



Consumer  
Technology  
Association

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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	<b>115,000</b>	<b>+115%</b>
EXHIBITORS	<b>3,200</b>	<b>+39%</b>
PRESS RELEASES*	<b>487</b>	<b>+21%</b>

# 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.



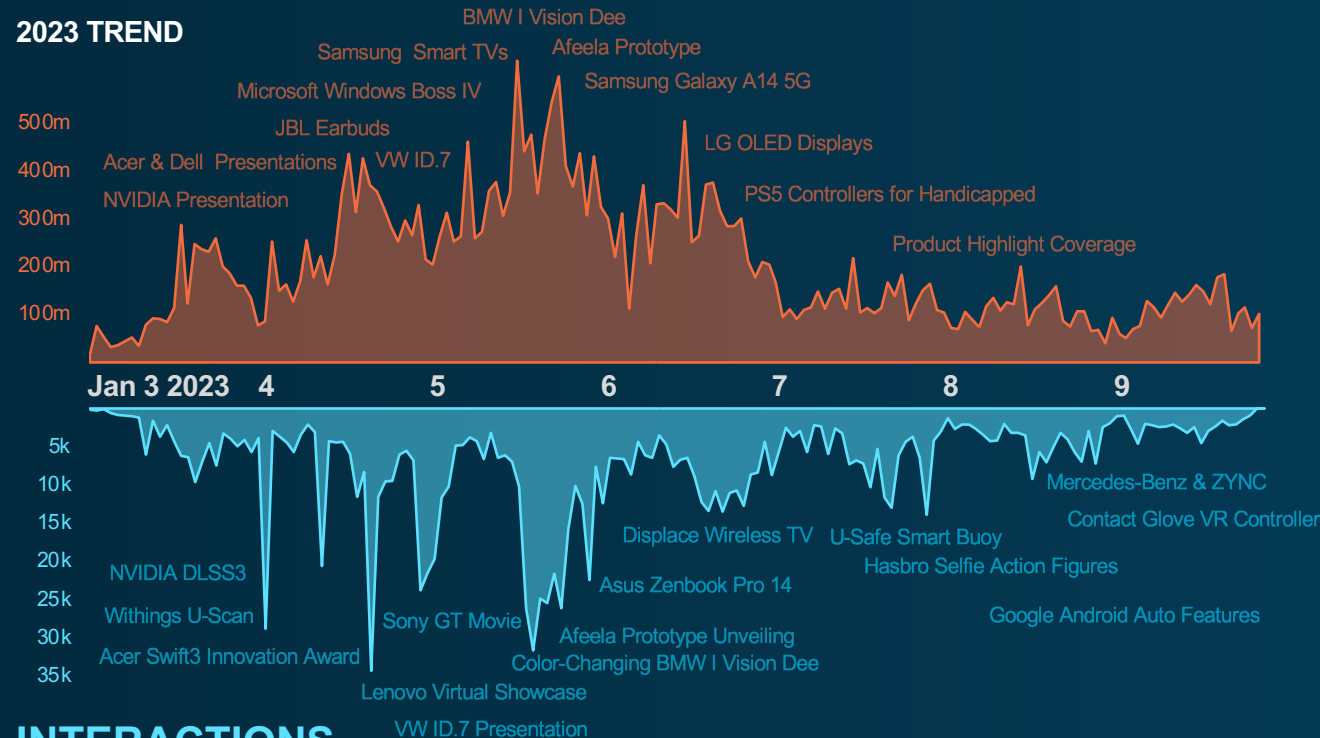
# Visibility Trend

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]

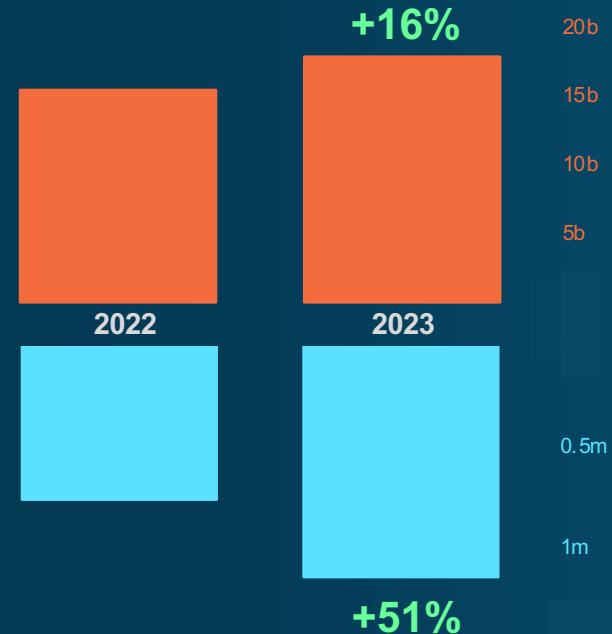
### 2023 TREND



## INTERACTIONS

[SOCIAL MEDIA]

### 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

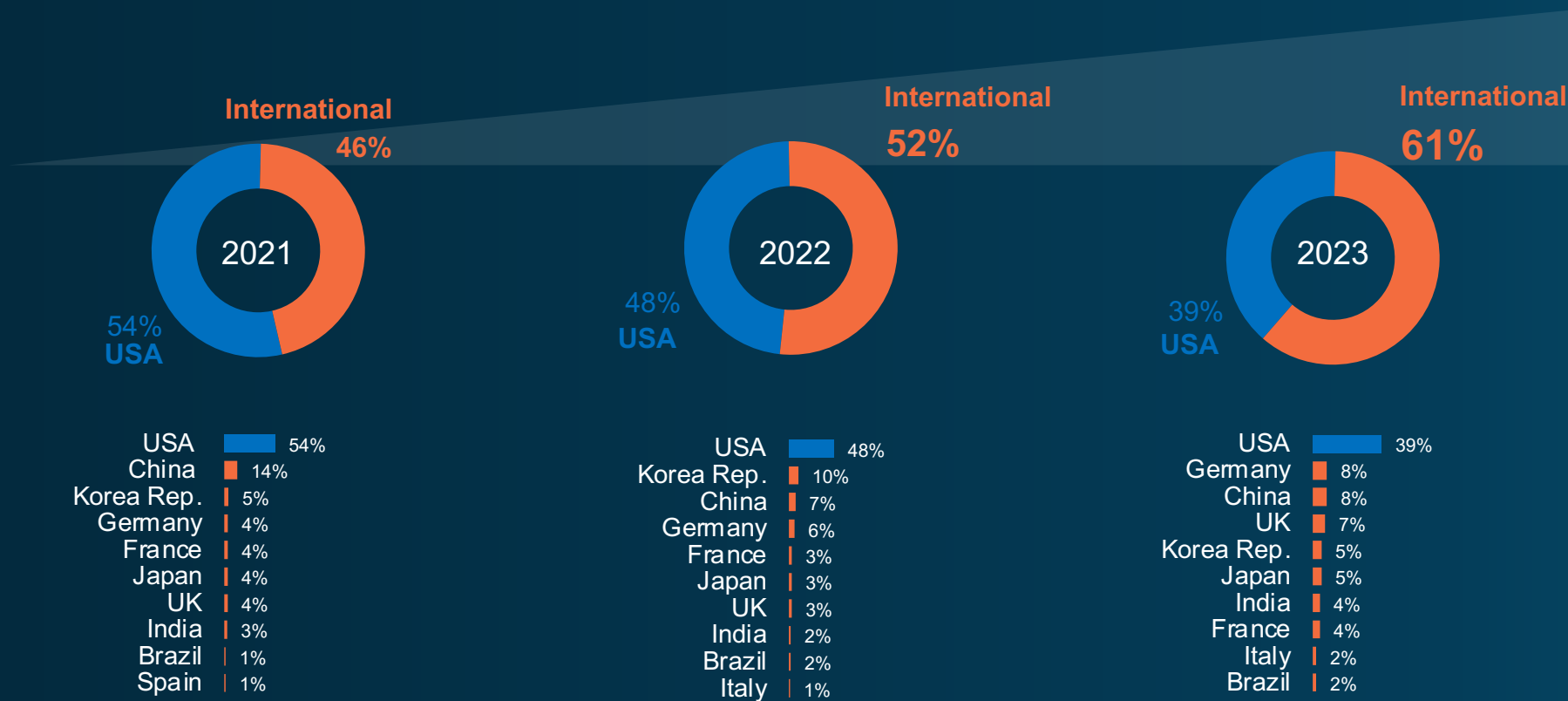
Online, Blogs, Print, TV,  
Radio

#### Social

Twitter, YouTube,  
Instagram, Reddit,  
Tumblr

# 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	<div></div>	31% +2.4pp.	Matter-compatible devices, "Smart Society," and gadgets for better security, energy management and cleaning.
Mobility	<div></div>	30% +1.2pp.	Cars as living spaces, OTA updates, ADAS and autonomous driving
AI & Robotics	<div></div>	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	<div></div>	24% +2.8pp.	Wireless TVs (LG), and foldable screens (Samsung)
Gaming	<div></div>	19% -2.5pp.	New gaming laptops (ASUS, Lenovo), OLED monitors, 3D-printed accessories, and in-car gaming
Connectivity, 5g and IoT	<div></div>	14% -2.6pp.	Matter, Razer's Edge 5G handheld, Qualcomm's satellite-based connectivity for Android smartphones
XR & The Metaverse	<div></div>	13% -1.3pp.	Seen as foundation of new economic opportunity; new training and meeting methods, "Discrete" AR glasses, and haptic technology
Audio	<div></div>	12% -2.7pp.	Immersive sound experience - Dirac's & BES' cooperation for sound optimization in headphones, Mercedes-Benz Dolby Atmos for Maybach
Sustainability	<div></div>	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	<div></div>	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

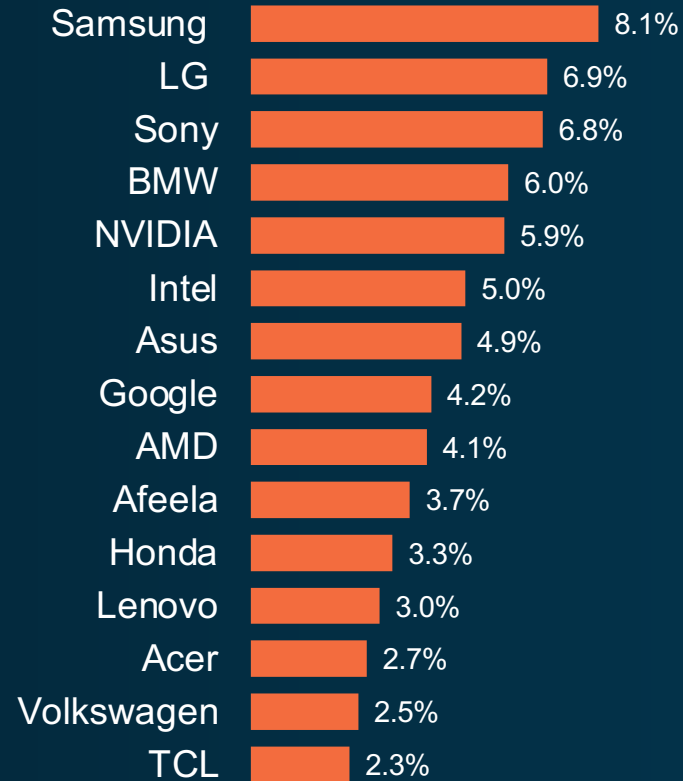
+ / -

Compared to CES 2022

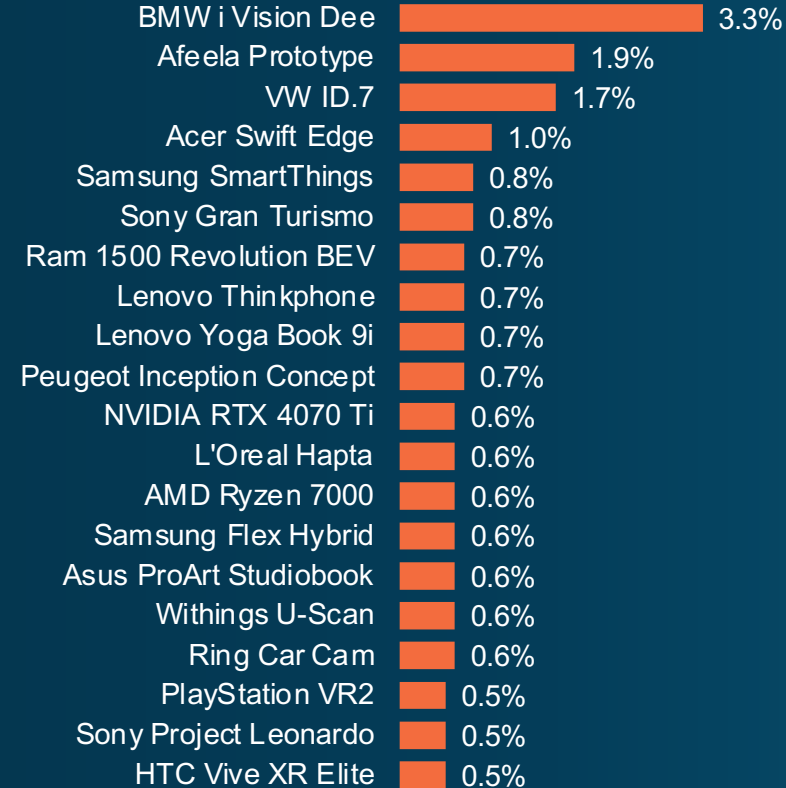
# Top Brands & Products

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

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

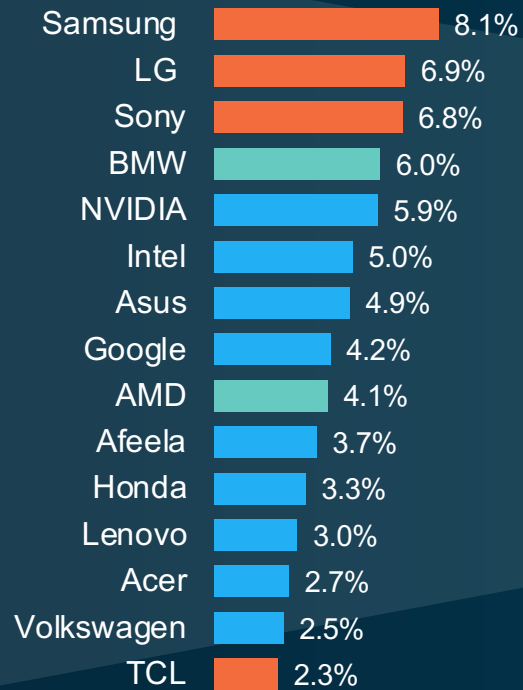
**Social**  
Reach based on number  
of followers



# Media Days Strategy

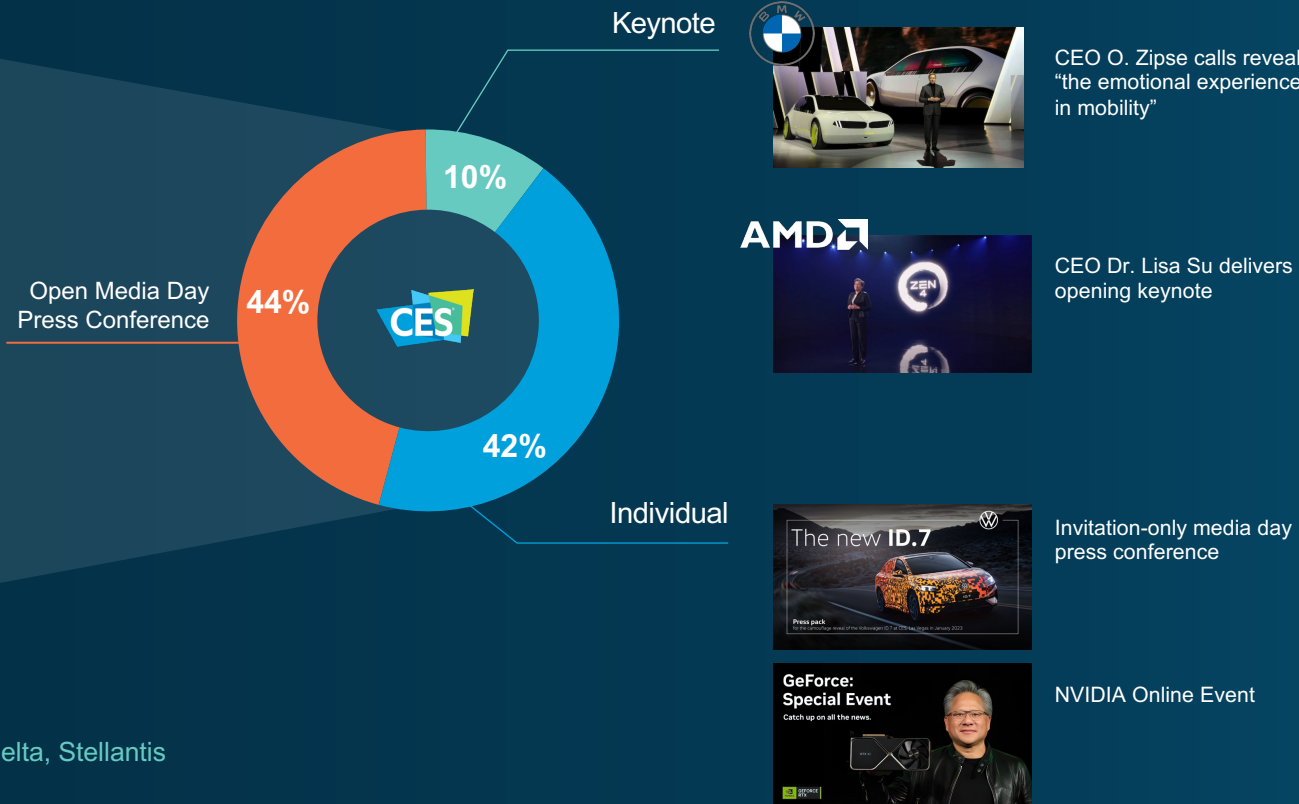
The top three most visible brands held press conferences during the event's main media day. While BMW's keynote was successful, this strategy does not necessarily guarantee top visibility ranking.

## TOP BRANDS



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

## ACTIVATION STRATEGIES



**Markets**  
Global

**Period**  
Jan 3-9, 2023

**Data**  
Share of Voice (SoV)  
weighted by Gross  
Reach

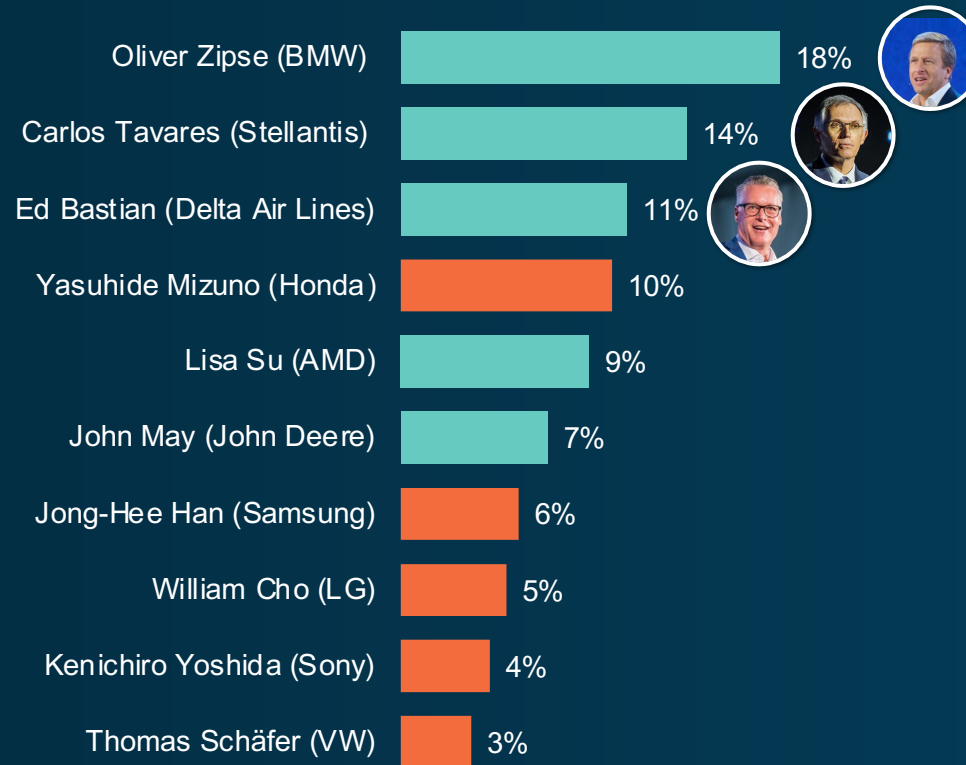
**Traditional**  
Feature Mentions  
(headline or frequent  
mentions) of top brands  
or products in CES  
coverage

**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

Feature Mentions  
(headline or frequent  
mentions) in CES  
coverage

### 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, contact [apaccs@cision.com](mailto:apaccs@cision.com) or go to [www.cision.asia](http://www.cision.asia).