ATTENDEE AUDIT
SUMMARY RESULTS

2013 International CES®
January 8-11, 2013
Las Vegas, Nevada
CESweb.org
Dear International CES® Exhibitors and Prospective Exhibitors:

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

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

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

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

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

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

• Valuable, quality attendee demographics, unlike any show of this magnitude
• Assistance in accurately evaluating and reaching your target audience
• Data to help you maximize your return on investment
• The assurance you need to confirm your worthwhile participation in the International CES

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

Gary Shapiro
President and CEO,
CEA

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

Audit Sources ..................................................... 3
Overall Attendance ................................................ 4
Attendee Profiles .................................................. 6
  • Primary Job Function ............................................. 6
  • Company’s Primary Role ........................................ 6
  • Product Categories .............................................. 7
  • Overall Buying Power .......................................... 7
  • Annual Sales Volume of CE Products ....................... 8

Top 100 U.S. Consumer Electronics Retailers at the International CES .............. 9

Government Representatives ...................................... 10

Educational Institutions ........................................... 11

Geographic Profile ................................................ 12

International CES Survey Results ................................. 13

Worldwide Media Coverage ....................................... 14

About the Consumer Electronics Association (CEA)® .......................... 24

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.
AUDIT SOURCES

PREFACE

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

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

SOURCES

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

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

VERIS CONSULTING INC.

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

2013 INTERNATIONAL CES ATTENDANCE OVERVIEW

<table>
<thead>
<tr>
<th>REGISTRATION TYPE</th>
<th>VERIFIED ATTENDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendees</td>
<td></td>
</tr>
<tr>
<td>Exhibits Only</td>
<td>90,172</td>
</tr>
<tr>
<td>Conference Session</td>
<td>4,209</td>
</tr>
<tr>
<td>Verified Exhibitors</td>
<td>51,154</td>
</tr>
<tr>
<td>Media</td>
<td></td>
</tr>
<tr>
<td>Press</td>
<td>5,586</td>
</tr>
<tr>
<td>Industry Analysts</td>
<td>783</td>
</tr>
<tr>
<td>Speakers</td>
<td>855</td>
</tr>
<tr>
<td><strong>TOTAL ATTENDANCE</strong></td>
<td><strong>152,759</strong></td>
</tr>
</tbody>
</table>

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

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

CES ATTRACTS THE ENTERTAINMENT COMMUNITY

<table>
<thead>
<tr>
<th>ENTERTAINMENT PROFESSIONALS</th>
<th>VERIFIED ATTENDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>C-Level/VP/Media Executives</td>
<td>9,300</td>
</tr>
<tr>
<td>Director/Sr. Manager</td>
<td>3,649</td>
</tr>
<tr>
<td>Professional Content Creator (Developers, Designers, Producers)</td>
<td>1,773</td>
</tr>
<tr>
<td><strong>TOTAL ENTERTAINMENT ATTENDANCE</strong></td>
<td><strong>30,390</strong></td>
</tr>
</tbody>
</table>

*Attendees = Exhibits Only + Conference Session Attendance; Does not include media, exhibitors or speakers (94,381)
Sources: 2013 International CES® Veris Audit Report, 2013 International CES® Registration Reports
# OVERALL ATTENDANCE

## CES ATTRACTS AN INTERNATIONAL ATTENDANCE

<table>
<thead>
<tr>
<th></th>
<th>VERIFIED ATTENDANCE</th>
<th>% OF TOTAL ATTENDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Attendees (Exhibits Only and Conference Session)</td>
<td>24,306</td>
<td>15.9%</td>
</tr>
<tr>
<td>International Exhibitors, Speakers</td>
<td>10,092</td>
<td>6.6%</td>
</tr>
<tr>
<td>International Media (Press, Industry Analysts)</td>
<td>1,808</td>
<td>1%</td>
</tr>
</tbody>
</table>

**TOTAL INTERNATIONAL ATTENDANCE** 36,206 23.7%

## INTERNATIONAL ATTENDEE DELEGATIONS

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

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

**TOTAL DELEGATIONS** 102

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

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

** New countries to the delegation program

*** NUSACC- Arab Countries

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

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

### Classification by Individual’s Primary Job Function

<table>
<thead>
<tr>
<th>Job Function</th>
<th>Number of Attendees*</th>
<th>% of Total Attendees*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analyst</td>
<td>1,852</td>
<td>1.9%</td>
</tr>
<tr>
<td>Buyer</td>
<td>5,845</td>
<td>6%</td>
</tr>
<tr>
<td>Consultant</td>
<td>4,089</td>
<td>4%</td>
</tr>
<tr>
<td>Content Developer</td>
<td>578</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Distributor</td>
<td>1,714</td>
<td>1.8%</td>
</tr>
<tr>
<td>Engineer</td>
<td>5,216</td>
<td>5.5%</td>
</tr>
<tr>
<td>Manager</td>
<td>9,737</td>
<td>10%</td>
</tr>
<tr>
<td>Manufacturer’s Representative</td>
<td>1,536</td>
<td>1.6%</td>
</tr>
<tr>
<td>Product Manager</td>
<td>2,924</td>
<td>3%</td>
</tr>
<tr>
<td>Service Technician</td>
<td>972</td>
<td>1%</td>
</tr>
<tr>
<td>Store Manager</td>
<td>510</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Systems Installer/Integrator</td>
<td>727</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

### Classification by Company’s Primary Role

<table>
<thead>
<tr>
<th>Type of Buying Organization</th>
<th>Number of Attendees*</th>
<th>% of Total Attendees*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>13,064</td>
<td>13.8%</td>
</tr>
<tr>
<td>Institutional, Corporate (Non-Retail), Government Procurement</td>
<td>3,351</td>
<td>3.5%</td>
</tr>
<tr>
<td>VAR/Dealer</td>
<td>1,032</td>
<td>1%</td>
</tr>
<tr>
<td>Specialty Retail</td>
<td>1,819</td>
<td>1.9%</td>
</tr>
<tr>
<td>System Integrator/Installation</td>
<td>2,911</td>
<td>3%</td>
</tr>
<tr>
<td>Distribution</td>
<td>8,104</td>
<td>8.5%</td>
</tr>
<tr>
<td><strong>Total Buying Organizations</strong></td>
<td><strong>30,281</strong></td>
<td><strong>32%</strong></td>
</tr>
</tbody>
</table>

### Other Primary Roles

<table>
<thead>
<tr>
<th>Other Primary Roles</th>
<th>Number of Attendees*</th>
<th>% of Total Attendees*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software Development/Publishing</td>
<td>3,281</td>
<td>3%</td>
</tr>
<tr>
<td>Content Development, Entertainment</td>
<td>6,449</td>
<td>6.8%</td>
</tr>
<tr>
<td>Manufacturer’s Rep, Manufacturer (Non-exhibiting), Public Policy, Government Agency</td>
<td>8,630</td>
<td>9%</td>
</tr>
<tr>
<td>Distribution (Non-buyer)</td>
<td>520</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Service Provider (Non-Retail)</td>
<td>2,301</td>
<td>2%</td>
</tr>
<tr>
<td>Consulting</td>
<td>4,210</td>
<td>4%</td>
</tr>
<tr>
<td>Advertising, Marketing</td>
<td>4,893</td>
<td>5%</td>
</tr>
<tr>
<td>Engineering/Research &amp; Development</td>
<td>5,910</td>
<td>6%</td>
</tr>
<tr>
<td>Venture Capitalist/Private Equity/Investing</td>
<td>1,199</td>
<td>1%</td>
</tr>
<tr>
<td>Business Services, Financial Services</td>
<td>2,318</td>
<td>2%</td>
</tr>
<tr>
<td>Business Development/Sales</td>
<td>2,260</td>
<td>2%</td>
</tr>
</tbody>
</table>
### ATTENDEE PROFILES

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

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

#### CLASSIFICATION BY OVERALL BUYING POWER

<table>
<thead>
<tr>
<th>LEVEL OF PURCHASING AUTHORITY</th>
<th>NUMBER OF ATTENDEES*</th>
<th>% OF TOTAL ATTENDEES*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final decision maker</td>
<td>29,695</td>
<td>31.4%</td>
</tr>
<tr>
<td>Significant influence</td>
<td>30,824</td>
<td>32.6%</td>
</tr>
<tr>
<td>Initial recommendations</td>
<td>9,446</td>
<td>10%</td>
</tr>
<tr>
<td>Research new products</td>
<td>9,388</td>
<td>9.9%</td>
</tr>
</tbody>
</table>

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

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

Source: 2013 International CES® Veris Audit Report

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

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

### Classification by Annual Sales Volume of Consumer Electronics Products

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

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

Source: 2013 International CES® Veris Audit Report
# Top 100 U.S. Consumer Electronics Retailers

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

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

Source: TWICE, May, 2013; 2013 International CES® Registration Reports
CEA is actively involved in programs that affect the laws and regulations impacting your bottom line.

The International CES attracts top federal, state and regulatory officials. Representatives from the Federal Communications Commission, Department of Commerce, U.S. Senate and the House of Representatives joined government technology officials from other countries at the International CES, extending the show’s global scope.

The 2013 International CES attracted 141 government officials including:

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

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

**STATE ELECTED OFFICIALS**

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

**FEDERAL COMMUNICATIONS COMMISSION**

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

**ENVIRONMENTAL PROTECTION AGENCY**

The Honorable Lisa Jackson, Administrator

**NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION**

The Honorable David Strickland, Administrator

**FEDERAL TRADE COMMISSION**

The Honorable Maureen Ohlhausen, Commissioner

And Over 100 High-Ranking Congressional and Agency Staff

Source: 2013 International CES® Registration Reports
The International CES attracts a myriad of representatives from more than 500 educational institutions around the world. They attend CES to:

- Showcase innovative technologies within our Academia Tech and Eureka Park TechZones.
- Identify new ways to streamline institutional operations and technologies.
- Research technologies for equipment upgrades.
- Evaluate how to enhance learning environments with new technologies.
- Gauge curriculum development and the technologies used in teaching and case studies.

A sample of schools and universities represented include:

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

Source: 2013 International CES® Registration Reports
GEOGRAPHICAL ANALYSIS OF U.S. ATTENDEES

TOP 20 NON-U.S. MARKETS

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

*Attendees = Exhibits Only + Conference Session Attendance; Does not include media, exhibitors or speakers (94,381)
Source: 2013 International CES® Veris Audit Report
INTERNATIONAL CES SURVEY RESULTS

A WORD FROM 2013 INTERNATIONAL CES ATTENDEES

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

According to 2013 International CES attendees:

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

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

Source: 2013 International CES® Post-show Attendee Survey

A WORD FROM 2013 INTERNATIONAL CES EXHIBITORS

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

According to 2013 International CES exhibitors:

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

Source: 2013 International CES® Post-show Attendee Survey and Post-show Exhibitor Survey
MEDIA COVERAGE OF THE 2013 INTERNATIONAL CES CONTINUES TO SET NEW RECORD

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

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

The 2013 International CES was covered by major news outlets such as the Associated Press, BusinessWeek, Forbes, Fortune, Investor’s Business Daily, NPR, Newsweek, PC World and Reuters, plus major market daily newspapers such as the Boston Globe, Chicago Tribune, Los Angeles Times, New York Times, San Francisco Chronicle, USA Today, Washington Post and Wall Street Journal. More, the 2013 International CES was covered in at least one newspaper and one network television station in all of the top 25 United States markets.

Consumers around the world were able to read and see the media highlights of the 2013 International CES. Given the significant influence and scope of our media attendees, there is no better way to promote your company and its products to the world than the International CES.

2013 INTERNATIONAL CES MEDIA ATTENDANCE

<table>
<thead>
<tr>
<th>Countries Represented</th>
<th>73</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Media (Press, Industry Analysts)</td>
<td>1,808</td>
</tr>
<tr>
<td>Print Media</td>
<td>24%</td>
</tr>
<tr>
<td>Online/Wire Media</td>
<td>55%</td>
</tr>
<tr>
<td>Broadcast Media</td>
<td>21%</td>
</tr>
<tr>
<td><strong>TOTAL MEDIA</strong></td>
<td><strong>6,369</strong></td>
</tr>
</tbody>
</table>

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

MAGAZINE COVERAGE

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

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

U.S. DAILY NEWSPAPER COVERAGE

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

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

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

Source: 2013 International CES® Registration Reports
TRADE PUBLICATIONS

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

- Audio Review
- Audiophile HK
- Audiotechnique
- AV Magazine
- Amateur Photographer
- Apple Insider
- Big Picture Big Sound
- Broadcasting & Cable
- Camera Operator Magazine
- CE Online News
- CE Pro
- Computer Shopper
- Connected Magazine
- Connected World Magazine
- Consumer Electronics Daily
- Creative Camera
- CustomRetailer
- Dealerscope
- Digital Trends
- Display Monitor
- EE Times
- Electronic House
- Envisioneering
- GameSpot
- GPS Magazine
- Hi-Fi+
- HiTech Review
- Home Media Magazine
- Home Theater Magazine
- IEEE Consumer Electronics Society Magazine
- IEEE Spectrum
- IHS iSuppli
- iLounge
- iPhone Life Magazine
- Lab Reviews

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

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

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

Sources: Cision Broadcast Monitoring; TVEyes; 2013 International CES® Registration Reports
WORLDWIDE MEDIA COVERAGE

ONLINE MEDIA COVERAGE

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

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

Source: 2013 International CES® Registration Reports
WORLDWIDE MEDIA COVERAGE

MAJOR MEDIA FROM AROUND THE WORLD

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

**Argentina**
- Prensario
- RedUSERS
- TELEFE

**Australia**
- Gizmodo Australia
- The Australian
- Radio 2UE

**Austria**
- DerStandard
- Hit Radio OE3
- Kurier

**Belgium**
- De Tijd
- La Derniere Heure
- Minoc Press

**Brazil**
- Folha de S. Paulo
- O Estado de S.Paulo
- O Globo

**Canada**
- Discovery
- MSN Canada
- National Post

**Chile**
- Wow TV
- Canal 13
- FayerWayer

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

**Colombia**
- El Espectador
- EL TIEMPO
- NTN 24

**Costa Rica**
- Repretel
- Teletica
- Zoom Radio

**Croatia**
- Bug
- Halo

**Czech Republic**
- Economia
- iDINES
- Mlada fronta a.s.

**Denmark**
- BFE
- Millinium Events
- TV 2 Beep

**Dominican Republic**
- HD.com
- Lira

**El Salvador**
- Diario de Hoy
- La Prensa Grafica

**Finland**
- AV-VISIO
- Pohjola
- Sanoma Magazine

**France**
- Clubic
- France 24
- TF1

**Germany**
- BILD
- CHIP
- Financial Times

**Greece**
- Sound Vision

**Guatemala**
- Guatevision

**Honduras**
- Diario La Prensa

**Hong Kong**
- AV Magazine
- Engadget
- e-zone

**Hungary**
- Geeks.hu
- Index.hu
- NEPSZABADSAG

**India**
- Global Technologies
- India Today
- The Economic Times

**Indonesia**
- Info Komputer
- Kompas
- Okezone.com

**Iran**
- Sakhtafzar Magazine

**Ireland**
- Irish Independent
- Irish Times

**Israel**
- Channel 10 News
- Channel 2 News
- Home Theater.co.il

**Italy**
- Corriere della Sera
- Il sole 24 ore
- Wired Italy

**Japan**
- Asahi Broadcasting
- Dempa Daily
- Nikkei Publications
## WORLWIDE MEDIA COVERAGE

<table>
<thead>
<tr>
<th>Country</th>
<th>Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jordan</td>
<td>Roya TV, TechTech.ME</td>
</tr>
<tr>
<td>Lebanon</td>
<td>Specom, T3 Middle East</td>
</tr>
<tr>
<td>Lithuania</td>
<td>15 mins</td>
</tr>
<tr>
<td>Mexico</td>
<td>CNN, Estilo DF on E!, Parenthood.com</td>
</tr>
<tr>
<td>Netherlands</td>
<td>Hardware Magazine, The Verge, Tweakers</td>
</tr>
<tr>
<td>New Zealand</td>
<td>Global Voice Media, New Zealand Listener, TV3 NEW ZEALAND</td>
</tr>
<tr>
<td>Norway</td>
<td>Aftenposten, Global Telecom News, NRK News</td>
</tr>
<tr>
<td>Panama</td>
<td>Medcom – Telemetro, Revista Pauta, Vida Digital</td>
</tr>
<tr>
<td>Peru</td>
<td>Bytegadget, Common Peru, Empresarial</td>
</tr>
<tr>
<td>Philippines</td>
<td>Philippine STAR, TV5</td>
</tr>
<tr>
<td>Poland</td>
<td>Agora, Newsweek Polska, Wirtualna Polska</td>
</tr>
<tr>
<td>Puerto Rico</td>
<td>Wprost</td>
</tr>
<tr>
<td>Romania</td>
<td><a href="mailto:Hi_Tech@mail.ru">Hi_Tech@mail.ru</a>, ProTV, TLBHD.com</td>
</tr>
<tr>
<td>Russia</td>
<td>3DNews, PCWorld Russia, Russia – 24</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>Tech Pills Show, TG Media</td>
</tr>
<tr>
<td>Singapore</td>
<td>CBS Interactive, CNET Asia, FOX International</td>
</tr>
<tr>
<td>Slovakia</td>
<td>Digital Visions s.r.o., PC REVUE, Dailyfive</td>
</tr>
<tr>
<td>South Africa</td>
<td>Popular Mechanics, Stuff Magazine, Talk Radio 702</td>
</tr>
<tr>
<td>South Korea</td>
<td>Aving News, ITERS News, Korean Daily</td>
</tr>
<tr>
<td>Spain</td>
<td>El Economista, El Pais, Engadget</td>
</tr>
<tr>
<td>Sweden</td>
<td>ElektronikBranschen, Nyhetsbolaget, SweClockers AB</td>
</tr>
<tr>
<td>Switzerland</td>
<td>IDG Communications AG, SonntagsZeitung, Tagesanzeiger</td>
</tr>
<tr>
<td>Taiwan</td>
<td>Bloomberg News, Digitimes, Liberty Times</td>
</tr>
<tr>
<td>Thailand</td>
<td>Nation Multimedia, PC World Thailand, Splash Interactive</td>
</tr>
<tr>
<td>Tunisia</td>
<td>L’Economiste</td>
</tr>
<tr>
<td>Turkey</td>
<td>Milliyet Daily Newspaper, Sabah Daily, TaknoSafari</td>
</tr>
<tr>
<td>Ukraine</td>
<td>Elle Magazine, Notus.com.ua</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td>FlatpanelsHD</td>
</tr>
<tr>
<td>Venezuela</td>
<td>City Magazine, HBO Latin America, Inside Telecom</td>
</tr>
<tr>
<td>Viet Nam</td>
<td>Vimobi</td>
</tr>
</tbody>
</table>

Source: 2013 International CES® Registration Reports
## WORLDWIDE MEDIA COVERAGE

### TOP RADIO OUTLETS

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

<table>
<thead>
<tr>
<th>Location</th>
<th>Radio Outlet(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>All News 106.7</td>
</tr>
<tr>
<td>Austin</td>
<td>KLBJ-AM</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WYPR-FM</td>
</tr>
<tr>
<td>Boston</td>
<td>WBUR, WBUZ, Radio One</td>
</tr>
<tr>
<td>Arizona</td>
<td>KFNN - Bloomberg, Data Doctors</td>
</tr>
<tr>
<td>Chicago</td>
<td>WLS – ABC, WBBM-AM, WBEZ-FM</td>
</tr>
<tr>
<td>Columbus</td>
<td>WTVN-AM</td>
</tr>
<tr>
<td>Dallas/Ft. Worth</td>
<td>WBAP</td>
</tr>
<tr>
<td>Hartford-New Haven</td>
<td>WTIC-AM, KPRC – NBC, KTRK – ABC</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KABC, KBLI, KPCC-FM, KFI - AM, Clear Channel, Hispanic Business, WS Radio/ABC Entertainment</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>KXNT – CBS, KNPR News</td>
</tr>
<tr>
<td>Miami</td>
<td>WSCV – Telemundo, WTVJ – NBC</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WTM5</td>
</tr>
<tr>
<td>Minneapolis/St. Paul</td>
<td>KNOW-FM</td>
</tr>
<tr>
<td>New York</td>
<td>CBS News Radio, WOR-AM</td>
</tr>
<tr>
<td>Orlando</td>
<td>WDBO-AM</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>KYW – CBS, WDDE 91.1, WHYY – NBC</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KCBS-AM, KLIV-AM, KQED-FM, KPOO, BCC w/Steve Wright in the Afternoon</td>
</tr>
<tr>
<td>Seattle</td>
<td>KGMI, KIRO-AM</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KMOX-AM</td>
</tr>
<tr>
<td>Tampa</td>
<td>WFLA – NBC</td>
</tr>
<tr>
<td>Washington, D.C. area</td>
<td>WTOP2, WAMU-FM, AARP Radio, Radio America, Sirius XM Satellite</td>
</tr>
</tbody>
</table>

Source: 2013 International CES® Registration Reports, TVEyes
MAJOR NAMES FROM FINANCIAL, RESEARCH AND INDUSTRY ANALYSTS FIRMS AT THE 2013 CES

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

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

Source: 2013 International CES® Registration Reports
ABOUT THE CONSUMER ELECTRONICS ASSOCIATION (CEA)®

INDUSTRY GROWTH 365 DAYS A YEAR

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

CEA is the preeminent trade association promoting growth in the $209 billion U.S. consumer electronics industry. CEA represents more than 2,000 corporate members involved in the design, development, manufacturing, distribution and integration of audio, video, mobile electronics, wireless and landline communications, information technology, home networking, multimedia and accessory products, as well as related services that are sold through consumer channels.

By reinvesting all proceeds from the International CES into industry services, including technical training and education, industry promotion, engineering standards development, market research and legislative advocacy, CEA contributes to the growth and excitement of the consumer technology industry.

CEA’s membership includes manufacturers, retailers, installers, content distributors and representatives of the entire consumer electronics industry value chain. Members enjoy free access to an extensive body of industry research, representation on Capitol Hill, networking and mentoring opportunities, training and certification programs, free educational programming and more.

Visit CE.org to learn more about CEA programs and initiatives.