



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  **CEA**[®]

ATTENDEE AUDIT SUMMARY

International CES[®]
January 6-9, 2015
Las Vegas, Nevada
CESweb.org

LETTER FROM CEA

The 2015 International CES® rocked! It was the most powerful event in the show's 48 year history. It beat previous record-breaking years thanks to the support from more than 3,600 exhibitors and more than 170,000 attendees.

As a platform for innovators big and small, CES takes business to the next level. The 2015 CES featured technology breakthroughs and product launches across the technology ecosystem. Visionaries capitalized on the presence of more than 6,000 media to draw the world's attention to innovation from driverless cars and 3D printers to life-saving body monitoring systems and connected homes.

For this, we say thank you! You allowed CES to be the center of convergence among content, services and products, and generated amazing new technologies to improve our lives and entertain us. We appreciate your investment in us and your commitment to the industry as a whole. It's a humbling experience to see thought leaders from many diverse communities come together for cross-industry collaborations.

As always, we continue our efforts of arduous record-keeping to provide you with the most detailed and accurate information about our attendees. As **the only consumer technology show that adheres to strict requirements for auditing set by UFI**, the global association of the exhibition industry, this comprehensive report contains independently-verified information about the 2015 CES attendees.

We once again thank you for your participation and support of the International CES. We look forward to seeing you at CES 2016, Wed. January 6 – Sat. January 9, 2016, in Las Vegas.

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



A handwritten signature in black ink, appearing to read "Gary Shapiro".

Gary Shapiro
President and CEO
CEA



A handwritten signature in black ink, appearing to read "Karen Chupka".

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

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Visit **CESweb.org** 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 **CESweb.org/exhibit**.



AUDIT SOURCES

PREFACE

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

- 3D Printing
- Accessories
- Audio
- Automotive Electronics
- 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
- Video
- Wearables
- Wireless Devices & Services

SOURCES

The 2015 International CES 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:

- Veris Consulting's 2015 International CES Exhibition and Conference Audit Report
- *2015 International CES Registration Data, provided by ITN*
- *2015 International CES Post-show Exhibitor Survey*
- 2015 International CES Post-show Attendee Survey
- *2014 Fortune 500 list*
- *TWICE's 2014 Top 100 Consumer Electronics Retailers list*

VERIS CONSULTING INC.

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



OVERALL ATTENDANCE

2015 INTERNATIONAL CES ATTENDANCE OVERVIEW

REGISTRATION TYPE	VERIFIED ATTENDANCE
Attendees	109,507
Exhibitor Personnel	60,217
Media	6,952
TOTAL ATTENDANCE	176,676

The total attendance of 176,676 includes 3,803 conference program participants and 830 speakers.

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 CESweb.org/exhibit or 703-907-7645.

CES ATTRACTS SENIOR-LEVEL EXECUTIVES

JOB FUNCTION	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
President/CEO/Owner	16,770	15%
C-Level Executives (CFO, CIO/CTO, CMO, CCO, CDO, COO, CPO, CRO, CXO)	4,409	4%
Vice President	8,528	7.7%
Director/Sr. Manager/General Manager	18,909	17%
TOTAL SENIOR-LEVEL EXECUTIVES	48,616	44%

CES ATTRACTS THE ENTERTAINMENT AND ADVERTISING COMMUNITY

INDUSTRY PROFESSIONALS	VERIFIED ATTENDANCE
Advertising/Marketing	26,587
Entertainment/Content	26,950

* Attendees = Exhibits Only Attendance; Does not include media or exhibitors (109,507)

Sources: 2015 International CES® Veris Audit Report; 2015 International CES® Registration Reports

OVERALL ATTENDANCE

CES ATTRACTS AN INTERNATIONAL ATTENDANCE

	VERIFIED ATTENDANCE	% OF TOTAL ATTENDANCE
International Attendees	30,803	17%
International Exhibitor Personnel	15,909	9%
International Media	2,121	1%
TOTAL INTERNATIONAL ATTENDANCE	48,833	27.6%

Top executives presented their insights and visions for the industry's future at the 2015 International CES, with presentations from:

INTERNATIONAL ATTENDEE DELEGATIONS

International visitors from 153 countries traveled to the 2015 International CES. Many of those visitors attended as part of one of 135 formal delegations.

COUNTRY	NUMBER OF DELEGATIONS	COUNTRY	NUMBER OF DELEGATIONS
Afghanistan*	1	Kazakhstan*	2
Argentina	1	Mexico	5
Australia	1	Netherlands	1
Austria	1	New Zealand	1
Brazil	3	Nigeria	1
Bulgaria	1	Norway	2
Cameroon	1	Pakistan	1
Canada	4	Peru	1
China	27	Philippines	1
Colombia	1	Poland	1
Costa Rica	1	Romania	1
Croatia	1	Russia	1
Denmark	1	Saudi Arabia	1
Ecuador	1	Singapore	1
Finland	1	Slovenia	1
France	10	South Korea	15
Germany	4	Sweden	3
Hong Kong	1	Taiwan	2
Hungary	2	Thailand	1
India	6	Turkey	2
Indonesia	3	United Kingdom	5
Israel	1	Vietnam	2
Italy	2	Delegations from Multiple Countries**	1
Japan	8		

TOTAL DELEGATIONS 135

- Phil Abram, General Motors
- Jan Brockmann, Electrolux
- Scott Burke, Yahoo
- John Chambers, Cisco
- Mark Fields, Ford Motor Co.
- Randy Freer, Fox Networks Group
- Margo Georgiadis, Google
- Jason Jercinovic, Havas Worldwide
- Brian Krzanich, Intel
- Steve Mollenkopf, Qualcomm
- Neal Mohan, Google
- Chris Moody, Twitter
- Leslie Moonves, CBS Corp.
- Bob Pittman, iHeartMedia Inc.
- Howard Pyle, IBM Marketing Innovation Group
- Jay Rasulo, The Walt Disney Co.
- Bob Sauerberg, Conde Nast
- Neil Smit, Comcast Corp.
- Jeroen Tas, Philips Healthcare
- Deborah Wahl, McDonald's USA
- Boo-Keun Yoon, Samsung Electronics
- Dr. Dieter Zetsche, Daimler AG Mercedes-Benz Cars

* New countries to the delegation program

** NUSACC: Various Middle East Countries

Sources: 2015 International CES® Veris Audit Report; 2015 International CES® Registration Reports

ATTENDEE PROFILES

CLASSIFICATION BY INDIVIDUAL'S PRIMARY JOB FUNCTION

JOB FUNCTION	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
Analyst	1,946	1.7%
Buyer	6,815	6%
Content Developer	703	0.6%
Distributor	1,835	1.6%
Engineer	7,833	7%
Manager/Store Manager/Product Manager	8,399	7.6%
Manufacturer's Representative	1,855	1.6%
Service Technician	1,010	0.9%
Systems Installer/Integrator	731	0.6%

CLASSIFICATION BY COMPANY'S PRIMARY ROLE

TYPE OF BUYING ORGANIZATION	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
Retail	11,022	10%
Institutional, Corporate (Non-Retail), Government Procurement	7,297	6.6%
VAR/Dealer	1,098	1%
Specialty Retail	3,024	2.7%
System Integrator/Installation	3,451	3%
Distribution	8,996	8%
TOTAL BUYING ORGANIZATIONS	34,888	31.8%

OTHER PRIMARY ROLES	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
Software Development/Publishing	4,597	4%
Content Development, Entertainment	3,955	3.6%
Digital Health and Fitness, Health Care Related Services	2,447	2%
Manufacturer's Rep, Manufacturer (Non-exhibiting)	9,822	8.9%
Public Policy, Government Agency	1,719	1.5%
Service Provider (Non-Retail)	2,438	2%
Advertising and Marketing	4,236	3.8%
Digital Media	4,247	3.8%
Engineering/Research & Development	5,978	5%
Venture Capitalist/Private Equity/Investing	1,603	1%
Business Services, Financial Services	2,732	2%
Business Development/Sales	2,003	1.8%

*Attendees = Exhibits Only Attendance; Does not include media or exhibitors (109,507)

ATTENDEE PROFILES

BUYING ORGANIZATIONS CLASSIFIED BY ANNUAL SALES VOLUME OF CONSUMER ELECTRONICS PRODUCTS

	ANNUAL SALES IN MILLIONS**						
	< \$1	\$1-\$5	\$5-\$10	\$10-\$50	\$50-\$250	\$250-\$500	\$500+
Retail Buyers	2,632	1,682	714	950	640	342	2,449
Specialty Retail	1,010	693	252	260	166	57	235
Institutional, Corporate (Non-Retail), Government Procurement	967	873	481	645	474	316	1,958
VAR/Dealer	338	294	113	118	70	16	44
Distribution	1,051	1,656	1,120	1,600	930	669	991
Systems Integrator/ Installation	1,281	757	282	298	170	56	270

CLASSIFICATION BY OVERALL BUYING POWER

LEVEL OF PURCHASING AUTHORITY	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
Final decision maker	31,975	29%
Significant influence	36,803	33.6%
Initial recommendations	9,958	9%
Research new products	12,246	11%

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

PRODUCT CATEGORY**	NUMBER OF ATTENDEES*	RANK
Computer Hardware & Software	25,553	1
Wireless Devices	24,307	2
Accessories	18,801	3
Audio	18,390	4
Other Consumer Technology	17,390	5
Video	17,047	6
Smart Home/Appliances	16,046	7
Wearables	14,825	8
Telecommunications and Infrastructure	14,655	9
Automotive Electronics	13,113	10
Audio, High-Performance/High-Resolution	12,661	11
E-Commerce	12,019	12
Internet Services	11,508	13
Gaming	10,501	14
Online Media	10,338	15
Health and Biotech	10,166	16
Wireless Services	9,827	17
Digital Imaging/Photography	9,759	18
Safety & Security Products	8,977	19
Content Distribution	8,878	20

*Attendees = Exhibits Only Attendance; Does not include media or exhibitors (109,507)

**For the 2015 CES only buying organizations were asked about their company's annual sales volume.

The 2015 International CES attracted 82% of the 2014 Fortune 100 companies.

Source: 2015 International CES® Registration Reports; fortune.com/fortune500

#CES2015 mentions during show: 772,529

Source: Simply Measured
Dates: January 4-10, 2015

#CES2015 Total Impressions; 8,181,054,750

#CES2015 Average Daily Impressions: 1,168,722,107

Source: Simply Measured
Dates: January 4-10, 2015

Source: 2015 International CES® Veris Audit Report; 2015 International CES® Registration Reports

Top 100 Consumer Electronics Retailers

83% of the top consumer electronics retailers sent representatives to the 2015 International CES.

Retailer	2014 Rank	Number of Reps Sent to 2015 CES	2014 Total CE Sales in Millions
Best Buy	1	269	\$29,759
Wal-Mart	2	29	\$21,626
Amazon.com	3	507	\$18,017
Apple Retail Stores	4	0	\$12,383
Target	5	103	\$5,679
Costco Wholesale	6	69	\$5,159
Gamestop	7	1	\$4,458
Newegg.com	8	91	\$2,559
Sam's Club	9	61	\$2,525
RadioShack	10	4	\$2,482
Dell	11	123	\$2,432
Micro Center	12	23	\$2,352
Sears	13	83	\$1,894
Office Depot	14	33	\$1,563
Staples	15	49	\$1,433
Fry's Electronics	16	103	\$1,164
hhgregg	17	11	\$918
Army - Air Force Exchange	18	6	\$833
Hewlett-Packard	19	222	\$751
Toys R Us	20	11	\$730
Systemax Inc.	21	8	\$681
QVC	22	39	\$657
P.C. Richard & Son	23	11	\$550
BJ's Wholesale Club	24	5	\$492
Bose	25	76	\$480
Kmart	26	67	\$479
Microsoft	27	1,181	\$437
Conn's	28	8	\$426
B&H Photo	29	18	\$381
Home Shopping Network	30	24	\$372
Navy Exchange	31	6	\$362
Lenovo	32	599	\$354
BrandsMart USA	33	13	\$347
Groupon	34	20	\$330
Crutchfield	35	13	\$268
Nebraska Furniture Mart	36	11	\$267
Rakuten.com	37	23	\$262
Beach Trading Company	38	0	\$260
Abt Electronics and Appliances	39	17	\$260
Adorama Camera	40	4	\$249
Bluestem Brands	41	7	\$227
ABC Warehouse	42	5	\$216
Simply Mac	43	4	\$187
Curacao	44	26	\$186
Fred Meyer Stores	45	13	\$182
Sony Style Retail Stores	46	0	\$175
Video Only	47	2	\$160
Car Toys	48	7	\$137
Meijer	49	8	\$131
MacMall	50	0	\$126

Retailer	2014 Rank	Number of Reps Sent to 2015 CES	2014 Total CE Sales in Millions
Abe's of Maine	51	0	\$117
DataVision	52	3	\$110
Barnes & Noble	53	22	\$116
CDW	54	13	\$105
The Home Depot	55	26	\$104
Electronic Express	56	8	\$100
Paul's TV	57	5	\$100
InMotion Entertainment	58	8	\$100
R.C. Willey Home Furnishings	59	32	\$92
Marine Corps Exchange	60	7	\$90
CyberPower	61	22	\$87
Cameta Camera	62	1	\$82
Comp-U-Plus	63	0	\$79
PCNation	64	2	\$69
Ritz Interactive	65	0	\$65
Valuevision/ShopNBC	66	0	\$65
Huppin's Hi-Fi/OneCall	67	4	\$62
Walgreen's	68	19	\$60
Seventh Avenue	69	2	\$57
Audio Express	70	13	\$56
PC Connection	71	2	\$56
ShopKo Stores	72	3	\$52
Vann's	73	0	\$50
Kohl's	74	15	\$50
iBUYPOWER Computer	75	5	\$44
The Big Screen Store	76	2	\$42
Stereo Advantage	77	1	\$41
Magnolia Audio Video	78	9	\$37
Pacific Sales	79	3	\$36
Hunt's Photo & Video	80	3	\$35
Bob & Ron's World Wide Stereo	81	0	\$32
Cabela's	82	3	\$31
National Camera Exchange & Video	83	0	\$30
Samy's Camera	84	5	\$30
J.C. Penney	85	4	\$29
Badock Home Furnishing Centers	86	0	\$28
Lowe's	87	68	\$27
Howard's Appliance	88	1	\$26
Auto Zone	89	0	\$23
Menard's	90	0	\$22
CVS	91	6	\$21
Bi-Mart	92	2	\$20
Mickey Shorr	93	1	\$19
Cowboy Maloney's	94	4	\$18
Calumet Photo	95	0	\$17
Modia	96	0	\$16
Hastings Entertainment	97	5	\$15
Creve Coeur Camera, Inc.	98	4	\$13
Jetson TV & Appliance Centers	99	0	\$12
Bjorn's	100	13	\$11

Source: TWICE, May 2015; 2015 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, Federal Trade Commission, U.S. Senate and the House of Representatives joined government technology officials from other countries at CES, extending the show's global scope.

The 2015 International CES attracted some 100 government officials including:

MEMBERS OF THE U.S. HOUSE OF REPRESENTATIVES

The Honorable Blake Farenthold, Representative (R-TX)

The Honorable Darrell Issa, Representative (R-CA)

U.S. DEPARTMENT OF COMMERCE

The Honorable Bruce Andrews, Deputy Secretary

The Honorable Marcus Jadotte, Assistant Secretary of Industry and Analysis

U.S. DEPARTMENT OF STATE

The Honorable Ambassador Daniel Sepulveda, Deputy Assistant Secretary, Bureau of Economic and Business Affairs

FEDERAL COMMUNICATIONS COMMISSION

The Honorable Thomas Wheeler, Chairman

The Honorable Mignon Clyburn, Commissioner

The Honorable Ajit Pai, Commissioner

The Honorable Jessica Rosenworcel, Commissioner

The Honorable Michael O'Rielly, Commissioner

FEDERAL TRADE COMMISSION

The Honorable Edith Ramirez, Chairwoman

The Honorable Julie Brill, Commissioner

The Honorable Maureen K. Ohlhausen, Commissioner

The Honorable Terrell McSweeney, Commissioner

UNITED STATES INTERNATIONAL TRADE COMMISSION (USITC)

The Honorable Meredith Broadbent, Chairman

The Honorable Dean Pinkert, Vice Chairman

U.S. AMBASSADOR

The Honorable Joseph Westphal, U.S. Ambassador to Saudi Arabia

STATE ELECTED OFFICIALS

The Honorable Brad Jacobsen, State Representative, State of Michigan

The Honorable Aric Nesbitt, State Representative, State of Michigan

The Honorable John Proos, State Senator, State of Michigan

The Honorable Irene Bustamante-Adams, Assemblywoman, State of Nevada

The Honorable Mo Denis, State Senator, State of Nevada

The Honorable Ruben Kihuen, State Senator, State of Nevada

The Honorable Marilyn Kirkpatrick, Assemblywoman, State of Nevada

The Honorable Victoria Seaman, Assemblywoman, State of Nevada

The Honorable Shelly Shelton, Assemblywoman, State of Nevada

The Honorable Francis Gibson, State Representative, Utah House of Representatives

And Over 75 High-Ranking Congressional and Agency Staff



FOREIGN GOVERNMENT OFFICIALS

CES also attracts government officials from across the globe, including:

- Kairat Umarov, Kazakhstan Ambassador to the U.S.
- Peter Kmec, Slovakian Ambassador to U.S.
- Axelle Lemaire, Minister of State, France
- Emmanuel Macron, Minister of Economy, France

Source: 2015 International CES®
Registration Reports

EDUCATIONAL INSTITUTIONS

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

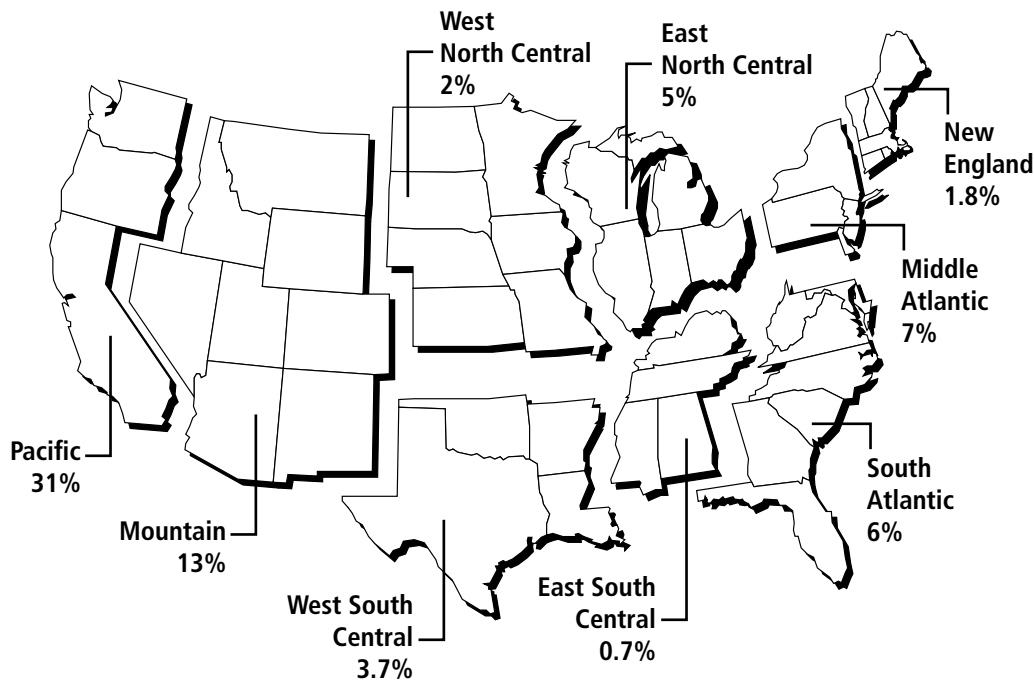
- Identify new ways to streamline institutional operations and technologies.
- Research technologies for equipment upgrades.
- Evaluate how to enhance learning environments with new technologies.
- Gauge curriculum development and the technologies used in teaching and case studies.

Schools and universities represented at the 2015 CES include:

Arizona State University	Korea PolyTech University	Universidad Carlos III de Madrid
Brigham Young University	Korea University	Universidad Politécnica de Madrid
California Polytechnic State University	Kyoto University	Universidad Tecnológica de Tijuana
California State University	Kyungpook National University	University of Arizona
Carnegie Mellon University	Massachusetts Institute of Technology	University of British Columbia
Case Western Reserve University	Michigan State University	University of California Los Angeles
Chung-Ang University	New York University	University of Georgia
Clemson University	North Carolina State University	University of Kentucky
Columbia University	Oklahoma State University	University of Maryland
Cornell University	Oregon State University	University of Michigan
Dankook University	Osaka University	University of Notre Dame
Duquesne University	Pennsylvania State University	University of Seoul
East China University of Science & Technology	Pepperdine University	University of Southern California
Eindhoven University of Technology	Princeton University	University of Texas at Austin
Emerson College	Purdue University	University of Utah
Gallaudet University	Rensselaer Polytechnic Institute	University of Washington
George Mason University	Rochester Institute of Technology	University of Wisconsin
George Washington University	Seoul National University	Vassar College
Georgia Institute of Technology	Stanford University	Virginia Polytechnic Institute and State University
Hanyang University	Syracuse University	West Virginia University
Harvard University	Temple University	
Indiana University	Texas A&M University	
Johns Hopkins University	Texas Tech University	
Kansas State University	Tokyo University of Technology	
Korea Institute of Science & Technology	University of California	

GEOGRAPHIC PROFILE

GEOGRAPHICAL ANALYSIS OF U.S. ATTENDEES



TOP 20 NON-U.S. MARKETS

MARKET	NUMBER OF ATTENDEES*	RANK
Canada	4,016	1
South Korea	3,768	2
China	3,712	3
Japan	2,388	4
Mexico	1,760	5
United Kingdom	1,745	6
France	1,479	7
Taiwan	1,366	8
Germany	1,079	9
Brazil	692	10
Hong Kong	624	11
Australia	505	12
Israel	487	13
Sweden	452	14
Italy	388	15
Netherlands	342	16
India	324	17
Turkey	277	18
Denmark	247	19
Singapore	244	20

*Attendees = Exhibits Only Attendance; Does not include media or exhibitors (109,507)

Source: 2015 International CES® Veris Audit Report; 2015 International CES® Registration Reports

INTERNATIONAL CES SURVEY RESULTS

A WORD FROM 2015 INTERNATIONAL CES ATTENDEES

According to 2015 International CES attendees:

- **92%** rated the quality of their experience at the 2015 CES as positive.
- **89%** think CES reflects the energy and excitement of the consumer technology industry.
- **84%** 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, develop new business partnerships and vendors, network with industry peers, meet with existing business partners/vendors and evaluate specific companies.

81% of those in attendance believe CES is the most important event to attend for companies involved in the CE industry.

Source: 2015 International CES® Post-show Attendee Survey and Post-show Exhibitor Survey

A WORD FROM 2015 INTERNATIONAL CES EXHIBITORS

According to 2015 International CES exhibitors:

- **81%** said they were satisfied with their exhibiting experience at CES.
- **87%** think CES reflects the energy and excitement of the consumer technology industry.
- **83%** believe CES benefits the entire consumer technology industry.
- **78%** think CES is the most important event to exhibit at for companies involved in the consumer technology industry.
- The most important reasons to exhibit are: the quality of attendees, to build brand recognition, for business development and to maintain/expand relationships with clients/prospects.

Source: 2015 International CES® Post-show Attendee Survey and Post-show Exhibitor Survey

WORLDWIDE MEDIA COVERAGE

RECORD MEDIA COVERAGE

U.S. and international media coverage of the 2015 International CES reached record-setting heights for the ninth year in a row. More than 6,000 media attended, resulting in more than 19,000 media hits in January 2015 across major print, broadcast and online outlets – a ten percent increase over January 2014 coverage.

The 2015 International CES was covered by major news outlets, market daily newspapers, online publications, newspapers, network television stations and international networks. Consumers around the world were able to read and see the media highlights of the 2015 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 CES.

MEDIA ATTENDANCE OVERVIEW

Countries Represented	78
International Media	2,121
Print Media	21%
Online/Wire Media	60%
Broadcast Media	19%

TOTAL MEDIA	6,952
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Source: 2015 international CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

TRADE PUBLICATIONS

Major industry trade publications covered CES, highlighting innovative products and technologies that debuted at the show. Leading trade publications that covered the 2015 CES include:

<i>Audio Express</i>	<i>Dealerscope</i>	<i>MIT Technology Review</i>
<i>Audio Review</i>	<i>Digital Imaging Reporter</i>	<i>Mobile Electronics</i>
<i>Automobile Magazine</i>	<i>Digital Trends</i>	<i>Multichannel News</i>
<i>Automotive News</i>	<i>EE Times</i>	<i>PC Magazine</i>
<i>Automotive World</i>	<i>Electronic House</i>	<i>PC Pro</i>
<i>Auto Motor and Sport</i>	<i>Envisioneering</i>	<i>PC World</i>
<i>AV Magazine</i>	<i>GPS Magazine</i>	<i>Popular Photography</i>
<i>Apple Insider</i>	<i>Hi-Fi+</i>	<i>Shutterbug</i>
<i>Bicycle Retailer and Industry News</i>	<i>Home Media Magazine</i>	<i>Sound + Vision</i>
<i>Big Picture Big Sound</i>	<i>Home Theater Magazine</i>	<i>Stereophile</i>
<i>Broadcasting & Cable</i>	<i>IDEA Fitness Journal</i>	<i>Stuff</i>
<i>CE Online News</i>	<i>IEEE Consumer Electronics</i>	<i>TCT Magazine</i>
<i>CE Pro</i>	<i>Society Magazine</i>	<i>The Absolute Sound</i>
<i>Computer Shopper</i>	<i>IEEE Spectrum</i>	<i>TWICE</i>
<i>ComputerWorld</i>	<i>iPhone Life Magazine</i>	<i>What Hi-Fi? Sound & Vision</i>
<i>Connected World Magazine</i>	<i>Lab Reviews</i>	<i>Widescreen Review</i>
<i>Consumer Electronics Daily</i>	<i>Laptop Magazine</i>	<i>WIRED</i>
	<i>MacTech Magazine</i>	

Source: 2015 International CES® Registration Reports

PRINT MAGAZINES

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

<i>Advertising Age</i>	<i>Entrepreneur</i>	<i>Multichannel News</i>
<i>AdWeek</i>	<i>Esquire</i>	<i>Outside Magazine</i>
<i>Architectural Digest</i>	<i>Forbes</i>	<i>Politico Pro</i>
<i>AutoWeek</i>	<i>Fortune</i>	<i>Popular Mechanics</i>
<i>Barron's</i>	<i>Golf Digest</i>	<i>Popular Science</i>
<i>Billboard</i>	<i>Good Housekeeping</i>	<i>Rolling Stone</i>
<i>Bloomberg BNA</i>	<i>GQ</i>	<i>The Economist</i>
<i>Car and Driver</i>	<i>Hollywood Reporter</i>	<i>TIME</i>
<i>Conde Nast</i>	<i>Men's Health</i>	<i>Variety</i>
<i>Consumers Digest</i>	<i>Men's Journal</i>	
<i>Consumer Reports</i>	<i>Motor Trend</i>	

Source: 2015 International CES® Registration Reports



WORLDWIDE MEDIA COVERAGE

U.S. NEWSPAPERS

Newspapers and wire services from the top U.S. markets brought phenomenal coverage of the 2015 International CES and its exhibitors to consumers around the country. Major U.S. daily newspaper and wire coverage of the 2015 CES included:

<i>Arizona Republic</i>	<i>New York Times</i>
<i>Associated Press</i>	<i>New York Post</i>
<i>Bloomberg News</i>	<i>Newsday</i>
<i>Boston Globe</i>	<i>Philadelphia Daily News</i>
<i>Chicago Tribune</i>	<i>Philadelphia Inquirer</i>
<i>Cleveland Plain Dealer</i>	<i>Reuters</i>
<i>Dallas Morning News</i>	<i>San Diego Daily Transcript</i>
<i>Denver Post</i>	<i>San Diego Union Tribune</i>
<i>Detroit Free Press</i>	<i>San Francisco Chronicle</i>
<i>Financial Times</i>	<i>San Francisco Examiner</i>
<i>Houston Chronicle</i>	<i>San Jose Mercury News</i>
<i>Las Vegas Review-Journal</i>	<i>Seattle Times</i>
<i>Las Vegas Sun</i>	<i>St. Louis Post-Dispatch</i>
<i>Los Angeles Daily News</i>	<i>Wall Street Journal</i>
<i>Los Angeles Times</i>	<i>Washington Post</i>
<i>Milwaukee Journal Sentinel</i>	<i>USA Today</i>
<i>Minneapolis Star Tribune</i>	
<i>New York Daily News</i>	

Source: 2015 International CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

ONLINE MEDIA

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

AnandTech Inc.	Entrepreneur Online	Rude Baguette
Android and Me	Esquire Magazine	Sound + Vision
Android Authority	Examiner	Stereophile
Android Central	Expert Reviews	Stereo Times
Ars Technica	ExpoWeb.com	Stuff.TV
Big Picture Big Sound	Fast Company	Tech Cocktail
Business Insider	Forbes.com	TechCrunch
Buzzfeed	Fortune.com	TechHive
CBS Interactive	GeekBeat.TV	TechLaunchPad
CBSI for China	Gizmodo	Techlicious
CE Online News	GMA.com	TechPowerup.com
CEPro.com	Haymarket	TechRadar
CNET	HD GURU	TechView.me
CNN.com	Hexus	Tested.com
Consumer Electronics Daily	Hollywood Reporter	The Mac Observer
Consumer Reports	Huffington Post Media Group	The Motley Fool
CrackBerry.com	Inc. Online	The Verge
Cult Of Mac	Laptop Magazine	Tom's Hardware
DailyTech.com	Mashable	TweakTown.com
DIGITIMES	Men's Health	VentureBeat
Digital Spy	Motor Trend	Wall Street Journal Online
Discovery.com	MSN	What Hi-Fi? Sound & Vision
DVICE	NAPCO	Wired.com
EE Times	PCMag / ZBI	Yahoo! News
Electronic House	Re/code	ZDNet
Engadget	Reviewed.com	

Source: 2015 International CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

BROADCAST COVERAGE

Major U.S. and international broadcast and cable networks covered CES, bringing the coolest CES innovations to viewers and listeners across the world. Reaching hundreds of millions of people, these broadcasters showcased the hottest products and exhibitors of CES. Major network television and radio coverage included:

American Broadcasting Co. (ABC):

ABC Radio Network, ABC News Radio, ABC News Radio Australia, *Entertainment Tonight*, *America This Morning*, *Access Hollywood*, *Good Morning America*, *Live w/Kelly and Michael*, *Shark Tank*, *Inside Edition*, *Extra*, *The Late Nite Show with Jimmy Kimmel*, *The Insider*, *This Week With George Stephanopoulos*, *World News With David Muir*, *The Chew*, *The View*, *The List*, *Kenneth Copeland*, *Dr. Oz*, *World News Now*

Al Jazeera America, American Tonight, *Real Money With Ali Velshi*

ARD German Radio & TV

AARP

Auto Show, NBC

AutoWorld Radio

BBC World Business Report, World News

America, BBC Radio

Bloomberg:

Bloomberg Radio Live, *Taking Stock*, *Market Makers*, *Money Clip*, *Street Smart w/Trish Regan*, *Brink*, *West*, *In the Loop w/Betty Liu*, *The Pulse*, *Taking Stock*, *West*, *Surveillance*, *Countdown*

Business News Network (Canada): *Taking Stock*

Canadian Broadcasting Corp. (CBC):

Market Place, *This Morning*, *Top of the Morning*, *The Early Show*, *Talk of the Town*, *Late Show w/David Letterman*, *Face the Nation*, *Morning News*, *Wake Up*, *Inside Edition*, *Inside Edition Weekend*, *Up to the Minute*, *Evening News with Scott Pelley*, *Late Show*, *Blue Bloods*, *The Ellen DeGeneres Show*, *The NFL Today*, *Jeopardy*, *Top of the Morning*, *The Rhode Show*

CBS Sports Network: Boomer and Carton
CCTVAmerica

Clark Howard Radio (Atlanta GA)

CNBC:

Fast Money, *Power Lunch*, *Squawk Alley*, *Squawk Box*, *Squawk Box Europe*, *Fast Money Halftime Report*, *Street Signs*, *The Rundown*, *Squawk Box Asia*, *Europe*, *on the Street*, *Squawk Alley*

CNBC World: *The Rundown*

CNET TV

CNN:

The lead with Jake Tapper, *i Report for CNN*, *Newsroom*, *The Lead With Jake Tapper*, *HLN*

CNN.com

CNN International:

African Voices, *Unguarded with Rachel Nichols*, *The World Right Now With Hala Gorani*, *The Business View w/Nina dos Santos*, *Quest Means Business*

Connected World: *The Peggy Smedley Show*

C-SPAN: *Public Affairs Programming*

CW:

The Daily Buzz, *The World Dog Awards*, *The Dog Whisperer*

DIY Network:

Sledgehammer, *Elizabeth Stanton's Great Big World*, *I Want That: CES*

Entertainment TV: E!

Entertainment Radio Network:

Men's Health, *Alan Taylor's "The Drive"*, *Popular Technology*, *Popular Science*

ESPN News: SportsNation

FOX Business Network:

Countdown to Closing Bell, *The Independents*, *Right this Minute*, *After the Bell*, *Money with Melissa Francis*, *Street Signs*, *Imus in the Morning*, *Cast and Call Outdoors*, *Opening Bell w/Maria Bartiromo*, *Risk & Reward w/Deidre Bolton*, *The Steve Wilkos Show*, *Fox News: Sunday w/Chris Wallace*, *Fox and Friends Sunday*, *News This Morning Weekend Edition*, *The Willis Report*, *Fox: Inside Edition*, *Celeb Entertainment*, *The Insider*, *Consumer Corner*, *The Daily Buzz*, *Good Day Wake Up*

Gannett:

USA Today Live, *Gannett Live*, *GeekBeat.TV*

Get Connected Media

Golf Channel

HBO Latin America

Headline News:

Weekend Express, *Nancy Gracy*, *Morning Express with Robin Meade*

High Tech Texan Radio Show

High Impact TV

History Channel

HLN:

Weekend Express, *Morning Express With Robin Meade*, *Now on Headline News*

HSN

IDG News Service

Into Tomorrow with Dave Graveline

Japan Broadcasting Corp. (NHK)

Karl Wayne Webcast with Mario Armstrong

LifeStyle:Antiques Roadshow

MSNBC:

Politics Nation w/AI Sharpton, *Your Business*, *Ronan Farrow Daily*, *Your Business*, *Andrea Mitchell*, *Jimmy Fallon*, *Rachel Ray*, *Casey Malone Show*, *Sports Network*, *The Doctors*, *State of Affairs*, *Meet the Press*, *Early Today*, *Mad Money*, *Consumer Corner*, *Wake Up Early with the Wagners*, *Nightly News with Brian Williams*, *Last Call w/Carson Daly*, *Right Side w/Armstrong Williams*, *Today Show and Early Today*, *Morning Blend*, *TouchVision*, *Access Hollywood*, *Late Night with Seth Meyers*, *Extra Edition*, *Big Bang Theory*, *Dr. Oz*, *Dr. Phil*, *The Tim McCarver Show*, *SNL*

News Media Group: *First Step with Ed Bernstein*

NPR: Tech Nation

OK! TV

PBS:

News Hour, *Travis Smiley*, *Nightly Business Report*, *Frontline*, *Charlie Rose*

QVC

ReelzChannel

SIRIUS XM Radio Inc.:

The Armstrong Williams Radio

Sky News Australia

TBS: Conan

Tech Talk with Craig Peterson

Telemundo Network

The Weather Channel

Time Warner Entertainment & Sports Today

TMZ: Hollywood Sports

Univision: Al Punto

Voice of America Radio and TV

Wall Street Journal Network

Weekend with Joe Gallagher

Sources: Cision Broadcast Monitoring/TVeyes; 2015 International CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

MAJOR MEDIA FROM AROUND THE WORLD

The 2015 International CES received significant global media coverage, with more than 6,000 media, including more than 2,000 international media from a record 78 countries in attendance. International media strongly covering the 2015 CES included reporters from Australia, Brazil, Canada, China, Germany, France, India, Israel, Japan, Korea, Mexico, Russia and the United Kingdom. International publications and broadcast outlets included:

Argentina

Prensario
TELEFE
ITSitio.com

Australia

Gizmodo Australia
The Australian
Radio 2UE

Austria

Future Zone
Hit Radio OE3
OEAMTC Austria

Belgium

RTL Belgium
RTL-TVi

Brazil

Folha de S. Paulo
TechTudo
TecMundo
Olhar Digital

Canada

Discovery
CTV News
Technology X

Chile

Revisita I+T
Emol.com
Fayerwayer

China

CBS Interactive China
Chinese Biz News
Guangzhou Daily
ZDNet China
PCPop.com
Pebble Media
Global Times Online

Colombia

El Espectador
EL TIEMPO
NTN 24

Costa Rica

Teletica

Croatia

Bug
Halo Magazine

Czech Republic

Economia
iDNES
Mlada fronta a.s.
Sell Magazine

Denmark

BFE
Berlingske
Global Connect Future TV

Dominican Republic

HD.com
Lira

El Salvador

La Prensa Grafica

Finland

Otavamedia/Tekniikan
Maailma

France

01 Net
BFM Business
Clubic
France Info
TF1

Germany

BILD
CHIP
Gizmodo
Vox Television
Gfk Retail and Technology

Guatemala

Nuestro Diario

Hong Kong

Bloomberg Intelligence
Audiotechnique

Hungary

Geeks.hu
Index.hu
Origo Media Group

India

Global Technologies
The Economic Times
Times of India
NDTV

Indonesia

Gopego.com
JAWA POS

Ireland

Irish Independent
Irish Times

Israel

Channel 10 News
Home Theater.co.il
The Marker
GSM Israel News

Italy

Corriere della Sera
Il sole 24 ore / Radio 24
Wired Italy
AV Magazine

WORLDWIDE MEDIA COVERAGE

Jamaica

Jamaica Gleaner

Japan

Asahi Broadcasting
Dempa Daily
NHK
Nikkei Publications
Impress

Lebanon

LBCI

Mexico

CNN
Forbes Latin America
Parenetsis.com
PIXELL

Netherlands

Hardware Info
Tweakers

New Zealand

Global Voice Media
TV3 NEW ZEALAND
New Zealand Herald

Norway

Global Telecom News
Consumer Electronics Trade
Magazine Norway

Panama

Revista Fuerza G
Vida Digital
La Prensa

Peru

Diario El Comercio
America Television

Philippines

Yahoo! Philippines

Poland

Agora
PCLab.pl
MyApple

Romania

Agora Group
ProTV

Russia

Cheza.tv
Hi_Tech@mail.ru
Russia – 24
KIPiS magazine

Saudi Arabia

Almajd TV
Tech Pills Show
Saudi Gazette

Singapore

Channel News Asia
SPH Magazines
HardwareZone
Singapore Press Holdings

Slovakia

PC REVUE
TECHBOX

South Africa

CNBC Africa

South Korea

Aving News
Digital Daily
Digital Times
Korea Herald

Spain

El Pais
GeepPro

Sweden

Metro
SweClockers AB
Nordic Hardware

Switzerland

MCDT Ltd.
Robohub.org

Taiwan

Digitimes
Liberty Times
VR World

Tunisia

L'Economiste

Turkey

Milliyet Daily Newspaper
Sabah Daily
Bloomberg
Al Jazeera Turk

United Arab Emirates

FlatpanelsHD
Techview.me
Redmond Pie

United Kingdom

BBC
Daily Telegraph
Stuff Magazine
TCT Magazine + Personalize
What Hi-Fi? Sound & Vision
GQ Magazine
Wired Magazine

Source: 2015 International CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

TOP TV AND RADIO OUTLETS

News from the 2015 International CES was featured on the airways in the top 33 media markets in the United States.

Atlanta WSB-AM	Denver KOA-AM KBDX	Nashville WSM Radio Bill Cody w/ Charlie Mattos WLAC	San Antonio 550 AM KTSA WOAI AM
Austin KUT 90.5	Detroit 101.9 WDET WJR-AM WWJ-AM	New York WCBS New Radio Fox News Radio NBC Radio Bloomberg	San Francisco KCBS - AM KLIV-AM KQED-FM KGO-AM KPOO Got Game Radio
Baltimore WBAL-AM	Houston KTRH News Radio 740 KPRC-AM	Orlando WDBO-FM Bob Long Radio	Santa Cruz KSCO-AM GM Monterey w Rosemary Chalmers
Boston WBUR	Las Vegas KXNT News Radio 840 News KNPR Get Connected Radio KLAV-AM iHeart Radio Delta Radio Network	Philadelphia KYW – CBS WDDE 91.1 WHYY – NBC	Seattle KGMI KXL-FM KIRO-AM KOMO-AM KUOW – FM KPLU
Buffalo WBEN-AM WBFO-FM	Los Angeles KABC KPCC-FM KFI - AM ESPN Radio KCAA-AM	Phoenix News/Talk 92.3 KTAR KFYI-AM	St. Louis KTRS-AM KMOX-AM
California KBEC WS Radio/ABC KPFK KCSS KDLA	Miami News Radio 610 WIOD	Portland KOPB-FM KUIK-AM	Tampa WFLA – NBC
Chicago WLS – AM-ABC WBEZ-FM WGN -AM	Milwaukee WTMJ-AM	Sacramento Capital Public Radio KFBK-AM	Washington, D.C. WTOP WAMU-FM WNEW-FM WUSA – CBS
Clear Channel Radio	National Public Radio -U.S. Cable	Salt Lake City KSL-AM	
Cleveland WTAM-AM			
Columbus WTVN-AM WTIC-AM			
Dallas/Ft. Worth KRLD-AM KLIF-AM			

Source: 2015 International CES® Registration Reports



WORLDWIDE MEDIA COVERAGE

INVESTMENT, FINANCIAL AND RESEARCH FIRMS

The world's top financial, investment and research firms attended the 2015 International CES. Prominent companies include:

ABI Research	Korea Investment Trust Management Co. Ltd.
American Express	Lazard
Azure Capital Partners	Lombard Odier
Bank of America Merrill Lynch	Macquarie Group
Barclays Capital	Merrill Lynch
BayStreet Research, LLC	Mintel Group Ltd.
Bessemer Venture Partners	Morgan Stanley
Bloomberg	Navigant Research
BMO Capital Markets	Needham & Co., LLC
BNP Paribas	Nomura Securities International Inc.
Canaccord Genuity	NPD Group
Cantor Fitzgerald	Oppenheimer & Co.
Charles Schwab	Pacific Crest Securities
Citadel LLC	Parks Associates
Citigroup Inc.	Piper Jaffray
Cleveland Research Co.	PSFK
CLSA	Raymond James & Associates
Cowen and Co.	RBC Capital Markets
Credit Suisse	Redpoint Ventures
Deloitte & Touche LLP	Reliance Capital
Deutsche Bank	Robert W. Baird & Co.
Edward Jones	ROTH Capital Partners
Ernst & Young	Samsung Ventures
Fidelity Investments	Silicon Valley Bank
Forrester Research	SNL Kagan
Foundry Group	State Farm Insurance
Frost & Sullivan	Sterne Agee
Gartner	Stifel
GE Capital	Strategy Analytics
GfK	The Carlyle Group
Goldman Sachs	The Futures Co.
Google Ventures	The NPD Group
HSBC	Thomson Reuters
IDC	TIAA-CREF
Infotrends	UBS
ITG Investment Research	WEDBUSH Securities
J.D. Powers and Associates	Wellington Management Co.
J.P. Morgan	Wells Fargo
Janus Capital Group	William Blair & Co.
Jeffries LLC	Ziff Brothers Investments
Korea Investment Corp.	

Source: 2015 International CES® Registration Reports

ABOUT THE CONSUMER ELECTRONICS ASSOCIATION (CEA)®



PRODUCER OF



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

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 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 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 and evening receptions and more. Visit CE.org/join to learn about the benefits of CEA membership at CES and all year round.

UPCOMING CES EVENTS

CES Unveiled Paris
October 21
Paris, France

CES 2016
January 6-9, 2016
Las Vegas, NV

CES Unveiled New York
November 10
New York, NY

CES Asia 2016
May 11-13, 2016
Shanghai, China

CES Unveiled Las Vegas
January 4, 2016
Las Vegas, NV



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