ATTENDANCE AUDIT SUMMARY

CES® 2020
January 7-10, 2020
Las Vegas, Nevada
CES.tech
For more than 50 years, CES® has served as a global platform for companies to share innovative technology with the world. In these challenging times, CES showcases the spirit of innovation and brings together energy and creativity that will enable technology to make the world healthier, safer, more resilient and connected.

CES 2020 featured transformative technologies such as artificial intelligence, the 5G ecosystem and mobile connectivity. CES 2020 inspired and connected major industries across the globe and highlighted trends that are now more important than ever, including non-traditional tech and tech for good. We are certain that technology, including the innovations at CES, will help energize the global economy and pull the world through the current crisis to emerge safer and stronger than before.

CES 2020 hosted 4419 exhibiting companies across more than 2.9 million net square feet and attracted a total attendance of 171,268, including 6517 members of media. This result aligns with our strategy of managing attendee numbers and attracting the most highly qualified attendees.

CES is one of a select group of trade shows that follow the strict auditing requirements set by UFI, the Global Association of the Exhibition Industry. CES adheres to these requirements to ensure that you have the most detailed and accurate information on CES’s trade event attendance. To help you succeed and grow your business, we are proud to provide you with this independently audited attendance data in our CES 2020 Attendance Audit Summary.

Thank you for your endless support and commitment to CES, and we look forward to welcoming you back to CES 2021, January 6-9.
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Preface

CES is the world’s gathering place for all who thrive on the business of consumer technologies. It has served as the proving ground for innovators and breakthrough technologies for 50+ years – the global stage where next-generation innovations are introduced to the marketplace. As the largest hands-on event of its kind, CES features all aspects of the industry. Owned and produced by the Consumer Technology Association (CTA)®, it attracts the world’s business leaders and pioneering thinkers.

Visit CES.tech for news and information about CES.

To speak directly with a CES sales representative regarding exhibit space or promotional opportunities, please contact us at exhibit@CTA.tech or +1 703-907-7645.

Audit Sources

The CES 2020 Attendance Audit Summary provides exhibitors and prospects insight into those in attendance at CES. This information will aid in evaluating opportunities and maximize your ROI from CES. Information included in this document was derived from:

• BPA Worldwide’s CES 2020 Exhibition and Conference Audit Report
• CES 2020 Registration Data, provided by Compusystems
• 2019 Fortune Global 500 list
• TWICE 2020 Top 100 CE Retailers

BPA Worldwide

BPA Worldwide provides an independent, third-party verification of CES attendance, attendee demographic information, records and record-keeping systems. It is important that CES exhibitors have valuable, accurate attendance data to enhance market analysis and verify the show’s credibility.
# Attendance Highlights

The following numbers are highlights of the top attendance segments and represent a snapshot of CES attendance. For more information, please contact a sales representative at exhibit@CTA.tech or +1 703-907-7645.

## CES 2020 TOTAL ATTENDANCE OVERVIEW

<table>
<thead>
<tr>
<th>Registration Type</th>
<th>Domestic</th>
<th>International</th>
<th>Total Verified Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Attendees</td>
<td>66,633</td>
<td>34,165</td>
<td>100,798</td>
</tr>
<tr>
<td>Exhibitor Personnel</td>
<td>40,017</td>
<td>23,936</td>
<td>63,953</td>
</tr>
<tr>
<td>Media</td>
<td>3,931</td>
<td>2,586</td>
<td>6,517</td>
</tr>
<tr>
<td>Total Verified Attendance</td>
<td>110,581</td>
<td>60,687</td>
<td>171,268</td>
</tr>
</tbody>
</table>

## PAID CONFERENCE PROGRAM PARTICIPATION*

<table>
<thead>
<tr>
<th>Conference Session Attendance</th>
<th>Domestic</th>
<th>International</th>
<th>Total Verified Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Session Attendance</td>
<td>3,008</td>
<td>1,879</td>
<td>4,887</td>
</tr>
<tr>
<td>Speakers</td>
<td>1,279</td>
<td>125</td>
<td>1,404</td>
</tr>
</tbody>
</table>

CES 2020 attracted **330** of the 2019 Fortune Global 500 companies

## SENIOR-LEVEL EXECUTIVE ATTENDANCE

<table>
<thead>
<tr>
<th>Job Function</th>
<th>Verified Attendance</th>
<th>% of Total Verified Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>President/Founder</td>
<td>13,364</td>
<td>7.8%</td>
</tr>
<tr>
<td>C-Level Executives</td>
<td>8,490</td>
<td>4.9%</td>
</tr>
<tr>
<td>Vice President/SVP/EVP</td>
<td>25,027</td>
<td>14.6%</td>
</tr>
<tr>
<td>Director/Sr. Manager/General Manager</td>
<td>26,312</td>
<td>15.3%</td>
</tr>
<tr>
<td>Total Senior-Level Executives</td>
<td>73,193</td>
<td>42.7%</td>
</tr>
</tbody>
</table>

*Conference Program participation numbers are included in Total Verified Attendance.
International Highlights

CES welcomed a global audience with 60,687 international visitors from 164 countries, regions and territories attending CES 2020. Many of our international visitors came as part of 85 formal delegations.

35.4% of CES 2020 attendance came from outside the United States.

TOP 20 COUNTRIES, REGIONS & TERRITORIES IN ATTENDANCE

<table>
<thead>
<tr>
<th>Country</th>
<th>Verified Attendance</th>
<th>Country</th>
<th>Verified Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>110,581</td>
<td>Israel</td>
<td>1,150</td>
</tr>
<tr>
<td>China</td>
<td>11,067</td>
<td>Italy</td>
<td>941</td>
</tr>
<tr>
<td>South Korea</td>
<td>10,471</td>
<td>Netherlands</td>
<td>887</td>
</tr>
<tr>
<td>Japan</td>
<td>8,245</td>
<td>Hong Kong SAR, China</td>
<td>823</td>
</tr>
<tr>
<td>Canada</td>
<td>4,360</td>
<td>Switzerland</td>
<td>724</td>
</tr>
<tr>
<td>France</td>
<td>4,153</td>
<td>Sweden</td>
<td>619</td>
</tr>
<tr>
<td>Germany</td>
<td>2,471</td>
<td>Australia</td>
<td>558</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>2,359</td>
<td>India</td>
<td>482</td>
</tr>
<tr>
<td>Taiwan, China</td>
<td>2,354</td>
<td>Singapore</td>
<td>444</td>
</tr>
<tr>
<td>Mexico</td>
<td>1,660</td>
<td>Brazil</td>
<td>423</td>
</tr>
</tbody>
</table>
Speaker Highlights

Top executives presented their insights and visions for the industry’s future at CES 2020, with presentations from:

- Cristiano Amon, President, Qualcomm Inc.
- Melissa Andresko, Corp. Brand Ambassador, Lutron
- Jim Bankoff, Chairman and CEO, Vox Media
- Amy Baker, EVP Strategy & Insights, A+E Networks
- Ed Bastian, CEO, Delta
- Michael Bess, VP Healthcare Strategies, United Healthcare Group
- Marc Benioff, CEO Salesforce
- Dr. Pat Brown, CEO, Impossible Foods
- Heidi Browning, CMO, National Hockey League
- James Cameron, Director, Screenwriter and Producer, Lightstorm Entertainment
- Hon. Elaine L. Chao, U.S. Sec. of Transportation
- Liz Claman, Fox Business
- Bernard Coleman, Head of Inclusive Engagement, Uber
- Katie Couric, Emmy-winning Journalist and Founder, Katie Couric Media
- Terry Crews, Host, America’s Got Talent & America’s Got Talent: The Champions; Star, Brooklyn Nine-Nine
- Mark Cuban, Entrepreneur and Judge, Shark Tank
- Ester Dean, Producer-Mentor, Songland
- Suzy Deering, VP, CMO eBay
- Kate del Castillo, an international superstar and the lead on La Reina del Sur
- Erin Egan, Chief Privacy Officer, Facebook
- Peggy Fang Roe, Global Officer, Customer Experience, Loyalty, and New Ventures, Marriott
- Tadashi Ted Funahashi, MD, Chief Innovation Officer, Kaiser Permanente Southern California
- Adam Harter, SVP, Sports, Media, and Entertainment, PepsiCo
- Audrey Hendley, President, American Express Travel
- Jane Horvath, Sr. Director, Global Privacy, Apple
- Barbara Humpton, CEO, Siemens USA
- Jo Ann Jenkins, CEO, AARP
- Alan Jope, CEO Unilever
- Ola Källenius, Chairman of the Board of Management of Daimler AG & Head of Mercedes-Benz Cars
- Jeffrey Katzenberg, founder and Chairman, Quibi
- Alicia Keys, Grammy Award-Winning Artist
- Hyun-Suk Kim, President & CEO, Consumer Electronics, Samsung
- Michael Kratsios, United States Chief Technology Officer, OSTP
- Julie Loeger, EVP Discover
- Alan Lotvin, EVP, Chief Transformation Officer, CVS Health
- Andrea Mallard, CMO, Pinterest
- Tim Mapes, SVP, CMO Delta
- Michelle McKenna, CIO, NFL
Speaker Highlights

- Dr. Mehmet Oz, M.D. attending Physician NY Presbyterian- Columbia Medical Center
- Joe Montana, Professional Football Hall of Famer
- Mandy Moore, Star, This Is Us
- Natalie Morales, West Coast Anchor, TODAY; Host, Dateline
- Albert Ng, CEO, Misapplied Sciences
- Diana O-Brien, Global Chief Marketing Officer, Deloitte
- John Padgett, Chief Experience & Innovation Officer, Carnival Corp.
- Marc Pritchard, Chief Business Officer, P&G
- Mark Read, CEO, WPP
- David Rhew, Chief Medical Officer, Microsoft
- Michael Roth, Chairman and CEO, IPG
- Natalie Schneider, VP, Digital Health, Samsung
- Tariq Shaukat, President, Industry Product & Solutions, Google Cloud
- Mike Sievert, President and COO, T-Mobile
- Sir Martin Sorrell, S4 Capital
- Andre Stapleton, Global Head of Label Relations, Amazon Music
- Michael Thacker, EVP, Bell Helicopter
- Ivanka Trump, Special Advisor to the President, The White House
- Lulu Wang, Writer and Director
- Meg Whitman, CEO, Quibi
- Linda Yaccarino, Chairman, Advertising Sales and Client Partnerships, NBCUniversal
- John Zimmer, Co-Founder and President, Lyft

Social Media Reach

Highlights include:

**839K**
mentions of CES 2020 across social media

**785K**
cross-channel audience

**6K+**
tweets an hour during CES 2020

**87%**
positive sentiment on social

*Reflects period of January 5-10, 2020*
## JOB TITLE BREAKDOWN

<table>
<thead>
<tr>
<th>Industry Attendee</th>
<th>Exhibitor Personnel</th>
<th>Total Verified Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analyst</td>
<td>1,493</td>
<td>505</td>
</tr>
<tr>
<td>Buyer</td>
<td>7,167</td>
<td>670</td>
</tr>
<tr>
<td>Creative Professional</td>
<td>1,312</td>
<td>1,331</td>
</tr>
<tr>
<td>Engineer</td>
<td>6,683</td>
<td>5,622</td>
</tr>
<tr>
<td>Manager/Store Manager/Product Manager</td>
<td>4,783</td>
<td>6,484</td>
</tr>
<tr>
<td>Manufacturer’s Representative</td>
<td>9,465</td>
<td>4,565</td>
</tr>
<tr>
<td>Medical Professional, Doctor</td>
<td>735</td>
<td>89</td>
</tr>
<tr>
<td>Production Technician</td>
<td>404</td>
<td>984</td>
</tr>
<tr>
<td>Systems Installer/Integrator</td>
<td>552</td>
<td>241</td>
</tr>
<tr>
<td>Trainer/Educator</td>
<td>4,651</td>
<td>1,062</td>
</tr>
</tbody>
</table>

## ENTERTAINMENT & ADVERTISING COMMUNITY*

<table>
<thead>
<tr>
<th>Industry Attendees</th>
<th>Total Verified Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising &amp; Marketing</td>
<td>5,245</td>
</tr>
<tr>
<td>Content, Media &amp; Entertainment</td>
<td>5,500</td>
</tr>
<tr>
<td>Total Advertising &amp; Entertainment</td>
<td>10,745</td>
</tr>
</tbody>
</table>

## TOP 20 REPRESENTATION FROM TWICE’S 2020 TOP 100 CE RETAILERS

<table>
<thead>
<tr>
<th>Company</th>
<th>Number of Reps at CES 2020</th>
<th>Company</th>
<th>Number of Reps at CES 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>1,445</td>
<td>Target</td>
<td>64</td>
</tr>
<tr>
<td>Microsoft Retail Stores</td>
<td>817</td>
<td>Rakuten</td>
<td>63</td>
</tr>
<tr>
<td>Lenovo</td>
<td>629</td>
<td>Newegg.com</td>
<td>44</td>
</tr>
<tr>
<td>Apple</td>
<td>349</td>
<td>The Home Depot</td>
<td>35</td>
</tr>
<tr>
<td>Dell Technologies</td>
<td>310</td>
<td>Staples</td>
<td>34</td>
</tr>
<tr>
<td>Hewlett Packard</td>
<td>262</td>
<td>B&amp;H Photo Video</td>
<td>31</td>
</tr>
<tr>
<td>Best Buy</td>
<td>240</td>
<td>Fry’s Electronics</td>
<td>25</td>
</tr>
<tr>
<td>Walmart</td>
<td>207</td>
<td>Curacao</td>
<td>22</td>
</tr>
<tr>
<td>Bose</td>
<td>79</td>
<td>Sam’s Club</td>
<td>20</td>
</tr>
<tr>
<td>Costo</td>
<td>66</td>
<td>Walgreens Boot Alliance</td>
<td>18</td>
</tr>
</tbody>
</table>

*Individuals self-reported; total represents a single individual with duplicate selects removed.
## Industry Attendee Profiles

### REPRESENTATION FROM BUYING ORGANIZATIONS

<table>
<thead>
<tr>
<th>Type of Organization</th>
<th>Verified Industry Attendees*</th>
<th>% of Total Verified Industry Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate (Non-Retail)</td>
<td>726</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Distribution</td>
<td>4,731</td>
<td>4.6%</td>
</tr>
<tr>
<td>Retail</td>
<td>7,655</td>
<td>7.5%</td>
</tr>
<tr>
<td>System Integrator/Installation/VAR</td>
<td>3,073</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Total Representing Buying Organizations</strong></td>
<td><strong>16,185</strong></td>
<td><strong>16%</strong></td>
</tr>
</tbody>
</table>

### REPRESENTATION FROM OTHER INDUSTRY ORGANIZATIONS

<table>
<thead>
<tr>
<th>Type of Organization</th>
<th>Verified Industry Attendees*</th>
<th>% of Total Verified Industry Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising &amp; Marketing</td>
<td>5,245</td>
<td>5.2%</td>
</tr>
<tr>
<td>Business Services</td>
<td>3,427</td>
<td>3.3%</td>
</tr>
<tr>
<td>Content, Media &amp; Entertainment</td>
<td>5,500</td>
<td>5.4%</td>
</tr>
<tr>
<td>Digital Health</td>
<td>1,404</td>
<td>1.3%</td>
</tr>
<tr>
<td>Education/Training</td>
<td>2,755</td>
<td>2.7%</td>
</tr>
<tr>
<td>Engineering/Research &amp; Development</td>
<td>5,754</td>
<td>5.7%</td>
</tr>
<tr>
<td>Finance (Banking, Service, Insurance)</td>
<td>2,665</td>
<td>2.6%</td>
</tr>
<tr>
<td>Healthcare/Pharmaceuticals/Biotech</td>
<td>2,634</td>
<td>2.6%</td>
</tr>
<tr>
<td>Manufacturer’s Rep, Manufacturing</td>
<td>10,614</td>
<td>10.5%</td>
</tr>
<tr>
<td>Non-Profit/NGO/Lobbying</td>
<td>798</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Software Development/Publishing</td>
<td>5,433</td>
<td>5.3%</td>
</tr>
<tr>
<td>Sports &amp; Fitness</td>
<td>1,029</td>
<td>1%</td>
</tr>
<tr>
<td>Telecom &amp; Utilities</td>
<td>3,829</td>
<td>3.7%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>1,310</td>
<td>1.2%</td>
</tr>
<tr>
<td>Venture Capitalist/Private Equity/Investing</td>
<td>2,075</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Industry Attendees = Does not include media or exhibitor personnel
### TOP 20 PRODUCT CATEGORIES OF INTEREST

<table>
<thead>
<tr>
<th>Market/Product Category**</th>
<th>Industry Attendees*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artificial Intelligence</td>
<td>32,271</td>
</tr>
<tr>
<td>Smart Home</td>
<td>31,009</td>
</tr>
<tr>
<td>Wireless Devices</td>
<td>27,556</td>
</tr>
<tr>
<td>Software and Apps</td>
<td>25,787</td>
</tr>
<tr>
<td>Vehicle Technology</td>
<td>24,916</td>
</tr>
<tr>
<td>Wearables</td>
<td>24,590</td>
</tr>
<tr>
<td>Robotics</td>
<td>21,296</td>
</tr>
<tr>
<td>Computer Hardware</td>
<td>21,233</td>
</tr>
<tr>
<td>Virtual Reality &amp; Augmented Reality</td>
<td>20,551</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>19,874</td>
</tr>
<tr>
<td>Smart Cities</td>
<td>18,560</td>
</tr>
<tr>
<td>Sensors and Biometrics</td>
<td>18,557</td>
</tr>
<tr>
<td>Cloud Services</td>
<td>17,881</td>
</tr>
<tr>
<td>Digital Health</td>
<td>16,466</td>
</tr>
<tr>
<td>Audio/High-End/High Performance</td>
<td>16,416</td>
</tr>
<tr>
<td>Gaming</td>
<td>15,606</td>
</tr>
<tr>
<td>Video</td>
<td>15,249</td>
</tr>
<tr>
<td>Wireless Services</td>
<td>14,851</td>
</tr>
<tr>
<td>Drones</td>
<td>14,674</td>
</tr>
<tr>
<td>Cyber Security and Privacy</td>
<td>14,293</td>
</tr>
</tbody>
</table>

*Industry Attendees = Does not include media or exhibitor personnel*

** Industry Attendees may select multiple market/product categories
Government Representatives

Through our Leaders in Technology program, CES 2020 attracted 238 government guests from across the globe, including state elected officials, high-ranking U.S. Congressional and agency staff as well as international government officials and staff.

APPOINTEED AND ELECTED OFFICIALS

The White House (4)
U.S. Senate (2)
U.S. Department of Commerce (2)
U.S. Department of Transportation (1)
U.S. Department of Energy (2)
U.S. Department of State (1)
U.S. Department of Labor (1)
Federal Trade Commission (3)
Federal Communications Commission (4)
Department of Homeland Security (1)
Government of France (3)
Government of Switzerland (2)
Government of Italy (2)
Government of Canada (2)
Government of United Kingdom (1)
Government of Netherlands (2)
Government of South Korea (1)
Government of Bulgaria (1)
Government of Nigeria (1)

Government of Panama (1)
Government of Taiwan (2)
State of New Hampshire (2)
State of Georgia (1)
State of New York (1)
State of South Carolina (1)
State of Pennsylvania (1)
State of Louisiana (1)
State of Michigan (7)
State of Florida (7)
State of Texas (3)
State of Wisconsin (1)
State of Nevada (2)
State of Colorado (1)
State of Washington (2)
State of North Dakota (1)
State of Utah (2)
State of Arizona (1)
State of Hawaii (1)

U.S. AND INTERNATIONAL GOVERNMENT STAFF

U.S. Senate (13)
U.S. House of Representatives (31)
U.S. Department of State (1)
U.S. Department of Justice (1)
U.S. Department of Defense (1)
U.S. Department of Commerce (36)
Department of Transportation (18)
Department of Energy (16)
Department of Homeland Security (7)
Food and Drug Administration (6)
Federal Trade Commission (3)
Federal Communications Commission (6)

Small Business Administration (3)
National Aeronautics and Space Administration (9)
Federal Aviation Administration (4)
Environmental Protection Agency (10)
Embassy of Sweden (1)
Government of Italy (1)
Government of Canada (3)
Government of Israel (1)
European Parliament (1)
State of Michigan (2)
State of Colorado (1)
State of Utah (1)
Media Coverage

CES 2020 attracted 6517 members of the media from 79 countries, regions and territories. Major broadcast networks, trade publications, magazines, newspapers, websites, podcasts and blogs covered CES 2020 extensively. The show also partnered with and received coverage from media outlets around the world in lifestyle, health & fitness, automotive and beyond the traditional technology publications.

MEDIA REACH

200K+ global media hits
20K+ broadcast hits
Positive coverage sentiment rose above 86%

INTERNATIONAL MEDIA ATTENDANCE BY REGION

Europe 37% 969 Media
Middle East/Asia 45% 1,158 Media
North America (excl. U.S.) 11% 273 Media
South America 5% 128 Media
Africa <1% 9 Media
Oceania 2% 49 Media
Big Names in Coverage Include

ABC
AdAge
Adweek
AFP
Associated Press
Automotive News
Axios
BBC
Bloomberg
Business Insider
Campaign
Car and Driver
CBC
CBS
CGTN
Cheddar
Chicago Tribune
CNBC
CNET
CNN
CNN en Español
Consumer Reports
Digital Imaging Reporter
Digital Trends
Edmunds
El Mundo
El País
El Universal
Elle
Engadget
Euronews
Evening Standard
Fast Company
FayerWayer
Financial Times
Forbes
Forbes México
Fortune
Fox News
France 24
Gizmodo
Good Housekeeping
GQ
Hi-Tech Mail
House Beautiful
HuffPost
iHeartMedia
Inc.
Innovation & Tech Today
Investor’s Business Daily
KBS (Korean Broadcasting System)
Kyodo News
LA NACION
La Tribune
Laptop Magazine
Las Vegas Review-Journal
Le Figaro
Le Monde
Los Angeles Times
Maeil Business News
MarketWatch
Mashable
Men’s Journal
Motor Trend
NBC
Newsweek
NHK (Japan Broadcasting Corp.)
Nikkei
OUATCH TV
PBS
PCMag.com
PCWorld
Popular Mechanics
Popular Photography
Popular Science
Reuters
Reviewed.com
Rolling Stone
SINA
SOHU.com
South China Morning Post
Sprout
T3
TechCrunch
TechRadar
TechWalker
Telemundo
Tencent
The Asahi Shimbun
The Chosun Ilbo
The Daily Beast
The Daily Mail
The Denver Post
The Detroit News
The Economic Times
The Economist
The Globe and Mail
The Guardian
The Hollywood Reporter
The Japan Times
The Korea Economic Daily
The New York Times
The Retail Observer
The Sydney Morning Herald
The Verge
The Wall Street Journal
The Washington Post
TIME
TMT Post
Tom’s Guide
Tom’s Hardware
TV Asahi
Univision
Upload VR
USA Today
Variety
VentureBeat
Vox
What Hi-Fi?
Wirecutter
WIRED
Women's Health
Xinhuanet
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As North America’s largest technology trade association, CTA® is the tech sector. Our members are the world’s leading innovators - from startups to global brands - helping support more than 18 million American jobs. CTA owns and produces CES® - the largest, most influential tech event on the planet. Find us at CTA.tech. Follow us @CTAtech.

UPCOMING CES EVENTS

Paris, France
October 7, 2020

Amsterdam, Netherlands
October 15-16, 2020

New York, NY
November 12, 2020

Las Vegas, NV
January 4, 2021