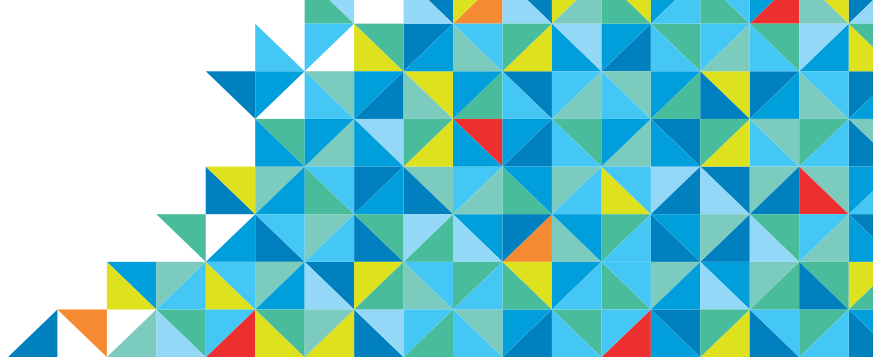


# CES 2017<sup>®</sup> Audited Attendance Highlights



CES 2017 marked the 50th anniversary of the largest global gathering of innovation and showcased the connected future of technology. With 4,015 exhibiting companies and exhibit space of 2.61 million net square feet, CES 2017 was a record-breaker, welcoming the world’s biggest companies in addition to hosting more than 600 startups at the Eureka Park Marketplace. More than 180,000 industry professionals, including more than 60,000 from outside the U.S., convened in Las Vegas to drive the ever-evolving global technology industry forward.

The numbers outlined below are highlights of the audited attendance numbers. The complete *Attendance Audit Summary* will be available in May.

## ATTENDANCE

### REGISTRATION TYPE

	Domestic	International	Unclassified	Total
Industry Attendees	72,290	36,672	536	109,498
Exhibitor Personnel	46,148	20,999	174	67,321
Media	4,856	2,548	56	7,460
<b>TOTAL ATTENDANCE</b>	<b>123,294</b>	<b>60,219</b>	<b>766</b>	<b>184,279</b>

## SOCIAL MEDIA REACH

Reflects period of January 3-8, 2017

### Platform

### Highlights

#CES2017 and @CES Mentions	998,779
Views of CES Snapchat Live Story	133.9 million
Views of official CES videos on Twitter	4.3 million
Images shared on Instagram at CES that included the official hashtag #CES2017	39,000

## CES MEDIA COVERAGE

CES 2017 received 59,969 media mentions and more than 69 billion potential media impressions in January alone.

Type of Coverage	Domestic	International	Total
Print	4,371	7,900	12,271
Online	6,953	26,184	33,137
Broadcast	13,492	1,069	14,561
<b>TOTAL MEDIA COVERAGE</b>	<b>24,816</b>	<b>35,153</b>	<b>59,969</b>

## SOURCES AND DATE RANGES

Vault Consulting’s CES 2017 Exhibition and Conference Audit Report

Domestic Print - Public Relay (date range: January 3-11, 2017)

International Print - Factiva (date range: December 29, 2016 - January 22, 2017; pulled January 25, 2017)

Domestic Online - Factiva (date range: December 29, 2016 - January 22, 2017; pulled January 25, 2017)

International Online - from international PR agencies (date range: January 1-31, 2017) (2017 numbers are not final. Numbers from Japan and South America are missing)

Domestic & International Broadcast - TV Eyes (date range: January 1-31, 2017; pulled February 9, 2017)