



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  **CEA®**

ATTENDEE AUDIT SUMMARY RESULTS

2012 International CES®

January 10-13, 2012

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.

CES is believed to be the only consumer technology show meeting 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. CES was one of the first tradeshow 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 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.

This comprehensive Attendee Audit Summary shows you verified information about who attends CES, why they attend and what markets, products, companies and services matter the most to them.

Through our strict record-keeping procedures and our 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 CES

We look forward to crafting an exhibit experience with you for the 2013 International CES to be held Tuesday, January 8-Friday, January 11, in Las Vegas, Nevada.



Gary Shapiro
President and CEO,
CEA



Karen Chupka
Sr. Vice President,
Events and Conferences,
CEA



Gary Shapiro
President and CEO,
CEA



Karen Chupka
Sr. Vice President,
Events and Conferences,
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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 consumer technology tradeshow, encompassing products and services from 15 product categories.

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

SOURCES

The *2012 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 2012 International CES Exhibition and Conference Audit Report
- *2012 International CES Post-show Exhibitor Survey*
- *2012 International CES Post-show Attendee Survey*
- 2012 International CES Registration Data, provided by Experient
- *TWICE's 2011 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

2012 INTERNATIONAL CES ATTENDANCE OVERVIEW

REGISTRATION TYPE	VERIFIED ATTENDANCE
Attendees	
Exhibits-Only	93,652
Conference Session	3,613
Verified Exhibitors	51,236
Media	
Press	6,037
Industry Analysts	1,014
Speakers	601
TOTAL ATTENDANCE	156,153

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	14,804	15%
CFO	945	<1%
CIO/CTO	1,596	1.6%
CMO	371	<1%
C-Level Executive (COO, CXO)	2,969	3%
Vice President	7,275	7%
Director/Senior Manager	10,640	10.9%
General Manager	3,396	3%
TOTAL SENIOR-LEVEL EXECUTIVES	41,996	43%

CES ATTRACTS THE ENTERTAINMENT COMMUNITY

ENTERTAINMENT PROFESSIONALS	VERIFIED ATTENDANCE
C-Level/VP/Media Executives	9,495
Director/Sr. Manager	3,631
Professional Content Creator (Developers, Designers, Producers)	1,829
TOTAL ENTERTAINMENT ATTENDANCE**	32,105

*Attendees = Exhibits-Only + Conference Session Attendance; Does not include media, exhibitors or speakers (97,265)

Sources: 2012 International CES® Veris Audit Report; 2012 International CES® Registration Reports

**Please note: The 2011 Audit incorrectly reflected the entertainment/content community. The verified entertainment community attendance at the 2011 International CES was 29,957.

OVERALL ATTENDANCE

CES ATTRACTS AN INTERNATIONAL ATTENDANCE

	VERIFIED ATTENDANCE	% OF TOTAL ATTENDANCE
International Attendees (Exhibits-Only and Conference Session)	23,311	14.9%
International Exhibitors, Speakers	10,438	6.6%
International Media (Press, Industry Analysts)	1,985	1%
TOTAL INTERNATIONAL ATTENDANCE	35,734	22%

INTERNATIONAL ATTENDEE DELEGATIONS

International visitors from more than 150 countries traveled to the 2012 International CES. Many of those visitors attended as part of 99 formal delegations.

COUNTRY	NUMBER OF DELEGATIONS	COUNTRY	NUMBER OF DELEGATIONS
Argentina	2	Italy	2
Australia	2	Japan	2
Austria	1	Jordan	1
Brazil	3	Korea	12
Bulgaria	1	Mexico	2
Cameroon	1	New Zealand	1
Canada	4	Nigeria	1
China	19	Peru	1
Columbia	2	Philippines	1
Czech Republic	1	Qatar	1
Dominican Republic	1	Romania	1
Ecuador	1	Russia	2
Egypt	1	Taiwan	1
France	3	Thailand	2
Germany	2	UAE	1
Greece **	1	United Kingdom	4
Guatemala **	1	Ukraine	1
Hong Kong	1	Uruguay **	1
Hungary	2	Venezuela	1
India	1	Vietnam	3
Indonesia	2	Misc. Countries ***	2
Israel	3		
TOTAL DELEGATIONS	99		

The top executives in consumer technology presented their insights and visions for the industry's future at the 2012

International CES, with keynote addresses from:

- Steve Ballmer, Microsoft
- Dr. Paul Jacobs, Qualcomm
- Paul Otellini, Intel
- Hans Vestberg, Ericsson
- Dr. Dieter Zetsche, Daimler AG, Mercedes-Benz Cars
- Lowell McAdam, Verizon
- Ursula Burns, Xerox Corp.
- Robert Kyncl, YouTube
- Alan Mulally, Ford Motor Co.
- David Christopher, AT&T
- Beth Comstock, General Electric
- Carolyn Everson, Facebook
- Stephen Quinn, Walmart
- Steve Shannon, Hyundai
- Keith Weed, Unilever

*Attendees = Exhibits-Only + Conference Session Attendance; Does not include media, exhibitors or speakers (97,265)

Sources: 2012 International CES® Veris Audit Report; 2012 International CES® Registration Reports

** New countries to the delegation program

*** Westwood Marketing – France, Korea and Israel; NUSACC- Arab Countries

ATTENDEE PROFILES

CLASSIFICATION BY INDIVIDUAL'S PRIMARY JOB FUNCTION

JOB FUNCTION	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
Analyst	1,888	1.9%
Buyer	6,247	6%
Consultant	4,251	4%
Content Developer	675	<1%
Distributor	2,086	2%
Engineer	5,382	5.5%
Manager	9,898	10%
Manufacturers Representative	1,856	1.9%
Product Manager	2,934	3%
Service Technician	1,001	1%
Store Manager	658	<1%
Systems Installer / Integrator	783	<1%

CLASSIFICATION BY COMPANY'S PRIMARY ROLE

TYPE OF BUYING ORGANIZATION	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
Retail	12,441	12.7%
Institutional, Corporate (Non-Retail), Government Procurement	3,862	3.9%
VAR/Dealer	1,251	1%
Specialty Retail	2,099	2%
System Integrator/Installation	3,077	3%
Distribution	8,229	8%
TOTAL BUYING ORGANIZATIONS	30,957	31.8%

OTHER PRIMARY ROLES	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
Software Development/Publishing	3,554	3.6%
Content Development, Entertainment	6,758	6.9%
Manufacturer's Rep, Manufacturer (Non-exhibiting), Public Policy, Government Agency	9,287	9.5%
Distribution (Non-buyer)	640	<1%
Service Provider (Non-Retail)	2,019	2%
Consulting	4,086	4%
Advertising, Marketing	4,835	4.9%
Engineering	6,085	6%
Venture Capitalist/Private Equity/Investing	1,220	1%
Business Services, Financial Services	2,375	2%
Business Development/Sales	2,750	2.8%

ATTENDEE PROFILES

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

PRODUCT CATEGORY**	NUMBER OF ATTENDEES*	RANK
Accessories	33,741	1
Computer Hardware & Software	24,092	2
Wireless & Wireless Devices	19,881	3
Audio	18,586	4
Other Consumer Electronics	17,586	5
Mobile Applications	16,314	6
Embedded Technology	15,032	7
Tablet PCs/Netbooks	14,851	8
High-Performance Audio	13,171	9
Online/Internet	13,078	10
Wi-Fi	12,772	11
Entertainment/Content	12,445	12
Digital Imaging/Photography	11,334	13
Automotive Electronics	11,066	14
Connected Home	10,792	15
Internet-Based Multimedia Services	10,786	16
Telecommunications/Infrastructure	10,686	17
Video	10,135	18
3D	9,982	19
Lifestyle Electronics	9,741	20

CLASSIFICATION BY OVERALL BUYING POWER

LEVEL OF PURCHASING AUTHORITY	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
Final decision maker	30,936	31.8%
Significant influence	31,304	32%
Initial recommendations	9,057	9%
Research new products	8,656	8.9%

*Attendees = Exhibits-Only + Conference Session Attendance; Does not include media, exhibitors or speakers (97,265)

**2012 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: 2012 International CES® Veris Audit Report; 2012 International CES® Registration reports

The 2012 International CES attracted 76% of the Fortune 100 companies.

Source: 2012 International CES®
Registration Reports;
fortune.com/fortune500

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*	21,311	13,294	6,118	8,224	5,671	2,820	12,077
% of Total Attendees*	21.9%	13.6%	6%	8%	5.8%	2.9%	12%
Retail Buyers	3,386	2,295	762	884	686	334	2,097
Specialty Retail	868	471	140	140	91	22	79
Institutional, Corporate (Non-Retail), Government Procurement	407	365	205	253	174	86	415
VAR/Dealer	449	334	124	93	49	18	34
Distribution	1,076	1,758	981	1,452	676	256	567
Systems Integrator/Installation	1,473	713	199	164	86	38	95
Engineering	1,167	628	281	434	417	163	1,388
Service Provider (Non-Retail)	710	204	59	83	45	116	63

* Attendees = Exhibits-Only + Conference Session Attendance; Does not include media, exhibitors or speakers (97,265)

Source: 2012 International CES® Veris Audit Report; 2012 International CES® Registration Report

TOP 100 U.S. CONSUMER ELECTRONICS RETAILERS

Eighty-nine percent of the top consumer electronics retailers sent representatives to the 2012 International CES.

Retailer	2011 Rank	Number of Reps Sent to 2012 International CES	Estimated 2011 CE Sales in \$ Millions
Best Buy	1	470	\$32,470
Walmart	2	142	\$20,532
Amazon.com	3	253	\$12,017
Apple Retail Stores	4	4	\$11,173
Target	5	58	\$6,486
Costco Wholesale	6	88	\$5,051
Gamestop	7	21	\$4,816
Dell	8	98	\$3,451
RadioShack	9	46	\$3,389
Sam's Club	10	7	\$2,624
Newegg.com	11	56	\$2,452
Sears	12	46	\$2,205
Systemax	13	23	\$2,114
Micro Center	14	22	\$1,835
Staples	15	84	\$1,783
Fry's Electronics	16	82	\$1,513
Office Depot	17	18	\$1,468
hhgregg	18	4	\$1,418
Army - Air Force Exchange	19	28	\$1,110
Toys "R" Us	20	19	\$939
Sony Stores	21	0	\$893
Hewlett-Packard	22	594	\$844
OfficeMax	23	29	\$708
P.C. Richard & Son	24	8	\$688
BJ's Wholesale Club	25	10	\$617
QVC	26	27	\$610
Kmart	27	0	\$601
BrandsMart USA	28	18	\$467
Navy Exchange	29	1	\$424
Bose	30	54	\$409
J&R Music & Comp. World	31	8	\$400
Home Shopping Network	32	44	\$362
B&H Photo	33	6	\$341
Barnes & Noble	34	60	\$331
Conn's	35	7	\$282
Ritz Camera Retail Stores	36	12	\$277
Buy.com	37	12	\$264
Crutchfield	38	11	\$247
ABC Warehouse	39	6	\$239
MacMall	40	1	\$234
Nebraska Furniture Mart	41	13	\$231
Beach Trading Company	42	2	\$225
American TV & Appliances	43	4	\$220
Abt Electronics and Appliances	44	12	\$217
Paul's TV	45	6	\$195
La Curacao	46	35	\$192
Fred Meyer Stores	47	13	\$184
Adorama Camera	48	14	\$175
Bluestem Brands	49	4	\$173
Meijer	50	5	\$151

2011 Retailer	Number of Reps Rank	Sent to 2012 International CES	Estimated 2011 CE Sales in \$ Millions
Video Only	51	2	\$151
CDW	52	12	\$140
Electronics Expo	53	4	\$135
Car Toys	54	10	\$127
6th Avenue Electronics	55	0	\$115
R.C. Willey Home Furnishings	56	24	\$114
Abe's of Maine	57	1	\$113
Data Vision	58	3	\$106
Marine Corps Exchange	59	4	\$98
CyberPower	60	15	\$96
Harmony/Ultimate	61	1	\$94
Electronic Express	62	8	\$92
The Home Depot	63	16	\$90
Alienware	64	2	\$83
Ritz Interactive	65	3	\$78
Vann's	66	6	\$77
Valuevision/ShopNBC	67	4	\$73
Comp-U-Plus	68	0	\$73
PCNation	69	1	\$71
Cameta Camera	70	3	\$71
Walgreens	71	17	\$69
ShopKo Stores	72	4	\$65
Bosco's	73	4	\$63
Pamida	74	2	\$61
PC Connection	75	3	\$61
InMotion Entertainment	76	4	\$61
Huppin's Hi-Fi/OneCall	77	6	\$61
Magnolia Audio Video	78	7	\$59
Audio Express	79	8	\$52
The Big Screen Store	80	2	\$51
Seventh Avenue	81	1	\$45
Kohl's	82	1	\$43
iBUYPOWER Computer	83	7	\$42
Pacific Sales	84	4	\$42
Stereo Advantage	85	0	\$40
JCPenny	86	0	\$40
National Camera Exchange	87	4	\$35
Badcock Home Furnishing	88	0	\$32
Simply Mac	89	4	\$30
Cabela's	90	0	\$29
Menards	91	0	\$27
Samy's Camera	92	7	\$26
Modia	93	1	\$26
Howard's Appliance	94	0	\$23
CVS	95	5	\$22
Cowboy Maloney's	96	3	\$20
Bi-Mart	97	3	\$19
Rite Aid	98	0	\$18
Calumet Photographic	99	11	\$17
Hastings Entertainment	100	6	\$16

Source: TWICE, May, 2012; 2012 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 and the House of Representatives joined government technology officials from other countries at the International CES, extending the show's global scope.

The 2012 International CES attracted 138 government officials including:

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

The Honorable Charlie Bass, U.S. Congressman (R-NH)
The Honorable Marsha Blackburn, U.S. Congressman (R-TN)
The Honorable Dean Heller, U.S. Senator (R-NV)
The Honorable Darrell Issa, U.S. Congressman (R-CA)
The Honorable Billy Long, U.S. Congressman (R-MO)
The Honorable John Shimkus, U.S. Congressman (R-IL)
The Honorable Cliff Stearns, U.S. Congressman (R-FL)
The Honorable Lee Terry, U.S. Congressman (R-NE)
The Honorable Ronald Wyden, U.S. Senator (D-OR)

FEDERAL COMMUNICATIONS COMMISSION

The Honorable Mignon Clyburn, Commissioner
The Honorable Julius Genachowski, Chairman
The Honorable Robert McDowell, Commissioner

OFFICE OF MANAGEMENT AND BUDGET, EXECUTIVE OFFICE OF THE PRESIDENT

The Honorable Steven VanRoekel, United States Chief Information Officer

OFFICE OF SCIENCE AND TECHNOLOGY POLICY, EXECUTIVE OFFICE OF THE PRESIDENT

Mr. Tom Power, Deputy Chief Technology Officer for Telecommunications

U.S. DEPARTMENT OF COMMERCE

Dr. Rebecca Blank, Acting Deputy Secretary of Commerce

U.S. DEPARTMENT OF HOMELAND SECURITY

Mr. Greg Schaffer, Acting DHS Deputy Undersecretary, National Protection and zPrograms Directorate

CES GOVERNMENT CONFERENCE ATTENDEES

Roger Baker, Assistant Secretary of Information & IT, Department of Veteran Affairs
Gerry Connelly, Congressman, US House of Representatives
Linda Cureton, CIO, NASA
Simon Szykman, CIO, Department of Commerce

And Over 100 High-Ranking Congressional and Agency Staff

Source: 2012 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:

- 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.

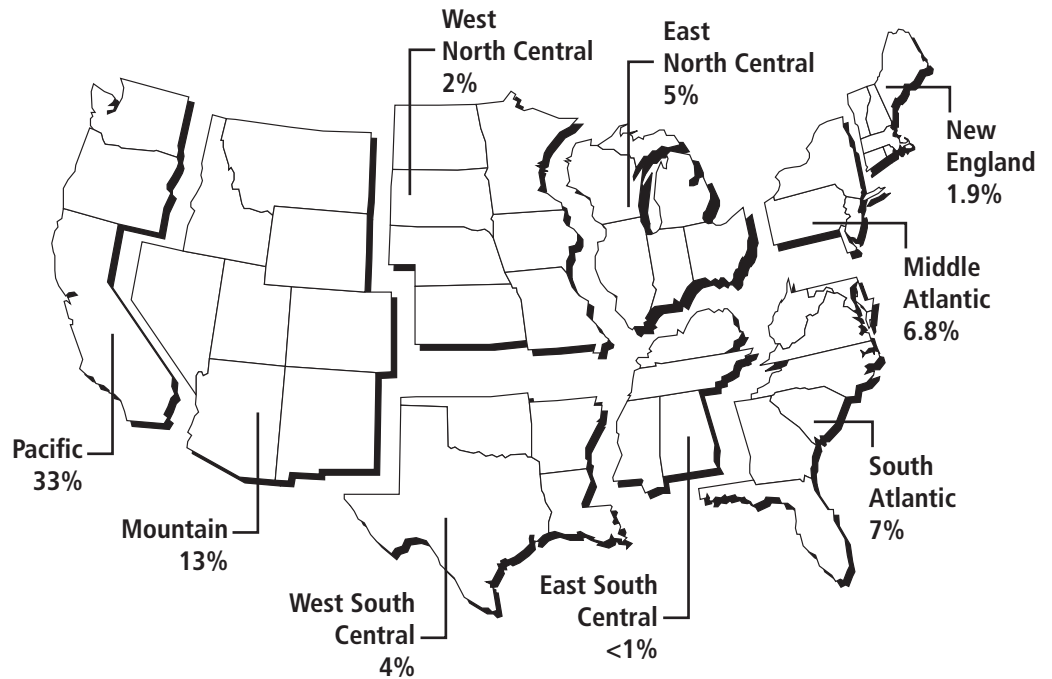
A sample of schools and universities represented include:

Alabama State University	Korea University	University of Arizona
Arab Academy for Science & Technology	Kyoto University	University of Bristol
Arizona State University	Kyungpook National University	University of British Columbia
Brigham Young University	Kyushu Institute of Technology	University of Chicago
British Columbia Institute of Technology	Lee-Ming Institute of Technology	University of Essex
California Polytechnic State University	Massachusetts Institute of Technology	University of Hong Kong
California State University	Michigan State University	University of Illinois
Carnegie Mellon University	National University of Ireland	University of Incheon
Chung-Ang University	Northern Michigan University	University of Kocaeli
Chungnam National University	Northwest University	University of Maryland
Columbia University	Ohio State University	University of Missouri
Cornell University	Oklahoma State University	University of Nebraska
Curtin University of Technology	Oregon State University	University of Notre Dame
Dankook University	Pennsylvania State University	University of Pisa
Dartmouth College	Pepperdine University	University of Queensland
De La Salle University	San Diego State University	University of Southern California
Dixie State College	Seoul National University	University of Technology Cottbus
Duke University	Southern Oregon University	Universidad Tecnológica de Tijuana
Eindhoven University of Technology	Stanford University	University of Utah
George Mason University	Technical University of Madrid	University of Vigo
Georgia Institute of Technology	Texas A&M University	University of Washington
Hanyang University	Texas Tech University	University of Wisconsin
Hong Kong Polytechnic University	Tokyo University of Technology	Virginia Polytechnic Institute and State University
Indiana University	Tufts University	Xi'an Jiaotong University
Kansas State University	University of California	Yonsei University
Korea Aerospace University	Universidad Carlos III de Madrid	Zhejiang University
Korea Polytechnic University	Universidad de la Sierra	
	Universidad Politécnica de Madrid	
	University of Nevada	
	University of Alabama	

Source: 2012 International CES® Registration Reports

GEOGRAPHIC PROFILE

GEOGRAPHICAL ANALYSIS OF U.S. ATTENDEES



TOP 20 NON-U.S. MARKETS

MARKET	NUMBER OF ATTENDEES*	RANK
Canada	3,805	1
South Korea	2,505	2
Japan	1,636	3
China	1,568	4
Mexico	1,383	5
United Kingdom	1,363	6
France	898	7
Taiwan	892	8
Germany	753	9
Brazil	745	10
Australia	551	11
Israel	501	12
Hong Kong	422	13
Sweden	405	14
Italy	338	15
Netherlands	299	16
Denmark	275	17
Singapore	232	18
Russia	197	19
Turkey	195	20

*Attendees = Exhibitors-only + Conference Session Attendance; Does not include media, exhibitors or speakers (97,265)

Source: 2012 International CES® Veris Audit Report

INTERNATIONAL CES SURVEY RESULTS

A WORD FROM 2012 INTERNATIONAL CES ATTENDEES

REASON TO ATTEND	IMPORTANT OR VERY IMPORTANT RATING
To see new products	84%
Opportunity to network	73%
Develop new business partnerships	72%
To see new content	71%
Meet with existing business partners	71%

According to 2012 International CES attendees:

- **88%** rated the quality of their experience at the 2012 International CES as positive.
- **83%** said they would be likely/very likely to recommend the International CES to a colleague or co-worker.
- **81%** think CES reflects the energy and excitement of the CE industry.
- **71%** are more likely to make purchases from CES exhibitors because of what they saw/experienced at the show.

75% of attendees think CES is the most important event to attend for companies involved in the CE industry.

*Source: 2012 International CES®
Post-show Attendee Survey*

A WORD FROM 2012 INTERNATIONAL CES EXHIBITORS

More than 3,100 companies exhibited throughout 1.86 million net square feet of exhibit space at the 2012 International CES.

According to 2012 International CES exhibitors:

- **83%** said they were satisfied with their exhibiting experience at CES.
- The most important reasons to exhibit are the quality of attendees, to generate business, build brand recognition, network/develop business partnerships and maintain relationships with key accounts/clients.
- **75%** think CES reflects the energy and excitement of the CE industry.
- **72%** think CES is the most important event to attend for companies involved in the CE industry.

Source: 2012 International CES® Post-show Attendee Survey and Post-show Exhibitor Survey

WORLDWIDE MEDIA COVERAGE

MEDIA COVERAGE OF THE 2012 INTERNATIONAL CES CONTINUES SETS NEW RECORD

U.S. and international media coverage of the 2012 International CES, the world's largest consumer technology tradeshow, reached record-setting heights for the sixth year in a row. More than 5,000 media and analysts journeyed to Las Vegas for the event, resulting in more than 7,500 media hits in January 2012 in major print, broadcast and online outlets – a 35 percent increase over 2011 coverage.

The International CES received significant global media coverage, with more than 1,800 international media from 65 countries in attendance. The list of countries generating CES media coverage include Australia, Brazil, Canada, China, Germany, France, India, Israel, Japan, Korea, Mexico, Russia, United Arab Emirates and the United Kingdom.

The 2012 International CES was covered by major news outlets such as the AP, BBC, *BloombergBusinessWeek*, *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 2012 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 2012 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.

2012 INTERNATIONAL CES MEDIA ATTENDANCE

Countries Represented	65
International Media (Press, Industry Analysts)	1,985
Print Media	24%
Online / Wire Media	55%
Broadcast Media	21%

TOTAL PRESS (U.S. and International)	6,037
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Source: 2012 International CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

MAGAZINE COVERAGE

Leading consumer and business magazines covered the 2012 International CES, reaching millions of consumers across the globe. The CES magazine coverage included:

<i>Advertising Age</i>	<i>Fortune</i>	<i>Newsweek</i>
<i>AutoWeek</i>	<i>Gameinformer Magazine</i>	<i>Popular Mechanics</i>
<i>Barron's</i>	<i>Good Housekeeping</i>	<i>Popular Science</i>
<i>Black Enterprise Magazine</i>	<i>GQ</i>	<i>Rolling Stone</i>
<i>Bloomberg Businessweek</i>	<i>GQ Mexico/Latin America</i>	<i>What Hi-Fi? Sound & Vision</i>
<i>Car and Driver</i>	<i>House Beautiful</i>	<i>Shutterbug</i>
<i>Computer Shopper</i>	<i>iPhone Life Magazine</i>	<i>Stuff</i>
<i>Conde Nast Traveler</i>	<i>LAPTOP Magazine</i>	<i>Travel + Leisure</i>
<i>Connected World Magazine</i>	<i>PC Magazine</i>	<i>Variety</i>
<i>Consumer Reports</i>	<i>PC World</i>	<i>Wired</i>
<i>Creating Keepsakes</i>	<i>Playboy</i>	
<i>ESPN</i>	<i>Maximum PC/</i>	
<i>Esquire Magazine</i>	<i>Maximum Tech</i>	
<i>Forbes</i>	<i>Men's Health</i>	

U.S. DAILY NEWSPAPER COVERAGE

UNPARALLED COVERAGE IN TOP U.S. DAILY NEWSPAPERS AT THE 2012 CES

Newspapers and wire services from top U.S. markets brought widespread coverage of the 2012 International CES and its exhibitors to consumers around the country. Major U.S. daily newspaper and wire coverage include:

<i>Arizona Republic</i>	<i>Reuters</i>
<i>Associated Press</i>	<i>San Diego Daily Transcript</i>
<i>Bloomberg News</i>	<i>San Diego Union Tribune</i>
<i>Boston Globe</i>	<i>San Francisco Chronicle</i>
<i>Chicago Tribune</i>	<i>San Francisco Examiner</i>
<i>Denver Post</i>	<i>San Jose Mercury News</i>
<i>Financial Times</i>	<i>Seattle Times</i>
<i>Investor's Business Daily</i>	<i>St. Louis Post Dispatch</i>
<i>Las Vegas Sun</i>	<i>The Courier Journal</i>
<i>Las Vegas Review Journal</i>	<i>USA Today</i>
<i>Las Vegas Times</i>	<i>Wall Street Journal</i>
<i>Los Angeles Daily News</i>	<i>Washington Post</i>
<i>Los Angeles Times</i>	
<i>New York Post</i>	
<i>New York Times</i>	

Source: 2012 International CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

TRADE PUBLICATIONS

MAJOR TRADE PUBLICATIONS CAPTURE THE LATEST INNOVATIONS AT THE 2012 INTERNATIONAL CES. Major industry trade publications covered the 2012 International CES, highlighting innovative products and technologies that debuted at the show. Leading trade publications that covered the 2012 International CES include:

<i>Advertising Age</i>	<i>Motor Trend</i>
<i>The Audiophile Voice</i>	<i>Multichannel News</i>
<i>Audiotechnique</i>	<i>PC Magazine</i>
<i>AutoWeek</i>	<i>PC Pro</i>
<i>AV Magazine</i>	<i>PC World</i>
<i>Barron's</i>	<i>Photo Industry Reporter</i>
<i>Best Magazine</i>	<i>Playback Magazine</i>
<i>Car and Driver</i>	<i>Popular Mechanics</i>
<i>CE Online News</i>	<i>Popular Photography</i>
<i>CE Pro</i>	<i>Popular Science</i>
<i>Computer Shopper</i>	<i>RCR Wireless News</i>
<i>Consumer Electronics Daily</i>	<i>Residential Systems</i>
<i>Consumer Reports</i>	<i>SmartHouse</i>
<i>CustomRetailer</i>	<i>Sound & Vision</i>
<i>Dealerscope</i>	<i>Stereo Magazine</i>
<i>Digital Times</i>	<i>Stereo Times</i>
<i>Digital Tradeshow</i>	<i>Stereophile</i>
<i>DigiTimes</i>	<i>ToneAudio Magazine</i>
<i>EE Times</i>	<i>TV Technology</i>
<i>Electronic Design</i>	<i>TWICE</i>
<i>Electronic House</i>	<i>Variety</i>
<i>Envisioneering</i>	<i>Widescreen Review</i>
<i>Gadget Gurus</i>	<i>Wired</i>
<i>GameSpot</i>	<i>Wireless Week</i>
<i>GPS Magazine</i>	
<i>High-Tech News</i>	
<i>Home Cinema Choice</i>	
<i>Home Media Magazine</i>	
<i>Home Theater Magazine</i>	
<i>IEEE Spectrum</i>	
<i>InformationWeek</i>	
<i>iPhone Life</i>	
<i>Marketnews</i>	
<i>Maximum PC</i>	
<i>Mobile Electronics</i>	

Source: 2012 International CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

BROADCAST COVERAGE

TELEVISION AND RADIO BROADCASTS BRING CES TO MILLIONS OF HOMES

The major U.S. and international broadcast and cable networks covered the 2012 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 2012 International CES.

Major network television and radio coverage included:

ABC Radio Network	CNN's <i>Early Start</i> ,	NBC's <i>Today Show</i> and
ABC's <i>America This</i>	<i>Newsroom</i> , <i>Saturday</i>	<i>Early Today</i>
<i>Morning</i>	<i>Morning</i> , <i>Your Money</i> ,	NBC's <i>Ellen DeGeneres</i>
ABC's <i>Good Morning</i>	<i>Sanjay Gupta MD</i> , <i>World</i>	<i>Show</i> , <i>Extra</i> , <i>Tonight</i>
<i>America</i>	<i>Business Today</i>	<i>Show with Jay Leno</i> and
ABC's <i>Live Jimmy Kimmel</i>	CNN.com	<i>Late Night with Jimmy</i>
<i>Live!</i>	CNN Radio Network	<i>Fallon</i>
ABC's <i>Live with Kelly</i>	Computer Outlook Radio	N24, German TV
ABC's <i>Nightline</i>	C-SPAN	NPR All Things Considered
ABC's <i>World News Now</i>	CW <i>The Daily Buzz</i>	NPR Marketplace
American Urban Radio	Discovery Channel	PBS Nightly Business Report
Network	Entertainment TV's <i>E! Live</i>	PBC News Hour
AP TV	ESPN	QVC
Argentine TV	FOX Business Network	Radio Canada
L'Atelier	Fox and Friends	Seoul Broadcasting System
AutoWorld Radio	Fox News' <i>America's</i>	Sound & Vision Radio
BBC World News	<i>Newsroom</i> , <i>America Live</i> ,	Spike TV MANswers
Bloomberg TV's <i>Bottom</i>	<i>Happening Now</i>	This Week in Tech's <i>Leo</i>
<i>Line</i> , <i>Charlie Rose</i> , <i>For the</i>	FoxNews.com	<i>Laporte</i>
<i>Record</i> , <i>Game Changers</i> ,	Fox News Radio	Telemundo Network:
<i>Inside Track</i> , <i>Intelligence</i>	G4TV's <i>Attack of the Show</i>	<i>Al Rojo Vivo</i> and <i>Noticero</i>
<i>Squared</i> , <i>Rewind</i> , <i>Street</i>	GLOBO TV (Brazil)	USA Radio Network
<i>Smart</i> , <i>Taking Stock</i> and	Hallmark's <i>Martha Stewart</i>	TBS' <i>Conan O'Brien</i>
<i>Venture</i>	<i>Show</i>	TWC's <i>Your Weather Today</i>
Canadian Broadcasting	HLN's <i>Clark Howard</i>	<i>and Wake Up with Al</i>
Corp. (CBC)	HLN's <i>News Now</i>	Univision
Car & Driver Radio	HLN's <i>Morning Express</i>	Voice of America – Radio
CBS Radio	IDG News Service	and TV
CBS' <i>Early Show</i>	Into Tomorrow with <i>Dave</i>	Wall Street Journal Network
CBS' <i>The Insider</i>	<i>Graveline</i>	Wealth TV
CBS' <i>Morning News</i>	Japan Broadcasting Corp.	
CNBC's <i>Closing Bell</i> ,	(NHK)	
<i>Fast Money</i> , <i>Mad Money</i> ,	Jim Bohannon Show	
<i>Power Lunch</i> , <i>Situation</i>	MarketWatch – National	
<i>Room</i> , <i>Squawk Box</i> ,	Business Network	
<i>Squawk on the Street</i> ,	Motor Trend Radio	
<i>Street Signs</i> , <i>Exchange</i>	MSNBC's <i>First Look</i>	
CNET TV	MSNBC's <i>Your Business</i>	
CNN en Espanol	NBC's <i>Nightly News</i>	

Sources: Cision Broadcast Monitoring; 2012 International CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

ONLINE MEDIA COVERAGE

MAJOR WEBSITES CAPTURE THE LATEST INNOVATIONS AT THE 2012 INTERNATIONAL CES

Leading websites covered the 2012 International CES, reaching millions of consumers across the world. The online CES coverage included:

AnandTech.com	ESPN.com
About.com	Examiner.com
Androidandme.com	Facebook.com
androidauthority.com	Forbes.com
androidcentral.com	Gametrailers.com
androidcommunity.com	Gizmodo.com
androidpolice.com	GlobalGrind.com
apartmenttherapy.com	HotHardware.com
appadvice.com	HowStuffWorks.com
appleinsider.com	Huffingtonpost.com
AskDaveTaylor.com	ibtimes.com
Autoblog.com	IGN.com
CNET.com	Livestream.com
CNN Money.com	Macrumors.com
CNN.com	Mashable.com
ConsumerSearch.com	MSNBC.com
Crackberry.com	Overclockers.com
Craveonline.com	PCMag.com
DailyTech.com	Phandroid.com
Dealnews.com	Phonescoop.com
Destructoid.com	PhoneArena.com
DigitalTrends.com	Revision3
dpreview.com	TechRadar.com
Edmunds.com	
Engadget.com	

WORLDWIDE MEDIA COVERAGE

MAJOR MEDIA FROM AROUND THE WORLD

More than 1,900 journalists from 65 countries journeyed to the 2012 International CES, creating a vast array of CES media coverage worldwide. International publications and broadcast outlets included:

Argentina

Red Users
TELEFE

Australia

CBN Media
Gizmodo Australia
The Sydney Morning Herald
West Australian News

Austria

Der Standard
Kurier

Belgium

Minoc Business Press
RTL-TVl

Brazil

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

Bulgaria

Hiend Publishing
PhoneArena.com

Canada

Canadian Broadcasting Corp.
Globe and Mail
MSN Canada
National Post
News Canada

Chile

Canal 13
La Tercera
TVN Chile

China

Beijing TV
CCTV News
China Economic News
Guangzhou Daily
SINA.com
SOHU.com
Xinhua News Agency

Colombia

El Tiempo
Noticias Caracol

Costa Rica

It Now
Zoom Radio

Croatia

Bug
Halo!

Czech Republic

Economia
iDNES
Stereo & Video

Denmark

Berlingske
BFE
Ekstra Bladet

Dominican Republic

Gadget Dominicana
HD.com

Finland

Bonnie

France

France 24
Le Monde de L'Image
Le Point

Germany

Bild
CHIP
c't Magazine
Golem.de
Deutsche Presse-Agentur

Greece

PC Magazine - Greece

Hong Kong

Audiotechnique
Ming Pao Daily News
Sing Tao News Corp.

Hungary

Geeks.hu
PC World

India

Economic Times
India Today

Indonesia

Jakarta Post
Kompas TV

Iran

Hardware Magazine

Ireland

Irish Times

Israel

HWzone.co.il
Newsgeek
HomeTheater.co.il

Italy

Corriere della Sera
Il Sole 24 ORE
La Repubblica

Japan

Asahi Broadcasting Corp.
Asahi Shimbun
Dempa Shimbun Daily
Nikkei Business Publications

Korea

Digital Times
Korea Broadcasting Corp.
Korea Times
Korea Harold

Lithuania

Verslo Zinios
LZS

WORLDWIDE MEDIA COVERAGE

Malaysia

New Straits Times
Lowyat.NET

Mexico

Contenido
El Universal
Reforma Daily
TV Azteca Mexico

Nepal

Kantipur Publication
Access Incorporated

Netherlands

Focus
Hardware Magazine
IDG Netherlands

New Zealand

New Zealand Herald
New Zealand PC World

Nicaragua

Computer Retailer Buyers
Guide

Nigeria

IT World International

Norway

Aftenposten
Elektronikkbransjen
NRK News

Panama

REVISTA FUERZA G

Peru

Revista Business Empresarial
Diario El Comercio

Philippines

Film & Digital Times
Philippine Daily Inquirer

Poland

IDG Poland
Newsweek
Rzeczpospolita

Portugal

Audio & Cinema em Casa
Revolução Digital

Romania

Esquire Romania
MTR Press

Russia

3DNews
Echo of Moscow
Russia 24

Saudi Arabia

Tech Pills Show

Singapore

CBS Interactive
Straits Times
Singapore Press Holdings

Slovakia

PC REVUE

Slovenia

Joker

South Africa

Popular Mechanics
Gadget

Spain

Agencia EFE
Engadget
Expansion

Sweden

Digital Life
ElektronikBranschen
Feber

Switzerland

Radiotelevisione Svizzera
Radio Télévision Suisse

Taiwan

Digitimes
Economic Daily
International Trade BiWeekly
Next Magazine

Thailand

Bangkok Post
Krungthep Turakij
Stereo Magazine

Tunisia

L'Economiste

Turkey

Bloomberg Businessweek
Turkey
Milliyet Daily
Sabah Daily News

United Arab Emirates

Stuff Middle East
T3 Middle East

United Kingdom

BBC
Financial Times
The Guardian
PC Pro
Sky News
Stuff Magazine
Trusted Reviews
Time Out

Venezuela

HBO Latin America
Revista GP

Vietnam

Consumer Electronics
Magazine
Stuff Magazine
Vimobi

Sources: Cision Broadcast Monitoring; 2012 International CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

TOP RADIO OUTLETS

News from the 2012 International CES was featured on the radio airways in top media markets across the United States.

Albuquerque Citadel Broadcasting JENNiRadio	KRLD-AM KWBU-FM	Miami Into Tomorrow KidsTech	Salt Lake City KSL-AM Simmons Media Group
Atlanta DistinctiveImpression	Denver Computer Outlook KOA-AM	Milwaukee WGTD WJTI 1460-AM	San Diego KOGO-FM XTRA-FM Shutterbug Radio
Baltimore WBAL-AM Federal News Radio 1500AM	Detroit WJR-AM	Nashville WLAC WSM-AM	San Francisco KPOO
Boise Q2XR Radio	Grants Pass Entertainment Radio Network	New York ABC News Radio FOX News Radio NY Radio Source SiriusXM WEMP-FM	San Jose Zoom Radio
Boston Radio Ink WROR-FM WTKK-FM	Harrisburg WXQA-FM	Orlando WDBO-AM WTKS-FM	Seattle KIRO-FM KNHC-FM KOMO-AM
Buffalo WBEN-AM	Houston KPPRC-AM KROI-FM High-Tech Texan	Philadelphia KYW-AM WMGK-FM	St. Louis KMOX-AM
Chicago WGN – AM	Las Vegas KDWN-AM BSBVI Caffeine CBS Radio KGZZ KLAV-AM WTAN/WDCF	Phoenix Fox Sports Arizona The Kim Komando Show Weststar Talk Radio KNFF	Syracuse WSYR-AM
Cincinnati WLW-AM	Little Rock KKSP-FM	Sacramento KFBK-AM	Tampa Salem Communications WGUL-AM
Cleveland WJMI-AM WTAM-AM	Los Angeles KCAA-AM KFWB-AM KKSM-AM KLOS-FM KRLA-AM KROQ KTLA	St. Paul Marketplace Tech Report Northwestern Media	Washington, DC NPR WTNT-AM
Columbia KRFU-AM			
Columbus WLVQ-AM WTVN-AM			
Dallas/Ft. Worth KHYI-KXEZ			

WORLDWIDE PRESS COVERAGE

MAJOR NAMES FROM FINANCIAL, RESEARCH AND INDUSTRY ANALYST FIRMS ATTEND 2012 INTERNATIONAL CES

The world's top financial, research and industry analyst firms attended the 2012 International CES. Prominent companies include:

Aberdeen Financial Services	Intel Capital
ABI Research	iSuppli Corp.
American Express	Janus Capital Group
Andor Capital Management	Jeffries & Co.
Avian Securities	JPMorgan Chase
Bank of America Merrill Lynch	Lazard Capital Markets
Bank of China	Macquarie Capital
Bank of Tokyo	Merrill Lynch
Barclays Capital	Morgan Keegan Technology Group
BayStreet Research, LLC	Morgan Stanley
BMO Capital Markets	Nomura Securities International Inc.
BNP Paribas	Oppenheimer & Co.
Canaccord Genuity	Pacific Crest Securities
Capital World Investors	Parks Associates
Caris & Co.	Piper Jaffray & Co.
Cavalry Asset Management	Putnam Investments
Charles Schwab	RBC Capital Markets
Citadel Investment Group	Redpoint Ventures
Citigroup Global Markets Inc.	ROTH Capital Partners
Collins Stewart	SNL Kagan
Consumer Reports	Sterne Agee
Cowen and Co., LLC	Stifel Nicolaus
Credit Suisse	Strategy Analytics
Deutsche Bank Securities Inc.	The Capital Group
Ernst & Young	The NPD Group
Fidelity Investments	The Raine Group
Forrester Research	Thomson Reuters
Gartner	TIAA-CREF
GE Capital	Tudor Investment Corp.
GfK	UBS Global Asset Management
Goldman Sachs	Valiant Capital Partners
Google Ventures	WEDBUSH Securities
Iconoculture	Wellington Management Co., LLP
IDC	Wells Fargo Securities, LLC
IMS Research	William Blair & Co., LLC
In-Stat	Ziff Brothers Investments

INDUSTRY GROWTH 365 DAYS A YEAR



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 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.

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