



Consumer
Technology
Association

CISION[®]
Insights

CES 2023


INDUSTRY TRENDS REPORT

January 2023


CES 2023 Coverage Summary

 **Global media attention increases as CES returns to on-site format**


The on-site CES 2023 event sparks high media interest (+16%) from global markets with 3,200+ exhibitors from 173 countries and nearly 5,000 registered media in attendance. On-site journalist and user experiences result in higher social engagement (+51%). Furthermore, international media is at a three-year high, driving 61% of CES’s 2023 reach, up 9 percentage points over 2022 and 15 percentage points since 2021.

 **‘Smart Home’ continues to win as Samsung and LG take top spots**


Smart Home gadgets and software continue to play a key role post-pandemic, remaining in the top trend spot at CES. Heralding gadgets for better security, energy management, and cleaning at home, journalists agree the event was a huge success for the Matter connectivity alliance ensuring compatibility with Amazon, Google, Apple, or Samsung devices.

 **‘Mobility’ in-focus as lines between auto and tech sectors blur**

Automotive brands are a mainstay at the event as Sony and Honda unveil its new car brand Afeela, BMW show its high-tech I Vision Dee concept, and VW decides to celebrate the name reveal of its new “ID.7” at CES. While these product reveals by automotive OEMs are successful, Samsung and Google draw attention for focus on in-car experience technologies.

 **‘Sustainability a top priority for major brands; “humanization” of tech is omnipresent**

Companies often lead with sustainability during keynote presentations (e.g; Samsung and Patagonia partnership; John Deere’s Robot Planter). Brands (Sony, Bosch, BMW) highlight reusability and doing more with lower power consumption via the circular ecosystem and sustainability. Additionally, brands assuage stereotypes of a sterile, machine-based future by leaning into tech as a facilitator of human connection and accessibility.

 	
LOCATION	WINCHESTER, NEVADA
VENUE(S)	LV CONVENTION CENTER
CATEGORY	CONSUMER ELECTRONICS
TIMING	JAN 3 – JAN 9, 2023
WEBSITE	CES.TECH
2023 (vs. 2022)	
ATTENDEES	115,000 +115%
EXHIBITORS	3,200 +39%
PRESS RELEASES*	487 +21%

CES 2023 Key Learnings



CES 2023 demonstrates that in-person events are still just as important and relevant in a post-COVID world

This year's show generates 2.5 times as much media coverage as the fully virtual CES held in 2021, returning to pre-pandemic highs. With coverage becoming significantly more international and social engagement on the rise, CES continues to be a preeminent venue for brands looking to make big announcements and reach broad, global audiences.



Content is king! Tech/Product proves more important than presentation format in battle for attention

Sponsoring a keynote is not necessary nor a guarantee in driving media and consumer interest. Regular press conferences, invitation-only or other individual events generate attention if the technology, product or innovation presented is novel, tangible, solves a problem and/or is visually compelling, as summarized by [CNET's](#) feature guidelines.



Brands could better leverage the pre-show phase and benefit from more focused media interest

While CES still generates majority of coverage during the actual show days, news density creates a highly competitive environment in terms of media attention. Brands might consider better utilizing the days ahead of the actual CES event to kick off communication activities, as those offer great potential for undivided media attention.

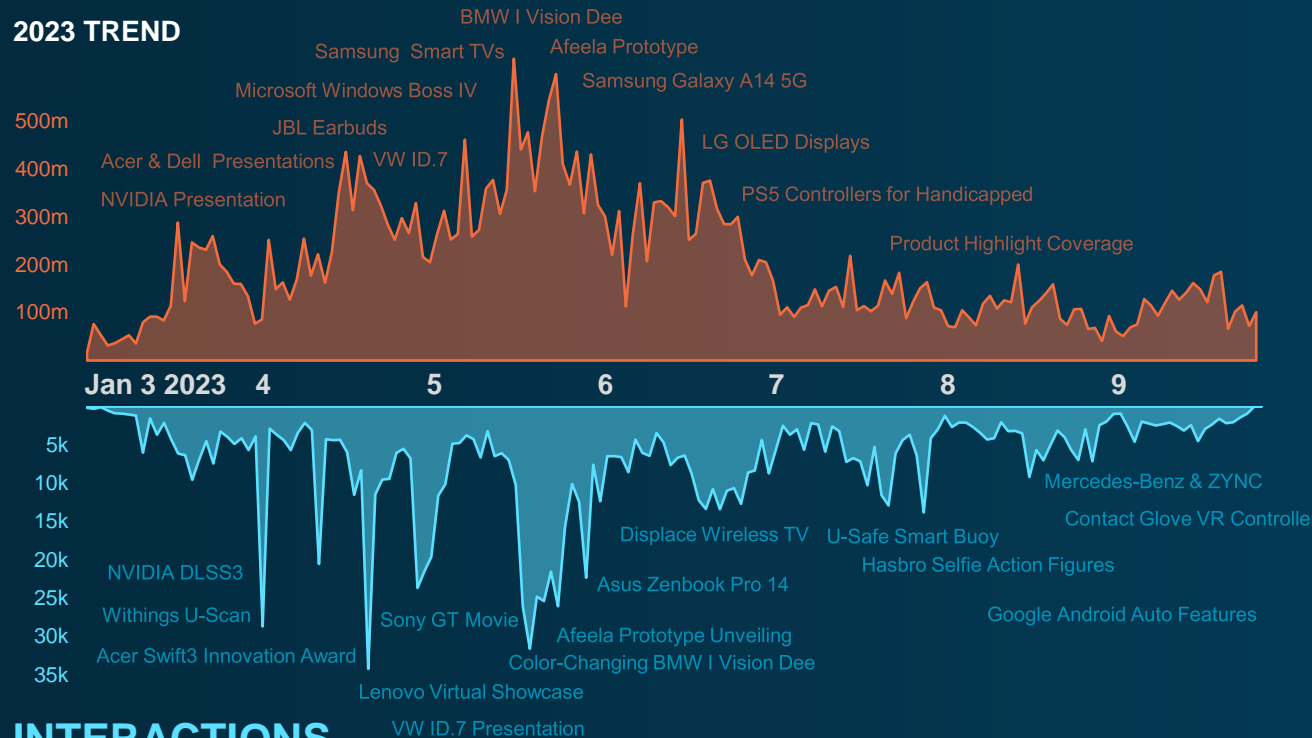
Visibility Trend

Visibility and social interactions both increase compared to CES 2022 as automotive brands boost performance again and smaller brands score interactions with new gadgets.

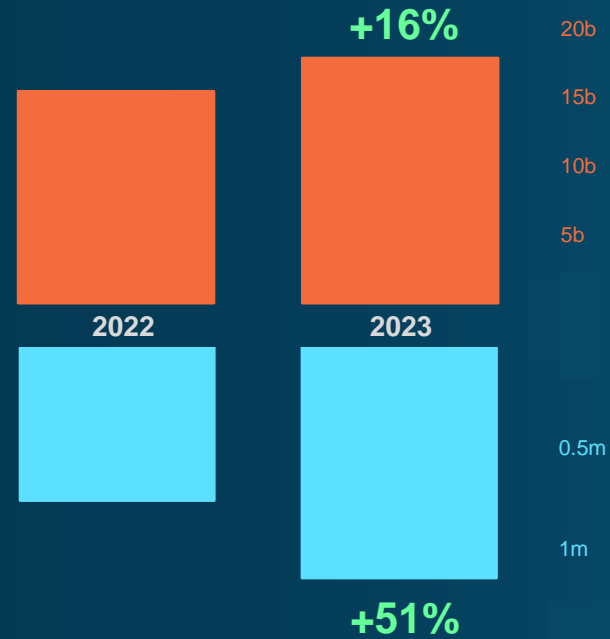
MEDIA VISIBILITY

[GROSS REACH | TRADITIONAL & SOCIAL]

2023 TREND



YEAR ON YEAR TREND



Markets

Global

Period

Jan 3-9, 2023

Jan 3-9, 2022

Data

Gross Reach
Interactions (Retweets, Shares, Likes, Reddit Score)

Traditional

Online, Blogs, Print, TV, Radio

Social

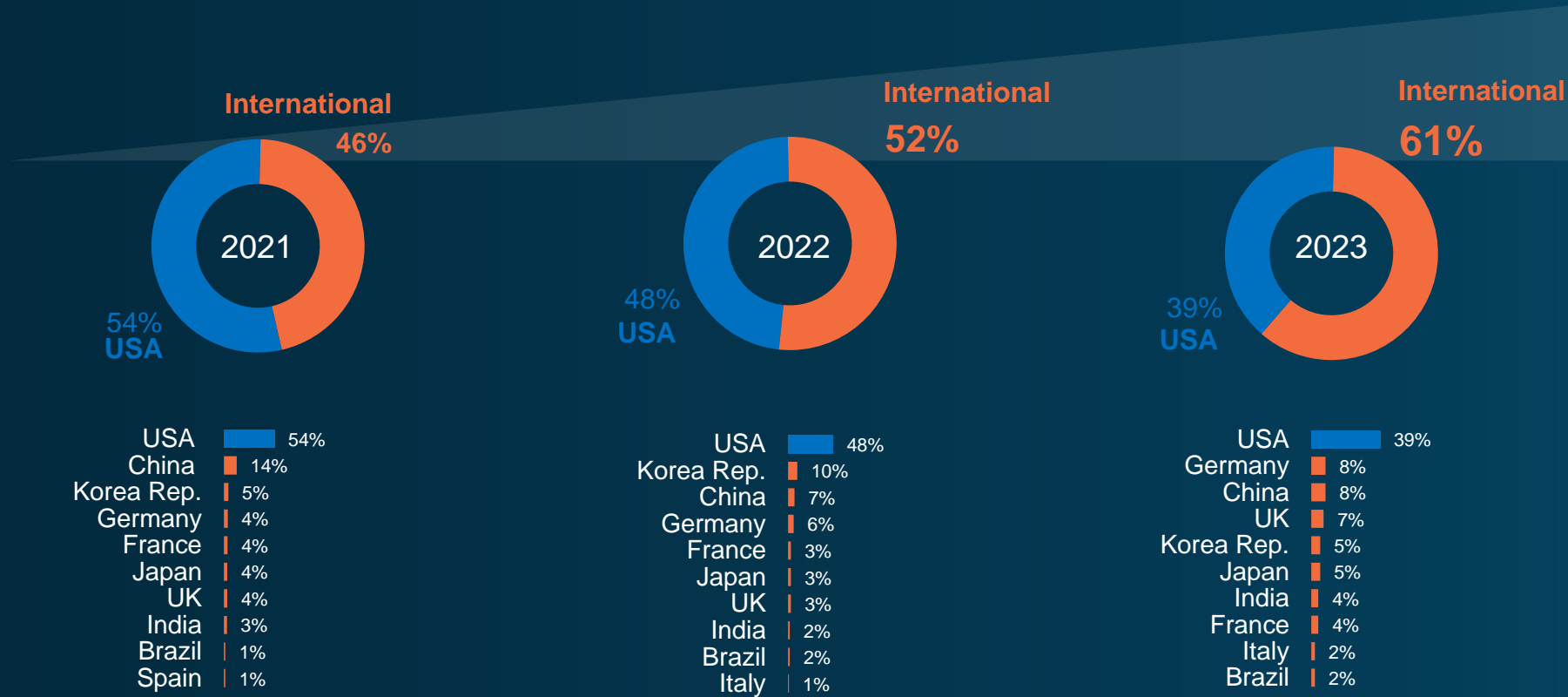
Twitter, YouTube, Instagram, Reddit, Tumblr

INTERACTIONS

[SOCIAL MEDIA]

Domestic vs. International Media Focus

Media visibility continues trend toward a more international audience.



Markets
Global

Period
Jan 3-9, 2023
Jan 3-9, 2022
Jan 9-15, 2021

Data
Share of Voice (SoV) weighted by Gross Reach

Traditional
Feature Mentions (headline or frequent mentions) of top brands or products in CES coverage








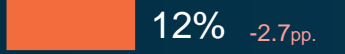

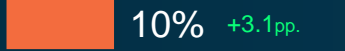
Social
Reach based on number of followers

Key Topics

'Smart Home' narrowly out-performs 'Mobility' at CES, where the lines between traditional auto OEMs and tech companies begin to blur.

TOP TOPICS

WATCH THIS SPACE...

Smart Home		31% +2.4pp.	Matter-compatible devices, "Smart Society," and gadgets for better security, energy management and cleaning.
Mobility		30% +1.2pp.	Cars as living spaces, OTA updates, ADAS and autonomous driving
AI & Robotics		27% +6.9pp.	Everyday smart devices (i.e., LG's Smart Mixer, the Ecoflow Blade), intelligent transportation (NVIDIA DRIVE), health sector (Mimesis Labs)
Home Entertainment		24% +2.8pp.	Wireless TVs (LG), and foldable screens (Samsung)
Gaming		19% -2.5pp.	New gaming laptops (ASUS, Lenovo), OLED monitors, 3D-printed accessories, and in-car gaming
Connectivity, 5g and IoT		14% -2.6pp.	Matter, Razer's Edge 5G handheld, Qualcomm's satellite-based connectivity for Android smartphones
XR & The Metaverse		13% -1.3pp.	Seen as foundation of new economic opportunity; new training and meeting methods, "Discrete" AR glasses, and haptic technology
Audio		12% -2.7pp.	Immersive sound experience - Dirac's & BES' cooperation for sound optimization in headphones, Mercedes-Benz Dolby Atmos for Maybach
Sustainability		11% +0.8pp.	Energy mgmt., & circular econ. infrastructure - John Deere sensor-driving robotic tech. "ExactShot", Samsung & Patagonia to reduce microplastics in water supply
Digital Health		10% +3.1pp.	Home health monitoring & customized products based on health data collection - e.g., brain waves (Isync Waves helmet), heart rate (Casana's Heart Seat)

Markets

Global

Period

Jan 3-9, 2023

Data

Share of Voice (SoV)
 weighted by Gross
 Reach; English
 Language

Traditional

Feature Mentions
 (headline or frequent
 mentions) of topic in
 CES coverage

Social

Reach based on number
 of followers

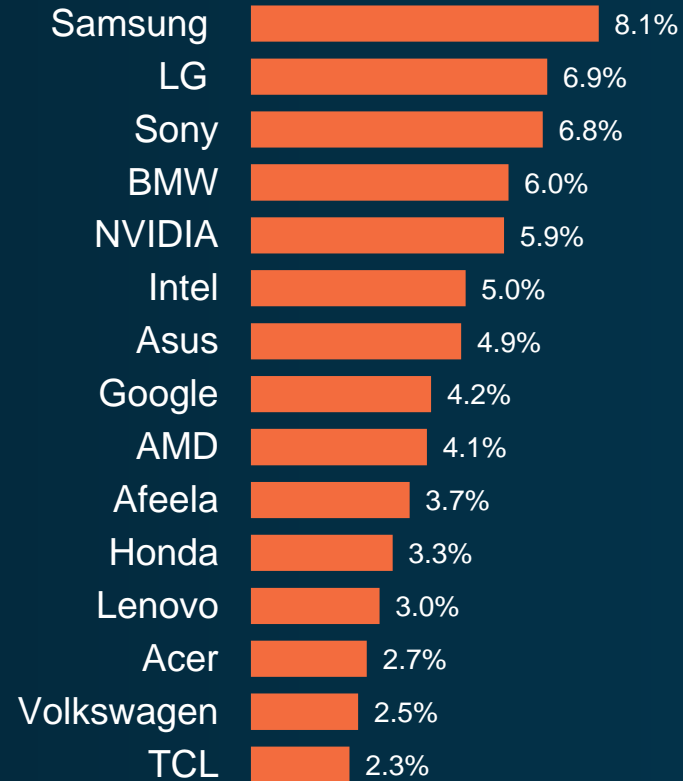
+/-

Compared to CES 2022

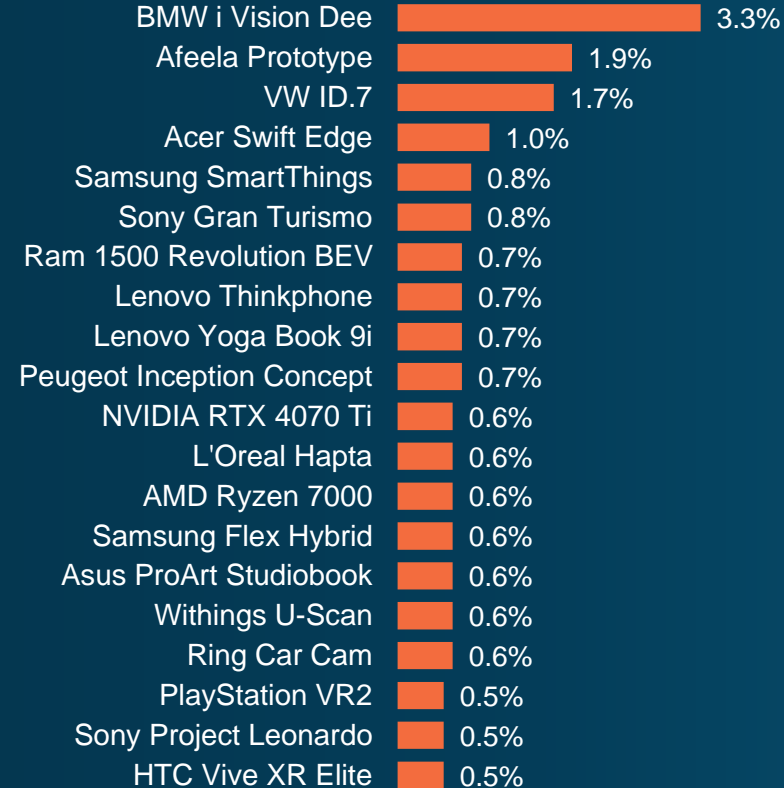
Top Brands & Products

Tech continues to dominate brand rankings, while vehicle reveals lead the product discussion thanks to events with strong visual appeal.

TOP BRANDS



TOP PRODUCTS



Markets

Global

Period

Jan 3-9, 2023

Data

Share of Voice (SoV)
 weighted by Gross
 Reach

Traditional

Feature Mentions
 (headline or frequent
 mentions) of top brands
 or products in CES
 coverage

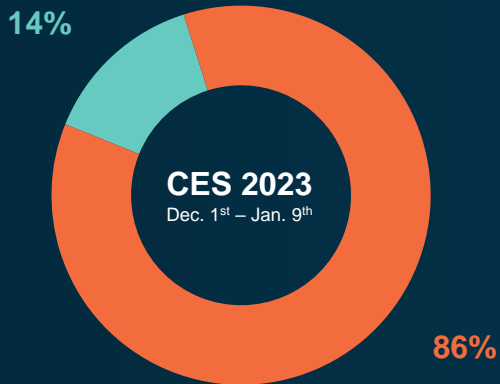
Social

Reach based on number
 of followers

The Importance of Pre-Show Comms

Overall communication timing was clearly focused on the show phase. Only a few brands like LG, Lenovo and TCL successfully took advantage of the less competitive pre-show phase to gain undivided (media) attention.

PRE-SHOW VS. SHOW



TOP BRANDS OVERALL

Brand	PRE-SHOW	SHOW	TOTAL	PRE-SHOW	SHOW
Samsung	1.3%	8.1%	9.4%	13%	87%
LG	1.9%	6.9%	8.8%	21%	79%
Sony	1.2%	6.8%	8.0%	16%	84%
BMW	0.6%	6.0%	6.6%	9%	91%
NVIDIA	0.8%	5.6%	6.4%	7%	93%
Asus	0.7%	4.9%	5.6%	15%	85%
Intel	0.7%	4.8%	5.5%	8%	92%
Google	0.6%	4.2%	4.8%	11%	89%
AMD	0.6%	4.2%	4.8%	14%	86%
Lenovo	1.1%	3.0%	4.1%	28%	72%
Afeela	0%	3.7%	3.7%	0%	100%
Honda	0.3%	3.3%	3.6%	8%	92%
TCL	1.2%	2.3%	3.5%	32%	68%
Volkswagen	0.5%	2.5%	3.0%	15%	85%
Acer	0.5%	2.5%	3.0%	11%	89%

TIMING STRATEGY

Markets
Global

Period
Dec 1- Jan 3-9, 2023

Data
Share of Voice (SoV) weighted by Gross Reach

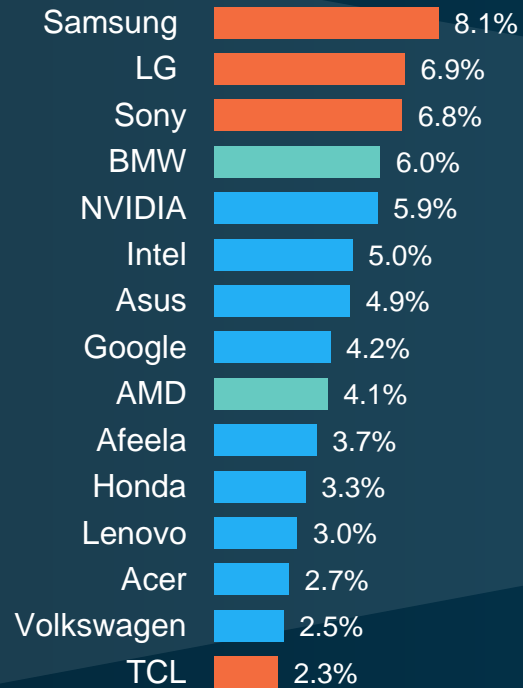
Traditional
Feature Mentions (headline or frequent mentions) of top brands or products in CES coverage

Social
Reach based on number of followers

Media Days Strategy

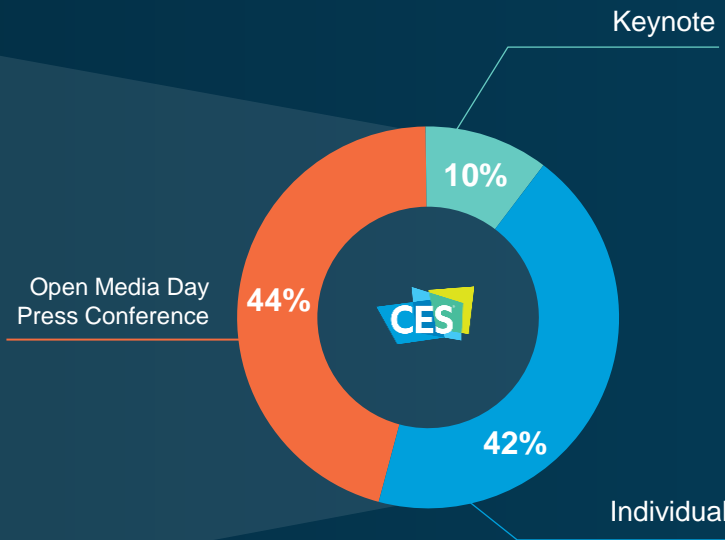
The top three most visible brands held press conferences during the event's main media day. While BMW's keynote was successful, this strategy does not necessarily guarantee top visibility ranking.

TOP BRANDS



Keynotes not ranking in top 15: John Deere, Delta, Stellantis

ACTIVATION STRATEGIES



Keynote

CEO O. Zipse calls reveal "the emotional experience in mobility"

AMD

CEO Dr. Lisa Su delivers opening keynote

The new ID.7

Invitation-only media day press conference

GeForce: Special Event

NVIDIA Online Event

Markets
Global

Period
Jan 3-9, 2023

Data
Share of Voice (SoV) weighted by Gross Reach

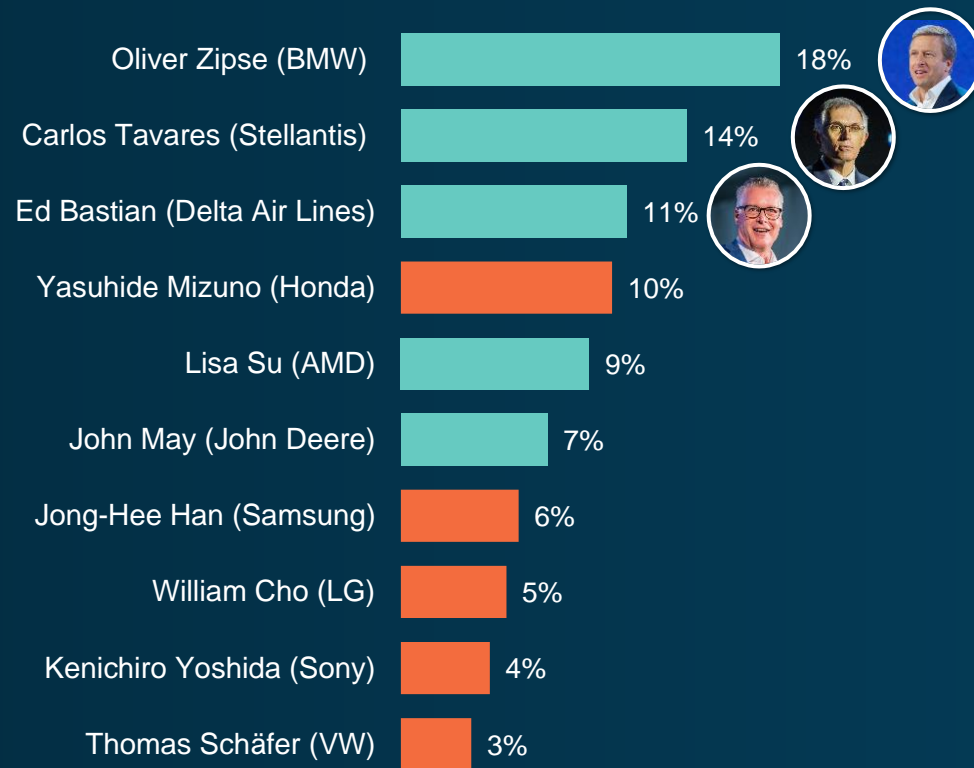
Traditional
Feature Mentions (headline or frequent mentions) of top brands or products in CES coverage

Social
Reach based on number of followers

Top Speakers

Keynote presence adds significant visibility push for top speakers. CEOs Zipse, Tavares and Bastian all highlight tech vision of their respective company, while also addressing global economic contexts.

TOP 10 SPEAKERS



100% = All Coverage on Speakers at CES 2023

■ Keynote

Markets

Global

Period

Jan 3-9, 2023

Data

Share of Voice (SoV) weighted by Gross Reach

Traditional

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Social

Reach based on number of followers



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2023 CES Trends Report

Thank You!

For more information, or to learn how Cision Insights can help your brand, please contact IGT@cision.com.