452	10
E-Commerce	9,594	11
Audio, High-Performance/High-Resolution	9,043	12
Internet Services	8,025	13
Health and Biotech	7,953	14
Online Media	7,898	15
Gaming	7,764	16
Content Creation	7,128	17
Digital Imaging/Photography	6,700	18
Safety & Security Products	6,664	19
Sensors	6,608	20

CES 2016 attracted 76% of the 2016 Fortune 100 companies.

\*Attendees = Exhibits Only Attendance; Does not include media or exhibitor personnel.

\*\* For CES 2016 and 2015, only buying organizations were asked about their company's annual sales volume.



# TOP RETAILERS

87 percent of *TWICE's* Top Consumer Electronics Retailers sent representatives to CES 2016.

Retailer	TWICE's 2015 Rank	Number of Reps Sent to CES 2016	2015 Total CE Sales in Millions
Best Buy	1	252	\$30,902
Amazon.com	2	124	\$23,086
Wal-Mart	3	153	\$22,189
Apple Retail Stores	4	251	\$12,916
Target	5	107	\$5,622
Costco Wholesale	6	74	\$5,546
Gamestop	7	12	\$4,353
Newegg.com	8	89	\$2,584
Dell	9	118	\$2,510
Sam's Club	10	78	\$2,474
Micro Center	11	23	\$2,444
Sears	12	64	\$1,591
Office Depot	13	41	\$1,359
RadioShack	14	14	\$1,354
Staples	15	53	\$1,325
Fry's Electronics	16	85	\$1,141
Army - Air Force Exchange	17	9	\$817
hhgregg	18	9	\$814
Hewlett Packard	19	10	\$691
Toys R Us	20	11	\$630
QVC	21	41	\$618
P.C. Richard & Son	22	11	\$525
Microsoft	23	910	\$499
BJ's Wholesale Club	24	9	\$481
Kmart	25	0	\$461
Bose	26	94	\$460
Conn's	27	7	\$419
Nebraska Furniture Mart	28	12	\$399
B & H Photo	29	3	\$393
Home Shopping Network	30	28	\$380
Tiger Direct	31	2	\$375
Lenovo	32	180	\$370
Groupon	33	17	\$364
BrandsMart USA	34	10	\$325
Navy Exchange	35	1	\$318
Simply Mac	36	3	\$278
Crutchfield	37	13	\$277
Abt Electronics and Appliances	38	15	\$270
Rakuten.com	39	5	\$262
Beach Trading Company	40	3	\$260
Adorama Camera	41	8	\$251
Bluestem Brands	42	7	\$230
ABC Warehouse	43	5	\$219
Curacao	44	48	\$183
Fred Meyer Stores	45	13	\$177
Video Only	46	2	\$155
Meijer	47	6	\$131
Car Toys	48	5	\$128
Abe's of Maine	49	0	\$118
InMotion Entertainment	50	8	\$114

Retailer	TWICE's 2015 Rank	Number of Reps Sent to CES 2016	2015 Total CE Sales in Millions
Electronic Express	51	8	\$110
The Home Depot	52	26	\$107
DataVision	53	3	\$95
MacMall	54	0	\$94
CDW	55	10	\$89
R.C. Willey Home Furnishings	56	25	\$89
Cameta Camera	57	1	\$88
CyberPower	58	16	\$84
Comp-U-Plus	59	0	\$81
Marine Corps Exchange	60	8	\$77
PC Nation	61	0	\$69
Ritz Interactive	62	0	\$65
Valuevision/ShopNBC	63	0	\$65
Huppin's	64	5	\$63
Seventh Avenue	65	6	\$58
Walgreen's	66	13	\$58
PC Connection	67	1	\$56
Audio Express	68	9	\$55
Kohl's	69	31	\$51
Vann's	70	0	\$50
ShopKo Stores	71	3	\$50
iBUYPOWER Computer	72	1	\$43
The Big Screen Store	73	2	\$42
Stereo Advantage	74	2	\$41
Pacific Sales	75	3	\$37
Hunt's Photo & Video	76	1	\$36
Bob & Ron's World Wide Stereo	77	4	\$35
National Camera Exchange & Video	78	1	\$30
Cabela's	79	6	\$30
Samy's Camera	80	4	\$30
Lowe's	81	60	\$27
Badcock Home Furnishing Centers	82	0	\$27
J.C. Penney	83	7	\$27
Howard's Appliance	84	1	\$26
Auto Zone	85	4	\$23
Menard's	86	0	\$22
CVS	87	6	\$20
Mickey Shorr	88	1	\$20
Bi-Mart	89	4	\$20
Cowboy Maloney's	90	3	\$18
Dollar Tree	91	0	\$17
Modia	92	0	\$16
Hastings Entertainment	93	4	\$15
Dollar General	94	2	\$15
Pep Boys	95	2	\$14
Creve Coeur Camera Inc.	96	2	\$14
Bjorn's	97	6	\$10
Brookstone	98	39	\$10
Jetson TV & Appliance Centers	99	0	\$10
Rite Aid	100	1	\$9

# GOVERNMENT REPRESENTATIVES

CTA is actively involved in programs that affect the laws and regulations affecting your bottom line and ability to innovate. CES attracts top U.S. federal, state and regulatory officials as well as many international government officials. The Secretary of Transportation, U.S. Trade Representative, Members of Congress federal and state agencies as well as staff from the U.S. Senate and the House of Representatives joined government technology officials from other countries at CES, extending the show's global scope.

## The CES 2016 attracted some 200 U.S federal government officials including:

The Hon. Anthony Foxx, Secretary, U.S. Department of Transportation  
Ambassador Michael Froman, U.S. Trade Representative  
The Hon. Roger Wicker, Senator, Mississippi  
The Hon. Mark Warner, Senator, Virginia  
The Hon. Darrell Issa, Representative, CA-49  
The Hon. Dina Titus, Representative, NV-1  
The Hon. Will Hurd, Representative, TX-23  
The Hon. Michael Huerta, Administrator, Federal Aviation Administration  
The Hon. Marietta Robinson, Commissioner, United States Consumer Product Safety Commission  
The Hon. Arun M. Kumar, Director General of the U.S. and Foreign Commercial Service and Assistant Secretary for Global Markets, U.S. Department of Commerce, International Trade Administration  
The Hon. Suzanne Spaulding, National Protection and Programs Directorate (NPPD), Department of Homeland Security  
The Hon. Meredith Broadbent, Chairman, U.S. International Trade Commission  
The Hon. Michelle Lee, Director and Under Secretary, U.S. Patent and Trademark Office  
The Hon. Pamela Schweitzer, Assistant Surgeon General, U.S. Public Health Service  
The Hon. Tom Kalil, Deputy Director for Policy, White House Office of Science and Technology Policy  
The Hon. Megan Smith, Chief Technology Officer, White House Office of Science and Technology Policy

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## U.S. FEDERAL COMMUNICATIONS COMMISSION (FCC)

The Hon. Tom Wheeler, Chairman  
The Hon. Mignon Clyburn, Commissioner  
The Hon. Ajit Pai, Commissioner  
The Hon. Jessica Rosenworcel, Commissioner  
The Hon. Michael O'Rielly, Commissioner

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## U.S. FEDERAL TRADE COMMISSION (FTC)

The Hon. Edith Ramirez, Chairwoman  
The Hon. Julie Brill, Commissioner  
The Hon. Maureen Ohlhausen, Commissioner  
The Hon. Terrell McSweeney, Commissioner

Plus 16 State Elected Officials, more than 160 high-ranking staff U.S. Congressional and Agency staff and International Officials and staff.



## FOREIGN GOVERNMENT OFFICIALS

CES attracts government officials from around the globe, including:

- The Hon. Emmanuel Macron, Minister of the Economy, Government of France
- The Hon. Randy Hoback, Member of Parliament in the House of Commons, Government of Canada

Source: CES® 2016 Registration Reports

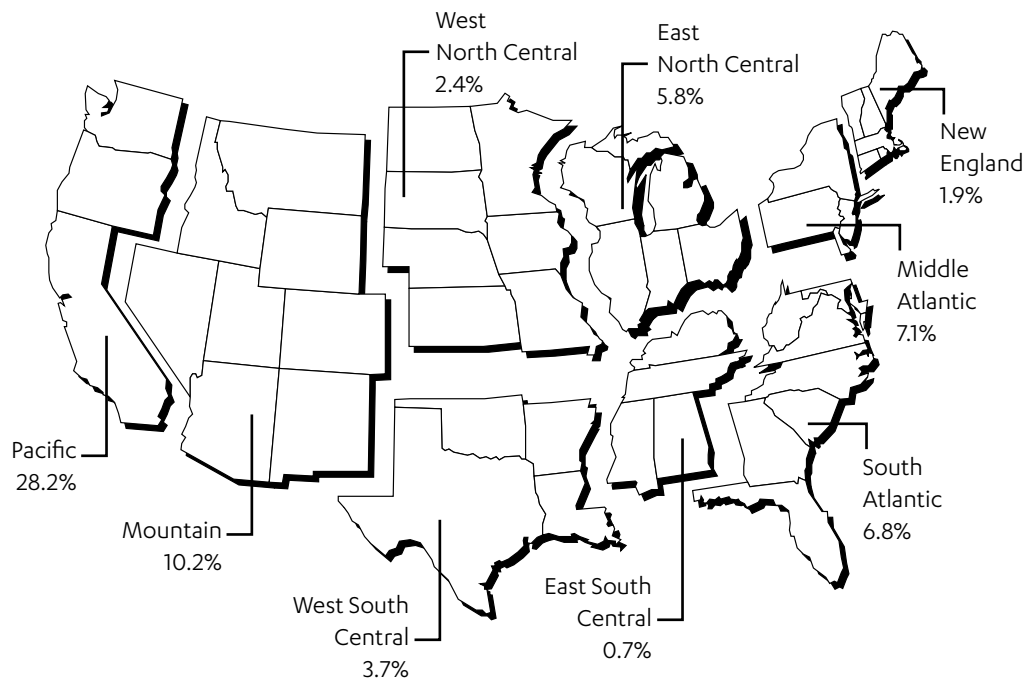
## EDUCATIONAL INSTITUTIONS

Representatives from educational institutions around the world participated in CES 2016, including:

Arizona State University	Korea Institute of Science & Technology	Universidad Politécnica de Madrid
Brigham Young University	Korea PolyTech University	Universidad Tecnológica de Tijuana
California Polytechnic State University	Korea University	University of Arizona
California State University	Kyungpook National University	University of British Columbia
Carnegie Mellon University	Michigan State University	University of Colorado
Chung-Ang University	New York University	University of Georgia
Clemson University	Oklahoma State University	University of Kentucky
Columbia University	Osaka University	University of Louisville
Dankook University	Pennsylvania State University	University of Maryland
Duquesne University	Princeton University	University of Michigan
Eindhoven University of Technology	Purdue University	University of Notre Dame
Emerson College	Rochester Institute of Technology	University of Seoul
Gallaudet University	Seoul National University	University of Southern California
George Mason University	Stanford University	University of Utah
George Washington University	Temple University	University of Washington
Georgia Institute of Technology	Texas A&M University	University of Wisconsin
Hanyang University	Texas Tech University	Vassar College
Harvard University	Tokyo University of Technology	Virginia Polytechnic Institute and State University
Indiana University	University of California	West Virginia University
Johns Hopkins University	Universidad Carlos III de Madrid	
Kansas State University		

# GEOGRAPHIC PROFILE

## GEOGRAPHICAL ANALYSIS OF U.S. ATTENDEES



## TOP 20 NON-U.S. MARKETS

MARKET	NUMBER OF ATTENDEES	RANK
China	4,867	1
South Korea	4,567	2
Canada	3,705	3
Japan	2,641	4
France	2,000	5
United Kingdom	1,812	6
Mexico	1,654	7
Taiwan	1,379	8
Germany	1,252	9
Hong Kong	639	10
Australia	591	11
Israel	552	12
India	432	13
Netherlands	422	14
Sweden	416	15
Italy	394	16
Brazil	388	17
Turkey	328	18
Argentina	285	19
Denmark	283	20

## SOCIAL MEDIA REACH\*

CES 2016 topped the charts when it came to social media coverage. Highlights include:

#CES2016 and @CES mentions	930,379
Views of videos posted by CES during CES	521,525
Views of Snapchat's CES Live Story (January 7 only)	85.5 million
Twitter impressions	16,181 million
Instagram impressions	470 million

\*Reflects period of January 5-9, 2016

78% of those in attendance believe CES is the most important event to attend for companies involved in the consumer technology industry.

## CES SURVEY RESULTS

### CES 2016 ATTENDEES SEE THE VALUE OF CES

- **90%** rated the quality of their experience at CES 2016 as positive.
- **88%** think CES reflects the energy and excitement of the consumer technology industry.
- **83%** believe CES benefits the entire consumer technology industry.
- **83%** feel CES is the gathering place for innovators and the pioneers of technology.
- The top reasons to attend are to: see specific new products and trends, network opportunities, develop new business partnerships, meet with existing business partners/vendors and comparison shop a wide range of new products/companies.

### CES 2016 EXHIBITORS SUPPORT CES

- **83%** think CES reflects the energy and excitement of the consumer technology industry.
- **80%** believe CES benefits the entire consumer technology industry.
- **80%** think CES is the gathering place for innovators and the pioneers of technology.
- **76%** said they were satisfied with their exhibiting experience at CES.
- The most important reasons to exhibit are: the quality of attendees, business development, to maintain/expand relationships with clients/prospects and to build brand recognition.

# WORLDWIDE MEDIA COVERAGE

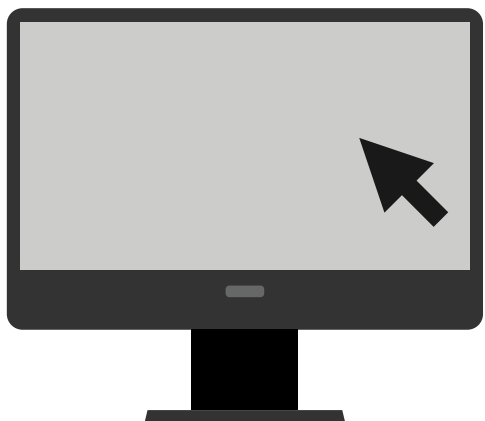
## MEDIA ATTENDANCE OVERVIEW

U.S. and international media coverage of CES 2016 reached record-setting heights again for the tenth year in a row. A total of 7,545 media from 78 countries attended and produced more than 42,562 media hits in January 2016 across major print, broadcast and online outlets – a five percent increase over January 2015 coverage alone.

CES 2016 was covered by major trade publications, magazines, newspapers, websites, blogs and broadcast networks. Consumers around the world were able to read, see and hear about the latest innovations in consumer technology. Given the significant influence and scope of media attendance, coverage and trends, there is no better place for a company to promote its products and services to the global market than CES.

## RECORD MEDIA COVERAGE

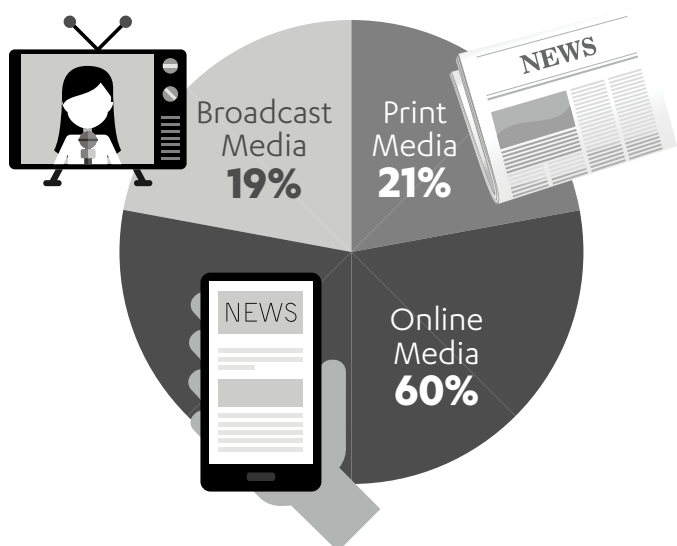
Media Hits **19,000+**



Media Attendance **7,545**



## MEDIA ATTENDANCE OVERVIEW



## WORLDWIDE MEDIA COVERAGE

### CES 2016 MEDIA AND INDUSTRY PARTNERS

**Aol.**

**BeTerrific!!**  
www.BeTerrific.com

**Bloomberg**

**BusinessWire**  
A Berkshire Hathaway Company

**ConsumerReports**

**中華商報**  
CHINESE BIZ NEWS

**c|net**

**Center  
Ring  
Media**

**Health  
Tech  
Insider**

**Wearable  
Tech Insider**

**Digital Imaging  
Reporter**  
FOCUS ON THE BUSINESS OF IMAGING

**DIGITAL  
TRENDS**

**Discovery  
COMMUNICATIONS**

**engadget**

**Future**

**NewBay Media**

**OUATCH.tv**

**Prensario TI**  
Retail & Dealers

**Reviewed.com**

**scrippsnetworks  
interactive**

**Stuff**

**TC TechCrunch**

**tct**  
+personal e.

**TECH.CO**

**techradar**  
The home of technology

**騰訊網**  
QQ.com

**tom's guide**  
a Purch brand

**tubefilter**

**TWICE**

**VARIETY**

**VB**

**THE VERGE**

**VOX MEDIA**

**WHAT HI\*FI?**

# WORLDWIDE MEDIA COVERAGE

## TRADE PUBLICATIONS

Major trade publications reached target vertical markets with coverage of the latest innovations in their industries. A sampling of trade publications that covered CES 2016 include:

<i>Advertising Age</i>	<i>Digital Imaging Reporter</i>	<i>Residential Systems</i>
<i>AdWeek</i>	<i>Electronic Design</i>	<i>SportsBusiness Journal</i>
<i>Audio Review</i>	<i>Electronic House</i>	<i>StreamingMedia</i>
<i>Audio Technique</i>	<i>Hi-Fi+</i>	<i>TCT Magazine</i>
<i>Auto Bild</i>	<i>Home Media Magazine</i>	<i>Technology Integrator</i>
<i>Automobile Magazine</i>	<i>IEEE Consumer Electronics</i>	<i>The Chronicle of Higher Education</i>
<i>Automotive News</i>	<i>iHomes and Buildings Magazine</i>	<i>The Retail Observer</i>
<i>AUVSI</i>	<i>iPhone Life Magazine</i>	<i>TodaysPractice.com</i>
<i>AV Magazine</i>	<i>Jobson Medical Information</i>	<i>TWICE</i>
<i>Bloomberg Businessweek</i>	<i>MacTech Magazine</i>	
<i>Broadcasting &amp; Cable</i>	<i>MIT Technology Review</i>	
<i>Cato Institute</i>	<i>Mobile Electronics</i>	
<i>CE Pro</i>	<i>Multichannel News</i>	
<i>Connected World Magazine</i>	<i>New Bay Media</i>	
<i>Consumer Electronics Daily</i>	<i>PC Pro</i>	
<i>Dealerscope</i>		

“CES has strangely become one of the most important harbingers of hope and optimism for our global economy at the start of each year.”  
-Forbes

## PRINT MAGAZINES

Leading consumer and business magazines informed millions of consumers about the products and technologies changing the world. A sampling of magazines that covered CES 2016 include:

<i>AAA High Roads</i>	<i>Le Parisien Magazine</i>	<i>Subscribed Magazine</i>
<i>Architectural Digest</i>	<i>Le Vif L'Express</i>	<i>Sunset Magazine</i>
<i>Autoweek</i>	<i>Marie Claire</i>	<i>TED Publications</i>
<i>Auto Bild</i>	<i>Men's Health</i>	<i>The Absolute Sound</i>
<i>Axel Springer Auto Verlag GmbH</i>	<i>Men's Journal</i>	<i>The Economist</i>
<i>Barron's</i>	<i>Mondadori</i>	<i>The Hollywood Reporter</i>
<i>Better Homes &amp; Gardens</i>	<i>Motor Trend Magazine</i>	<i>The New Yorker Magazine</i>
<i>Car and Driver China</i>	<i>Newsweek</i>	<i>TIME</i>
<i>CBNWeekly</i>	<i>PC Magazine</i>	<i>TimeOut London</i>
<i>Consumer Reports</i>	<i>PC World</i>	<i>Travel + Leisure</i>
<i>Consumer Technology Publishing Group</i>	<i>Popular Mechanics</i>	<i>Variety</i>
<i>Cosmopolitan</i>	<i>Popular Photography</i>	<i>Videomaker Magazine</i>
<i>DWELL Magazine</i>	<i>Popular Science</i>	<i>Vegas Inc.</i>
<i>Entrepreneur</i>	<i>Resource Magazine</i>	<i>Vegas Seven Magazine</i>
<i>Forbes</i>	<i>Road &amp; Track</i>	<i>VOGUE</i>
<i>Fortune</i>	<i>Rolling Stone</i>	<i>What Hi-Fi? Sound and Vision</i>
<i>FUNN Magazine</i>	<i>Runner's World</i>	<i>Widescreen Review</i>
<i>Good Housekeeping</i>	<i>Shutterbug</i>	<i>Wired</i>
<i>GQ</i>	<i>Sound &amp; Vision</i>	<i>Women's Health Magazine</i>
<i>Haymarket Media Group</i>	<i>Stereophile</i>	
	<i>Stuff</i>	

“Fundamentally, CES is about the tantalizing promise of the next big thing.” - IEEE Spectrum

“Its role in our world continues to be important and relevant.” -TIME



## GLOBAL NEWSPAPERS

“The next big thing at this year’s CES is, well, everything.”

- Boston Globe

“CES is the place where every industry comes together... the biggest trend is the acceleration of change.”

- *Globe and Mail*

“The annual CES in Las Vegas has provided a launchpad for some of the most famous devices in consumer technology”

- Bloomberg News

Newspapers and wire services from top U.S. and international markets brought headline coverage of CES and its exhibiting companies to consumers in all the major markets around the world. A sampling of newspapers and wire services that covered CES 2016 include:

*Agence France-Presse (AFP)*

*Asahi Shimbun*

*Asharq AlAwsat newspaper*

*Associated Press*

*Bloomberg News*

*Boston Globe*

*Chicago Tribune*

*China Daily*

*Chinese Biz News*

*Cleveland Plain Dealer*

*Daily Mirror*

*Denver Post*

*Der STANDARD*

*Detroit Free Press*

*Diario Financiero*

*Economic Observer*

*El Universal*

*Financial Times*

*Globe and Mail*

*Guardian*

*Handelsblatt*

*Houston Chronicle*

*La Nación*

*Las Vegas Review-Journal*

*Las Vegas Sun*

*Le Figaro*

*Le Monde*

*Los Angeles Daily News*

*Los Angeles Times*

*Maeil Business Newspaper*

*New York Daily News*

*New York Post*

*New York Times*

*Newsday*

*Nikkei*

*Orange County Register*

*Philadelphia Daily News*

*Philadelphia Inquirer*

*Portland Tribune*

*Reuters*

*San Diego Union Tribune*

*San Francisco Examiner*

*San Jose Mercury News*

*Seattle Times*

*Seoul Economic Daily*

*Süddeutsche Zeitung*

*Sunday Times of London*

*Telegraph*

*Times of India*

*Tokyo Shimbun*

*USA Today*

*Wall Street Journal*

*Washington Post*

# WORLDWIDE MEDIA COVERAGE

## ONLINE MEDIA

Leading websites, blogs and reviewers gave millions of consumers around the world a first-hand look at the latest must-have products at CES. Online media coverage of CES came from the following:

Amazon	Reviewed.com	Inc.com
AnandTech Inc.	Sina.com	Information Week
Android Authority	Sound + Vision	International Business Times
Android Central	Stereo Times	Laptop Mag
Ars Technica	Stuff.TV	LinkedIn
Askmen.com	Style LA	Linus Tech Tips
Austin Evans	Superexpo.com	Live Science
Autoblog	SweClockers.com	Mashable
Autocar	T3	Maxim
AutoGuide	Tech.co	MKBHD
Axel Springer SE/BILD	TechCrunch	Money Today
Aving News	Techdirt	Motherboard (VICE)
Big Picture Big Sound	TechHive	Mother Nature Network
Billboard	Tech Insider	Motor Trend
Brit+Co	TechLaunchPad	PartnerSales
Business Insider	Techlicious	PCMag.com
Buzzfeed	TechnoBuffalo	Pocketnow
CBS Interactive	TechRadar	POPSUGAR
Center Ring Media	TechTudo	Popular Mechanics
CE Online News	TechView.me	Tested.com
CEPro.com	TechZulu	The Drive
CNBC.com	Tencent	The Drum
CNET	Tested.com	The Gamer Access
CNN.com	The Daily Dot	The Mac Observer
Computer Shopper	Fortune.com	The Motley Fool
Computerworld	Foxnews.com	The Verge
Condé Nast	Future US	The Wirecutter
Consumer Reports	GeekBeat.TV	Tinhte.vn
Cult Of Mac	GigaOM	tldtoday
Digital Spy	Gizmag	Tom's Guide
Digital Trends	Gizmodo	Tom's Hardware
Discovery.com	Gizmodo Australia	TrustedReviews
Electronic House	Gizmodo Brazil	Tubefilter
Engadget	Globo.com	TweakTown.com
Engadget Japan	GMA.com	TWiT.tv
Entrepreneur Online	Golem.de	Unbox Therapy
ESPN.com	Handelsblatt	VentureBeat
Esquire Magazine	Health Tech Insider	Vocativ
eWeek	Hexus	Vox Media
Examiner	Hollywood Reporter	Wareable
Expert Reviews	HotHardware.com	WebMD
Fast Company	HowStuffWorks	Whathifi?.com
Forbes.com	howtogeek.com	Wired.com
Popular Science	Huffington Post	wsj.com
Prensario	Huffington Post Canada	Yahoo! News
PSFK	Huffington Post UK	Youku
Purch	IDG	ZDNet
QQ	IDG Sweden	ZOL.com.cn
Recode	IDG UK	
Recordere.dk	iLounge	

“The best thing I saw at CES 2016 was the humanity.” - The Verge

“CES 2016 brought consumer tech back to who it belongs: The consumer.” - Mashable

“You can see where all this amazing tech is gonna take us.” - CNET

## BROADCAST COVERAGE

Major U.S. and international broadcast and cable networks showcased the hottest products and exhibitors at CES to millions of viewers and listeners around the world. The 1,339 broadcasters that attended the show resulted in more than 19,000 broadcasts in January alone. Network television and radio coverage of CES 2016 included:

“CES has been the place where consumers and the media get a glimpse of the future.”  
- NPR

“At CES in Las Vegas you see the very best... of technology.”  
- CNN

“If CES 2016 is anything to go by, the future of how we enjoy home entertainment is here.”  
- CBS

ABC	HSN
Al Jazeera America	IDG
Almajd Network	IDG China
ARD German Radio & TV	IDG Sweden
Associated Press	iHeart Media Inc.
Asahi Broadcasting Corp.	Into Tomorrow with Dave Graveline
Be Terrific	Japan Broadcasting Corp. (NHK)
AutoWorld Radio	MSNBC
BBC	NBA TV
Bloomberg	NBC
Canadian Broadcasting Corp. (CBC)	NPR
CBS	Ouatch TV
China Central Television (CCTV)	PBS
CCTV America	Primedia Broadcasting
CNBC	Radio Télévision Belge Francophone (RBF)
CNBC World	RAI Italian National TV
CNET TV	RTE Ireland
CNN	RTVi
CNN International	Scripps Networks Interactive
C-Span	Sky News Australia
Discovery Channel	Sky News Arabia
DIY Network	Telemundo
EFTM Australia	Time Warner Cable
Entertainment TV	Tokyo Broadcasting System
Entertainment Radio Network (ERN)	Travel Channel
Feature Story News (FSN)	Turner Network Television (TNT)
FOX Business Network	Univision
FOX Sports	Voice of America Radio and TV
Gannett	Wall Street Journal Network
GetConnected Media	W Radio Colombia
HBO Latin America	wsRadio.com
HeartCatch Inc.	Xinhua News Agency
High Impact TV	Zweites Deutsches Fernsehen (ZDF)
HLN	

# WORLDWIDE MEDIA COVERAGE

## MAJOR MEDIA FROM AROUND THE WORLD

Media from 78 countries attended CES. Below is a breakout of media from each country.



## INVESTMENT, FINANCIAL AND RESEARCH FIRMS

Top domestic and international financial, investment and research firms from 27 countries discovered the next big thing in consumer technology at CES. Prominent companies include:



Australia



Bermuda



Canada



China



France



Germany

ABI Research

American Express

Azure Capital Partners

Bank of America Merrill Lynch

Barclays Capital

Bessemer Venture Partners

Bloomberg

BMO Capital Markets

BNP Paribas

Canaccord Genuity

Cantor Fitzgerald

Charles Schwab

Citadel LLC

Citigroup Inc.

Cleveland Research Co.

CLSA

Cowen and Company LLC

Credit Suisse

Deloitte

Deutsche Bank

Edward Jones

Ernst & Young

Fidelity Investments

Forrester Research

Foundry Group

Frost & Sullivan

The FutureS Co.

Gartner

GE Capital

GfK

Goldman Sachs

Google Ventures

HSBC

IDC

Infotrends

ITG Investment Research

J.D. Powers and Associates

J.P. Morgan

Janus Capital Group

Jefferies LLC

# WORLDWIDE COVERAGE

Korea Investment Trust Management Co. Ltd.

Lazard

Lombard Odier

Macquarie Capital

Merrill Lynch

Mintel Group Ltd.

Morgan Stanley

Navigant Research

Needham & Co., LLC

Nomura Securities International Inc.

NPD Group

Oppenheimer & Co.

Parks Associates

Piper Jaffray

PSFK

Raymond James & Associates

RBC Capital Markets

Redpoint Ventures

Reliance Capital

Robert W. Baird & Co.

ROTH Capital Partners

Samsung Ventures

Silicon Valley Bank

State Farm Insurance

Sterne Agee CRT

Stifel

The Carlyle Group

Thomson Reuters

TIAA-CREF

UBS

WEDBUSH Securities

Wellington Management Co.

Wells Fargo

William Blair & Co.

Ziff Brothers Investments

Pacific Crest Securities

Strategy Analytics



Japan



India



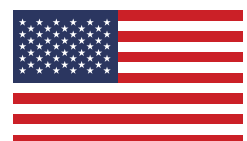
Korea, South



Switzerland



United Kingdom



United States

## ABOUT THE CONSUMER TECHNOLOGY ASSOCIATION (CTA)<sup>™</sup>

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Consumer  
Technology  
Association<sup>™</sup>

CES is owned and produced by the Consumer Technology Association (CTA)<sup>™</sup>. With nearly five decades of history, CES reaches across markets, spans the globe and helps thousands of consumer technology businesses grow and thrive each year.

CTA is the trade association representing the \$287 billion U.S. consumer technology industry. More than 2,200 companies – 80 percent are small businesses and startups; others are among the world's best known brands – enjoy the benefits of CTA membership including policy advocacy, market research, technical education, industry promotion, standards development and the fostering of business and strategic relationships. Profits from CES are reinvested into CTA's industry services.

CTA members attending and exhibiting at CES enjoy numerous benefits including discounts on exhibit space and attendee and conference registration, onsite access to member lounges with private meeting rooms and refreshments, invitations to member-only networking lunches, evening receptions and more. Visit [CTA.tech/membership](http://CTA.tech/membership) to learn about the benefits of CTA membership at CES and all year round.

### UPCOMING CES EVENTS

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CES Unveiled Prague  
October 20, 2016  
Prague, Czech Republic

CES Unveiled Las Vegas  
January 3, 2017  
Las Vegas, Nevada

CES Unveiled Paris  
October 25, 2016  
Paris, France

CES 2017  
January 5-8, 2017  
Las Vegas, Nevada

CES Unveiled New York  
November 10, 2016  
New York, New York

CES Asia 2017  
June 7-9, 2017  
Shanghai, China



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