



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  **CEA**[®]

ATTENDEE AUDIT SUMMARY RESULTS

2011 International CES[®]

January 6-9, 2011

Las Vegas, Nevada

CESweb.org

LETTER FROM CEA

Dear International CES® Exhibitors and Prospective Exhibitors:

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

International CES is believed to be the only consumer technology show meeting the strict requirements for auditing set by UFI, The Global Association of the exhibition industry. This entitles us to UFI certification and ultimately helps give you confidence that the subsequent numbers reflect the reality of CES' trade attendance.

Attendee qualification is something we take very seriously. 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 Veris Consulting Inc., an outside independent source and trusted fiduciary to associations and tradeshows, to conduct a complete attendance audit for CES. The following report is a result of those audit findings.

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

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

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 look forward to crafting an exhibit experience with you for the 2012 International CES to be held Tuesday, January 10-Friday, January 13, in Las Vegas, Nevada.



Gary Shapiro
President and CEO,
CEA



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



Gary Shapiro
President and CEO,
CEA



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



TABLE OF CONTENTS



THE GLOBAL STAGE FOR INNOVATION



Audit Sources3

Overall Attendance4

Attendee Profiles6

- Primary Job Function6
- Company's Primary Role6
- Product Categories7
- Overall Buying Power7
- Annual Sales Volume of CE Products.8

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

Government Representatives.10

Educational Institutions.11

Geographic Profile12

International CES Survey Results13

Worldwide Media Coverage14

About the Consumer Electronics Association (CEA)®21

For more information about the International CES visit CESweb.org for up-to-the-minute news and information.

To speak directly with an International CES sales representative regarding exhibit space options, please call 703-907-7645.

PREFACE

The International CES is the world's largest consumer technology tradeshow, encompassing products and services from 15 product categories.

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

SOURCES

The *2011 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 2011 International CES Exhibition and Conference Audit Report
- *2011 International CES Post-show Exhibitor Survey*
- *2011 International CES Post-show Attendee Survey*
- 2011 International CES Registration Data, provided by Experient
- *TWICE's 2010 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

2011 INTERNATIONAL CES ATTENDANCE OVERVIEW

REGISTRATION TYPE	VERIFIED ATTENDANCE
Attendees	
Exhibits-Only	89,766
Conference Session	2,877
Verified Exhibitors	48,776
Media	
Press	5,849
Industry Analyst	1,060
Bloggers	672
Speakers	529
TOTAL ATTENDANCE	149,529

CES ATTRACTS INDUSTRY LEADERS

SENIOR LEVEL EXECUTIVES	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
President / CEO / Owner	15,146	16%
CFO	929	1%
CIO / CTO	1,676	1.8%
C-Level Executive (COO, CMO, CXO)	2,438	2.6%
Vice President	6,732	7%
Director / Senior Manager	10,743	11.5%
General Manager	2,671	2.8%
TOTAL SENIOR LEVEL EXECUTIVES	40,335	43.5%

CES ATTRACTS AN INTERNATIONAL ATTENDANCE

	VERIFIED ATTENDANCE	% OF TOTAL ATTENDANCE
International Attendees (Exhibits-Only and Conference Session)	20,648	13.8%
International Exhibitors, Speakers	9,292	6%
International Media (Press, Financial/Market Analysts, Bloggers)	1,737	1%
TOTAL INTERNATIONAL ATTENDANCE	31,677	21%

*Attendees = Exhibits-Only + Conference Session Attendance; Does not include media, exhibitors or speakers (92,643)
Sources: 2011 International CES® Veris Audit Report; 2011 International CES® Registration Reports

OVERALL ATTENDANCE

INTERNATIONAL ATTENDEE DELEGATIONS

International visitors from 140 countries traveled to the 2011 International CES. Many of those visitors attended as part of 85 formal delegations.

COUNTRY	NUMBER OF DELEGATIONS	COUNTRY	NUMBER OF DELEGATIONS
Argentina	1	Japan	2
Australia	1	Kenya	1
Austria	1	Korea	9
Brazil	2	Macedonia^	1
Bulgaria	1	Malaysia	1
Cameroon	1	Mexico	5
Canada	2	Multiple Countries^^	2
China	17	New Zealand	1
Columbia	1	Philippines	1
Czech Republic	1	Portugal^	1
Dominican Republic	1	Qatar	1
Ecuador	1	Romania^	1
Egypt	1	Russia	1
France	5	Singapore	1
Germany	2	Slovakia^	1
Hong Kong	1	Taiwan	2
Hungary	1	Turkey	1
India	2	UAE	1
Indonesia^	2	United Kingdom	4
Israel	1	Venezuela	1
Italy	1	Vietnam	1

TOTAL DELEGATIONS 85

^ New countries to the delegation program

^^ Westwood Marketing – Brazil and Israel; NUSACC- Arab Countries

“Everyone was there. All the companies, all the new stuff, speakers, executives, etc. Everything was under one roof and it was much easier to find the right person vs. cold calling.”

CES First Times

Source: 2011 International CES®
Immersive Research Study,
January 2011

CES ATTRACTS THE ENTERTAINMENT COMMUNITY

ENTERTAINMENT PROFESSIONALS	VERIFIED ATTENDANCE
C-Level / VP / Media Executives	3,116
Director / Sr. Manager	1,222
Professional Content Creator (Developers, Designers, Producers)	1,106

TOTAL ENTERTAINMENT ATTENDANCE 9,557

*Attendees = Exhibits-Only + Conference Session Attendance; Does not include media, exhibitors or speakers (92,643)

Sources: 2011 International CES® Veris Audit Report; 2011 International CES® Registration Reports

ATTENDEE PROFILES

CLASSIFICATION BY INDIVIDUAL'S PRIMARY JOB FUNCTION

JOB FUNCTION	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
Analyst	2,037	2%
Buyer	7,048	7.6%
Consultant	5,072	5.4%
Content Developer	578	< 1%
Distributor	1,373	1%
Engineer	5,694	6%
Manager	9,458	10%
Manufacturers Representative	1,565	1.6%
Product Manager	2,734	2.9%
Service Technician	1,178	1%
Store Manager	577	< 1%
Systems Installer / Integrator	761	< 1%

"CES is the Super-Bowl of electronic tradeshows... basically nothing else matters. The excitement in the air here is unfathomable. We are happy to be presenting our latest and greatest products on a stage such as CES...."

Mike Szymczak
OrigAudio

CLASSIFICATION BY COMPANY'S PRIMARY ROLE

TYPE OF BUYING ORGANIZATION	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
Retail	12,005	12.9%
Institutional, Corporate (Non-Retail), Government Procurement	4,155	4%
VAR/Dealer	1,250	1%
Specialty Retail**	2,073	2%
System Integrator / Installation***	3,354	3.6%
Distribution	7,582	8%
TOTAL BUYING ORGANIZATIONS	30,419	32.8%

OTHER PRIMARY ROLES	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
Software Development/Publishing	4,019	4%
Content Development, Entertainment	6,703	7%
Manufacturer's Rep, Manufacturer (Non-exhibiting), Public Policy, Government Agency	10,240	11%
Distribution (Non-buyer)	679	< 1%
Service Provider (Non-Retail)	1,977	2%
Consulting	4,701	5%
Advertising, Marketing	4,163	4%
Engineering	3,807	4%
Venture Capitalist/Private Equity/Investing	1,314	1%
Business Services, Financial Services	2,270	2%
Business Development / Sales	2,500	2.6%

ATTENDEE PROFILES

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

PRODUCT CATEGORY****	NUMBER OF ATTENDEES*	RANK
Accessories	32,037	1
Computer Hardware & Software	23,407	2
Wireless and Wireless Devices	19,243	3
Audio	17,921	4
Mobile Applications	14,465	5
Embedded Technology	14,334	6
High-Performance Audio	13,192	7
Wi-Fi	12,398	8
Entertainment / Content	11,908	9
Online / Internet	11,828	10
Video	11,131	11
Tablet PCs / Netbooks	10,941	12
Automotive Electronics	10,797	13
3D	10,427	14
Connected Home	10,258	15
Internet-Based Multimedia Services	10,223	16
Electronic Gaming	9,651	17
Integrated Home Systems	9,582	18
Digital Imaging	9,481	19
Telecommunications / Infrastructure	9,392	20

CLASSIFICATION BY OVERALL BUYING POWER

LEVEL OF PURCHASING AUTHORITY	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
Final decision maker	29,681	32%
Significant influence	30,449	32.8%
Initial recommendations	8,913	9.6%
Research new products	8,825	9.5%

*Attendees = Exhibits-Only + Conference Session Attendance; Does not include media, exhibitors or speakers (92,643)

**Specialty retail is a new primary role for the 2011 CES

***Prior to 2011 CES "Service Provider (Non-Retail) were also included in Buying Organizations

****2011 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: 2011 International CES® Veris Audit Report

ATTENDEE PROFILES

CLASSIFICATION BY ANNUAL SALES VOLUME OF CONSUMER ELECTRONICS PRODUCTS

	ANNUAL SALES IN MILLIONS						
	< \$1	\$1-\$5	\$5-\$10	\$10-\$50	\$50-\$250	\$250-\$500	\$500+
Number of Attendees*	21,421	13,732	5,845	7,765	5,539	2,447	11,557
% of Total Attendees*	23%	14.8%	6%	8%	5.9%	2.6%	12%
Retail Buyers	3,524	2,234	689	852	639	327	1,772
Specialty Retail**	828	501	133	140	79	49	169
Institutional, Corporate (Non-Retail), Government Procurement	504	410	238	309	179	113	428
VAR / Dealer	424	346	107	123	82	9	32
Distribution	1,045	1,820	1,041	1,336	633	186	486
Systems Integrator / Installation	1,559	808	206	165	89	25	195
Engineering	775	403	206	287	211	134	794
Service Provider (Non-Retail)***	733	216	58	94	49	28	87

* Attendees = Exhibits-Only + Conference Session Attendance; Does not include media, exhibitors or speakers (92,643)

**Specialty retail is a new primary role for the 2011 CES

***Prior to 2011 CES "Service Provider (Non-Retail) were also included in Buying Organizations

****2011 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: 2011 International CES® Veris Audit Report

The 2011 International CES attracted 78% of the Fortune 100 companies.

Source: 2011 International CES Registration Reports; fortune.com/fortune500

TOP 100 U.S. CONSUMER ELECTRONICS RETAILERS

Ninety-one percent of the top consumer electronics retailers sent representatives to the 2011 International CES.

Retailer	2010 Rank	Number of Reps Sent to 2011 International CES	Estimated 2010 CE Sales in \$ Millions
Best Buy	1	557	\$32,605
Wal-Mart	2	78	\$19,569
Apple Retail Stores	3	159	\$8,655
Amazon.com	4	176	\$7,930
Target	5	57	\$6,490
Costco Wholesale	6	79	\$4,978
Gamestop	7	29	\$4,939
Dell	8	137	\$4,260
RadioShack	9	21	\$4,138
Sam's Club	10	35	\$2,745
Sears	11	74	\$2,485
Newegg.com	12	70	\$2,293
Systemax Inc.	13	12	\$2,211
Staples	14	77	\$1,638
Fry's Electronics	15	97	\$1,634
Micro Center	16	18	\$1,595
Office Depot	17	37	\$1,514
hhgregg	18	1	\$1,197
Army - Air Force Exchange	19	35	\$1,140
Toys R Us	20	18	\$1,076
Sony Style Retail Stores	21	1	\$878
Hewlett Packard	22	440	\$864
Office Max	23	17	\$712
P.C. Richard & Son	24	11	\$711
BJ's Wholesale Club	25	7	\$595
Kmart	26	1	\$592
QVC	27	27	\$561
BrandsMart USA	28	14	\$492
MacMall	29	1	\$476
J&R Music World	30	0	\$425
Navy Exchange	31	4	\$396
Ultimate Electronics	32	25	\$387
B & H Photo	33	2	\$375
Bose	34	43	\$366
6th Avenue Electronics	35	0	\$350
Conn's	36	3	\$321
Home Shopping Network	37	24	\$309
Ritz Camera Retail Stores	38	7	\$299
Buy.com	39	16	\$279
ABC Warehouse	40	8	\$248
Nebraska Furniture Mart	41	24	\$244
Crutchfield	42	7	\$234
American TV & Appliances	43	0	\$232
Beach Trading Company	44	2	\$225
Abt Electronics and Appliances	45	16	\$211
La Curacao	46	28	\$204
Fred Meyer Stores	47	11	\$175
Adorama Camera	48	11	\$169
Video Only	49	3	\$168
Electronics Expo	50	8	\$165

Retailer	2010 Rank	Number of Reps Sent to 2011 International CES	Estimated 2010 CE Sales in \$ Millions
Meijer	51	7	\$151
Bluestem Brands	52	3	\$149
CDW	53	14	\$131
Car Toys	54	9	\$124
Abe's of Maine	55	4	\$123
PC Connection	56	2	\$121
R.C. Willey Home Furnishings	57	23	\$119
DataVision	58	1	\$113
Paul's TV	59	15	\$105
CyberPower	60	11	\$101
Harmony/Ulimate	61	2	\$99
Marine Corps Exchange	62	2	\$97
The Home Depot	63	9	\$91
Alienware	64	6	\$86
Electronic Express	65	11	\$85
Barnes & Noble	66	45	\$81
Valuevision/ShopNBC	67	5	\$80
Ritz Interactive	68	3	\$76
Vann's	69	5	\$75
ShopKo Stores	70	5	\$71
Walgreens	71	29	\$71
Comp-U-Plus	72	2	\$71
PCNation	73	2	\$68
Boscov's	74	4	\$67
Huppins Hi-Fi / OneCall	75	7	\$66
Pamida	76	2	\$64
Cameta Camera	77	2	\$64
Magnolia Audio Video	78	8	\$60
eCost.com	79	6	\$57
Audio Express	80	10	\$50
The Big Screen Store	81	2	\$49
InMotion Entertainment	82	11	\$48
Pacific Sales	83	8	\$43
Kohl's	84	11	\$43
J.C. Penney	85	0	\$42
iBUYPOWER Computer	86	3	\$40
Stereo Advantage	87	4	\$40
Seventh Avenue	88	2	\$38
National Camera Exchange & Video	89	0	\$36
Cabela's	90	0	\$31
Badcock Home Furnishing Centers	91	0	\$30
Samy's Camera	92	7	\$28
Modia	93	2	\$27
Menard's	94	0	\$24
Howard's Appliance	95	1	\$24
Queen City Audio Video & Appliances	96	0	\$24
CVS	97	9	\$23
Lacks Home Furnishings	98	4	\$22
Cowboy Maloney's	99	4	\$20
Bi-Mart	100	4	\$20

Source: TWICE, May, 2011; 2011 International CES® Registration Reports

GOVERNMENT REPRESENTATIVES

CEA is actively involved in programs that affect the laws and regulations impacting your bottom line.

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

The 2011 International CES attracted 100 government officials including:

U.S. CABINET

The Honorable Gary Locke, United States Secretary of Commerce
Ambassador Ron Kirk, United States Trade Representative

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

The Honorable John Ensign, U.S. Senator
The Honorable Shelly Berkley, U.S. Congresswoman
The Honorable Marsha Blackburn, U.S. Congressman
The Honorable Darrell Issa, U.S. Congressman

FEDERAL COMMUNICATIONS COMMISSION

The Honorable Julius Genachowski, Chairman
The Honorable Robert McDowell, Commissioner
The Honorable Mignon Clyburn, Commissioner
The Honorable Meredith Attwell Baker, Commissioner

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

The Honorable David L. Strickland, Administrator

And over 60 high-ranking Congressional and Agency Staff

Source: 2011 International CES® Registration Reports



EDUCATIONAL INSTITUTIONS

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

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

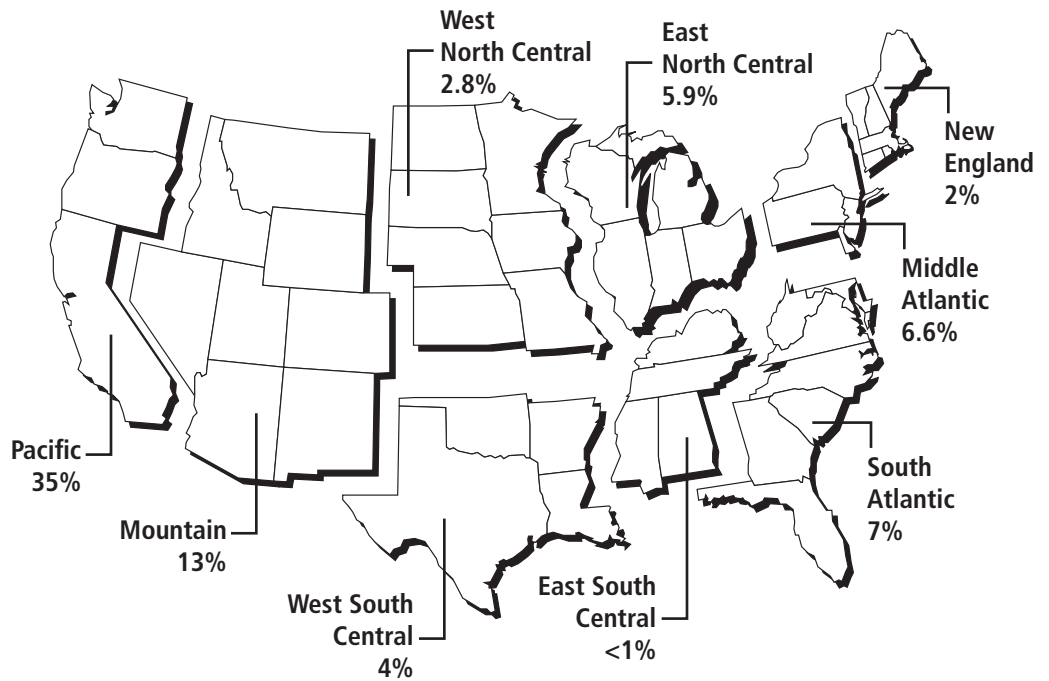
A sample of schools and universities represented include:

Alabama State University	Kanagawa Institute of Technology	U.S. Military Academy at West Point
Arab Academy for Science & Technology	Kansas State University	University of California
Arizona State University	Korea University	Universidad Autonoma de Nayarit
Brigham Young University	Kyoto University	Universidad Carlos III de Madrid
British Columbia Institute of Technology	Kyungpook National University	Universidad Politécnica de Madrid
California Polytechnic State University	Kyushu Institute of Technology	Universidad De Montevideo
California State University	Lee-Ming Institute of Technology	University of Nevada
Carnegie Mellon University	Leibniz Universität Hannover	University of Alabama
Chung-Ang University	Loughborough University	University of Arizona
Chungnam National University	Massachusetts Institute of Technology	University of British Columbia
Cornell University	Michigan State University	University of Essex
Curtin University of Technology	Northern Arizona University	University of Illinois
Dankook University	Northern Michigan University	University of Incheon
Dartmouth College	Northwest University	University of Kocaeli
De La Salle University	Ohio State University	University of Maryland
Dixie State College	Oklahoma State University	University of Missouri
Eindhoven University of Technology	Oregon State University	University of Nebraska
Escola Politécnica da USP	Osaka University	University of Pisa
Florida Institute of Technology	Pennsylvania State University	University of Seoul
George Mason University	Pepperdine University	University of Southern California
Georgia Institute of Technology	Rice University	University of Technology Cottbus
Gettysburg College	San Diego State University	Universidad Tecnológica de Tijuana
Hachinohe Institute of Technology	Southern Oregon University	University of Utah
Hanyang University	Stanford University	University of Vigo
IDeTIC- Las Palmas University	Texas A&M University	University of Washington
Indiana University	Texas Tech University	University of Wisconsin
	Tokyo University of Technology	Virginia Polytechnic Institute and State University
	Tufts University	

Source: 2011 International CES® Registration Reports

GEOGRAPHIC PROFILE

GEOGRAPHICAL ANALYSIS OF U.S. ATTENDEES



TOP 20 NON-U.S. MARKETS

MARKET	NUMBER OF ATTENDEES	RANK
Canada	3,769	1
South Korea	2,133	2
Japan	1,616	3
China	1,338	4
United Kingdom	1,173	5
Mexico	1,142	6
Taiwan	1,048	7
France	798	8
Germany	607	9
Brazil	586	10
Hong Kong	453	11
Australia	410	12
Israel	401	13
Netherlands	349	14
Sweden	349	14
Italy	330	16
Denmark	227	17
Spain	169	18
Turkey	162	19
Singapore	159	20

Source: 2011 International CES® Veris Audit Report

INTERNATIONAL CES SURVEY RESULTS

A WORD FROM 2011 INTERNATIONAL CES ATTENDEES

REASON TO ATTEND	IMPORTANT OR VERY IMPORTANT RATING
To see new products	86%
Compare wide range of new products	76%
Opportunity to network	75%
Evaluate specific companies	73%
Develop new business partnerships	71%

According to 2011 International CES attendees:

- **90%** rated the quality of their experience at the 2011 International CES as positive.
- **89%** said they would be likely/very likely to recommend the International CES to a colleague or co-worker.
- **91%** accessed CESweb.org prior to attending CES. On CESweb.org they searched for exhibitor information, CES news, navigation tools, special event information and more.
- **87%** think CES reflects the energy and excitement of the CE industry.

A WORD FROM 2011 INTERNATIONAL CES EXHIBITORS

More than 2,700 companies exhibited throughout more than 1.6 million net square feet of exhibit space at the 2011 International CES.

According to 2011 International CES exhibitors:

- **88%** said they were satisfied with their exhibiting experience at CES.
- The most important reasons to exhibit are to build brand recognition, network/develop business partnerships, the quality of attendees and to launch new products.
- **83%** think CES reflects the energy and excitement of the CE industry.
- **78%** think CES is the most important event to attend for companies involved in the CE industry.

Source: 2011 International CES® Post-show Attendee Survey and Post-show Exhibitor Survey

82% of attendees think CES is the most important event to attend for companies involved in the CE industry.

Source: 2011 International CES®
Post-show Attendee Survey and
Post-show Exhibitor Survey

WORLDWIDE MEDIA COVERAGE

MEDIA COVERAGE OF THE 2011 INTERNATIONAL CES CONTINUES SETS NEW RECORD

U.S. and international media coverage of the 2011 International CES, the world's largest consumer technology tradeshow, reached record-setting heights for the sixth year in a row. More than 5,000 media and analysts journeyed to Las Vegas for the event, resulting in more than 5,500 media hits in January 2011 in major print, broadcast and online outlets – a seven percent increase over 2010 coverage.

The International CES received significant global media coverage, with more than 1,500 international media from 64 countries in attendance. The list of countries generating CES media coverage include Australia, Brazil, Canada, China, Germany, France, India, Israel, Japan, Korea, Mexico, Russia, United Arab Emirates and the United Kingdom.

The 2011 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 2011 International CES was covered in at least one newspaper and one network television station in all of the top 25 United States markets.

Cable and broadcast television carried extensive live and taped coverage of the show nationwide including the top networks ABC, CBS, CNN, CNBC, FOX and NBC Universal. In addition to coverage on all major network shows such as ABC's *Good Morning America*, CBS' *Evening News* and NBC's *The Today Show*, the 2011 International CES also could be seen on BBC TV, the Canadian Broadcast Network and the NHK Japan Broadcasting Corp.

Consumers around the world were able to read and see the media highlights of the 2011 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.

2011 INTERNATIONAL CES MEDIA ATTENDANCE

Countries Represented	64
International Media (Press, Industry Analysts, Bloggers)	1,737
Print Media	25%
Online / Wire Media	55%
Broadcast Media	20%
TOTAL MEDIA	6,536

Source: 2011 International CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

MAGAZINE COVERAGE

Leading consumer and business magazines covered the 2011 International CES, reaching millions of consumers across the globe. The CES magazine coverage included:

<i>Advertising Age</i>	<i>PC World</i>
<i>AutoWeek</i>	<i>Playboy</i>
<i>Barron's</i>	<i>GQ Mexico</i>
<i>Black Enterprise</i>	<i>Maximum PC/Maximum Tech</i>
<i>Car and Driver</i>	<i>Men's Health</i>
<i>Computer Shopper</i>	<i>Newsweek</i>
<i>Condé Nast Digital</i>	<i>Popular Mechanics</i>
<i>Condé Nast Traveler</i>	<i>Popular Science</i>
<i>Consumer Reports</i>	<i>Rolling Stone</i>
<i>ESPN</i>	<i>Sound & Vision</i>
<i>Esquire</i>	<i>Stuff</i>
<i>Forbes</i>	<i>Time</i>
<i>Fortune</i>	<i>Variety</i>
<i>GQ</i>	<i>Wired</i>
<i>PC Magazine</i>	

U.S. DAILY NEWSPAPER COVERAGE

UNPARALLELED COVERAGE IN TOP U.S. DAILY NEWSPAPERS AT THE 2011 CES

Newspapers and wire services from top U.S. markets brought widespread coverage of the 2011 International CES and its exhibitors to consumers around the country. Major U.S. daily newspaper and wire coverage include:

<i>Arizona Republic</i>	<i>Las Vegas Times</i>
<i>Associated Press</i>	<i>Los Angeles Daily News</i>
<i>Bloomberg News</i>	<i>Los Angeles Times</i>
<i>Boston Globe</i>	<i>New York Post</i>
<i>Chicago Tribune</i>	<i>New York Times</i>
<i>Dallas Morning News</i>	<i>Reuters</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 Jose Mercury News</i>
<i>Hollywood Reporter</i>	<i>Seattle Times</i>
<i>Houston Chronicle</i>	<i>St. Louis Post Dispatch</i>
<i>Investor's Business Daily</i>	<i>St. Petersburg Times</i>
<i>L.A. Tribune</i>	<i>USA Today</i>
<i>Las Vegas Sun</i>	<i>Wall Street Journal</i>
<i>Las Vegas Review Journal</i>	<i>Washington Post</i>

Source: 2011 International CES® Registration Reports

"CES is where history happens. Some of the greatest technological advances of our time have been introduced at this show - the VCR, CDs, even Nintendo. We're here to make history too... And we know that this is where it all begins."

Scott Starrett
CEO & Founder,
Cervantes Mobile

WORLDWIDE MEDIA COVERAGE

TRADE PUBLICATIONS

MAJOR TRADE PUBLICATIONS CAPTURE THE LATEST INNOVATIONS AT THE 2011 INTERNATIONAL CES. Major industry trade publications covered the 2011 International CES, highlighting innovative products and technologies that debuted at the show. Leading trade publications that covered the 2011 International CES include:

<i>Advertising Age</i>	<i>Home Cinema Choice</i>
<i>Appliance Design</i>	<i>Home Media Magazine</i>
<i>The Audiophile Voice</i>	<i>Home Theater</i>
<i>Audiotechnique</i>	<i>IEEE Spectrum</i>
<i>AutoWeek</i>	<i>InformationWeek</i>
<i>AV Magazine</i>	<i>InfoWorld</i>
<i>Barron's</i>	<i>iPhone Life</i>
<i>Best Magazine</i>	<i>Marketnews</i>
<i>Broadband Properties</i>	<i>Maximum PC</i>
<i>Camcorderinfo.com</i>	<i>Mobile Electronics</i>
<i>Car and Driver</i>	<i>Motor Trend</i>
<i>CE Online News</i>	<i>Multichannel News</i>
<i>CE Pro</i>	<i>PC Magazine</i>
<i>Computer Link</i>	<i>PC Pro</i>
<i>Computer Shopper</i>	<i>PC World</i>
<i>Consumer Electronics Daily</i>	<i>Photo Industry Reporter</i>
<i>Consumer Reports</i>	<i>Playback</i>
<i>CrunchGear</i>	<i>Popular Mechanics</i>
<i>CustomRetailer</i>	<i>Popular Photography</i>
<i>Dealerscope</i>	<i>Popular Science</i>
<i>Digital Times</i>	<i>RCR Wireless News</i>
<i>Digital Tradeshow</i>	<i>Residential Systems</i>
<i>DigiTimes</i>	<i>SmartHouse</i>
<i>Earth911.com</i>	<i>Sound & Vision</i>
<i>EDN</i>	<i>Stereo Magazine</i>
<i>EE Times</i>	<i>Stereo Times</i>
<i>Electronic Design</i>	<i>Stereophile</i>
<i>Electronic House</i>	<i>ToneAudio</i>
<i>Envisioneering</i>	<i>TV Technology</i>
<i>Gadget Gurus</i>	<i>TWICE</i>
<i>GameSpot</i>	<i>Variety</i>
<i>Gdgt</i>	<i>Widescreen Review</i>
<i>GPS</i>	<i>Wired</i>
<i>High-Tech News</i>	<i>Wireless Week</i>
<i>Hollywood Reporter</i>	

Source: 2011 International CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

BROADCAST COVERAGE

Each year television and radio broadcasts bring CES to millions of homes. The major U.S. and international broadcast and cable networks covered the 2011 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 2011 show.

Major network television and radio coverage included:

ABC Radio Network	CNET TV	MSNBC's <i>Hardball with Chris Matthews</i>
ABC's <i>America This Morning</i>	CNN en Espanol	MSNBC's <i>Your Business</i>
ABC's <i>Good Morning America</i>	CNN's <i>American Morning, Clix, John King, Newsroom, Parker Spitzer, Saturday Morning, Your Money</i>	NBC's <i>Dateline NBC</i>
ABC's <i>Live with Regis and Kelly</i>	CNN.com	NBC's <i>Nightly News</i>
ABC's <i>Nightline</i>	CNN Radio Network	NBC's <i>Today Show</i>
ABC's <i>The View</i>	Computer Outlook Radio	NBC's <i>Ellen DeGeneres Show, Tonight Show with Jay Leno and Late Night with Jimmy Fallon</i>
ABC's <i>World News Now</i>	C-SPAN	N24, German TV
American Urban Radio Network	FOX Business Network	NPR All Things Considered
AP TV	Fox and Friends	NPR Marketplace
Argentine TV	Fox News' <i>America's Newsroom, America Live, America This Morning, Bulls and Bears, Fox Business Morning, FNC World, Happening Now, Studio B, The Live Desk, Your World with Neil Cavuto, Varney and Co.</i>	PBS Nightly Business Report
L'Atelier	FoxNews.com	QVC
AutoWorld Radio	Fox News Radio	Radio Canada
BBC World News	G4TV's <i>Attack of the Show</i>	Seoul Broadcasting System
Bloomberg TV's <i>Bottom Line, Charlie Rose, For the Record, Game Changers, Inside Track, Intelligence Squared, Rewind, Street Smart, Taking Stock and Venture</i>	G4TV's 2011 CES	Sound & Vision Radio
Canadian Broadcasting Corp. (CBC)	GLOBO TV (Brazil)	Spike TV MANswers
Car & Driver Radio	HLN's <i>Headline News</i>	This Week in Tech's Leo Laporte
CBS Radio	HLN's <i>Clark Howard</i>	Telemundo Network: Al Rojo Vino and Noticero
CBS' <i>Early Show</i>	HLN's <i>Morning Express</i>	USA Radio Network
CBS' <i>Entertainment Tonight</i>	IDG News Service	TWC's <i>First Outlook, Your Weather Today and Wake Up with All</i>
CBS' <i>The Insider</i>	Into Tomorrow with Dave Graveline	Univision
CBS' <i>Morning News</i>	Japan Broadcasting Corp. (NHK)	Voice of America – Radio and TV
CNBC's <i>Closing Bell, Mad Money, Power Lunch, Situation Room, Squawk Box, Squawk on the Street, Street Signs, The Call, Wall Street Journal Report, Worldwide Exchange</i>	Jim Bohannon Show	<i>Wall Street Journal Network</i>
	MarketWatch – National Business Network	Wealth TV
	The Martha Stewart Show	
	Motor Trend Radio	

Sources: Cision Broadcast Monitoring; 2011 International CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

MAJOR MEDIA FROM AROUND THE WORLD

More than 1,500 journalists from 64 countries journeyed to the 2011 International CES, creating a vast array of CES media coverage worldwide. International publications and broadcast outlets included:

Argentina

Prensario
La Nacion

Australia

CNET Australia
The Sydney Morning Herald
The Australian Financial
Review

Austria

Austrian Broadcasting Corp.
Kurier

Belgium

gamegear.be
Hardward.fr

Brazil

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

Bulgaria

Bulgarian National
Television
Hiend Publishing

Canada

Canadian Broadcasting
Corp.
Discovery Channel Canada
The Globe and Mail
National Post

Chile

El Mercurio

China

CCTV News
SOHU.com
Xinhua News Agency

Columbia

El Tiempo
NTN24

Croatia

Bug
RTL Televizija

Czech Republic

iDNES
Z1 TV

Denmark

Danish Broadcasting Corp.
Danish National TV

Finland

Muropaketti
Tietokone Magazine

France

La Tribune
Le Figaro
Le Monde

Germany

Bild
c't Magazine
Financial Times Deutschland
Hong Kong
Ming Pao Daily News
Sing Tao News Corp.

Hungary

Chip Magazine
Geeks.hu

India

The Economic Times
Times of India
India Today

Indonesia

Bloomberg BusinessWeek
Indonesia
Bisnis Indonesia Newspaper
Ireland
The Irish Times

Israel

HWzone.co.il
Newsgeek

Italy

Il Sole 24 Ore
La Repubblica
RAI

Japan

Dempa Publications Inc.
Nikkei Business
Publications
Tokyo Broadcasting
System

Malaysia

Star Publications

Mexico

Excelsior
El Universal

Netherlands

Hardware Info
NRC

New Zealand

The New Zealand Herald

Norway

Norwegian Broadcasting
Corp.
Technology Weekly

WORLDWIDE MEDIA COVERAGE

Panama

Altamar Productions

Peru

El Comercio

Philippines

The Manila Times

The Philippine Star

Poland

Gazeta Wyborcza

Logo Magazine

Rzeczpospolita

Portugal

HiFiClube

Romania

Ringier Romania

Russia

Moskovskiy Komsomolets

Newspaper

Russian State TV

Serbia

Digital World

Sierra Leone

Awareness Times Newspaper

Singapore

Channel News Asia

The Business Times -

Singapore Press Holdings

Slovakia

Digital Visions

PEREX - Pravda

South Africa

Finweek Magazine

South Korea

The Chosunilbo

Hankook Ilbo

The Korea Herald

Spain

Cadena Cope

El País

Sweden

ElektronikBranschen

Sveriges Television

Taiwan

DigiTimes

Economic Daily(Taiwan)

Thailand

Daily News

Post Today

Turkey

BusinessWeek Turkey

Hurriyet Daily News

Ukraine

ITC Publishing

United Arab Emirates

Stuff Magazine

PC World Middle East

United Kingdom

BBC

The Times

The Guardian

Financial Times

Venezuela

HBO Latin America

Vietnam

Lao Dong Newspaper

Dan Tri Online News

The top executives in consumer technology presented their insights and visions for the industry's future at the 2011 International CES, with keynote addresses from:

- Steve Ballmer, Microsoft
- Ivan Seidenberg, Verizon
- Rupert Stadler, AUDI AG
- Boo-Keun Yoon, Samsung
- Ursula Burns, Xerox Corp.
- John Chambers, Cisco Systems Inc.
- Jeffery Immelt, General Electric
- Alan Mulally, Ford Motor Co.

Sources: Cision Broadcast Monitoring; 2011 International CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

MAJOR NAMES FROM FINANCIAL, RESEARCH AND INDUSTRY ANALYST FIRST

At the 2011 International CES, 1,060 industry analysts, representing the world's top financial, research and industry analyst firms. Prominent companies include:

Aberdeen Financial Services	Lazard Capital Markets
ABI Research	Legg Mason Capital Management
American Express	Macquarie
Avian Securities	Morgan Keegan
Bank of America Merrill Lynch	Merrill Lynch
Barclays Capital	Morgan Stanley
BayStreet Research, LLC	Nomura Securities Int'l Inc.
BMO Capital Markets	Oppenheimer & Co.
BNP Paribas	Pacific Crest Securities
Canaccord Genuity	Parks Associates
Capital World Investors	Piper Jaffray Companies
Caris & Co.	Putnam Investments
Cavalry Asset Management	RBC Capital Markets
Citadel Investment Group	Robert W. Baird & Co. Inc.
Citigroup Global Markets Inc.	ROTH Capital Partners
CLSA	Shumway Capital Partners
Collins Stewart	Smith Barney
Columbia Management	SNL Kagan
Consumer Reports	Stifel Nicolaus
Cowen and Co., LLC	Strategy Analytics
Credit Suisse	T. Rowe Price
Delaware Investments	The Nielsen Co.
Deutsche Bank Securities Inc.	The NPD Group
Fidelity Investments	TIAA-CREF
Forrester Research	Transamerica Investment Management
Gartner	UBS Global Asset Management
GE Capital	WEDBUSH Inc.
Gfk Retail & Technology	Wellington Management Co.
Goldman Sachs	Wells Fargo Securities, LLC
Highbridge Capital Management, LLC	William Blair & Co.
Iconoculture	Ziff Brothers Investments
IDC	
Impala Asset Management	
IMS Research	
In-Stat	
iSuppli Corp.	
J.D. Power and Associates	
Janus Capital Group	
Jeffries & Co.	
JMP Securities	
JP Morgan Chase	
Kaufman Brothers	
KB Investments & Securities	

Source: 2011 International CES® Registration Reports

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 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.



CONSUMER ELECTRONICS ASSOCIATION®

1919 South Eads Street

Arlington, VA 22202 U.S.A.

703-907-7600 main | 703-907-7601 fax

CE.org CESweb.org CESsales@CE.org