



Consumer  
Technology  
Association™

## CES® 2016 AUDIT ATTENDANCE HIGHLIGHTS

CES 2016 was a record breaking year. More than 170,000 attendees from across the globe gathered amongst more than 2.47 million net square feet of exhibit space. That's why CES is the world's gathering place for all who thrive on the business of consumer technology. No other event gives your company this depth of exposure and reach, because there's no other event experience like CES.

The numbers below represent a highlight of the audited attendance numbers. The *Audit Summary* will be available in August 2016.

### Overall Attendance

	TOTAL Attendance	INTERNATIONAL ONLY Attendance
Attendees	104,753	33,633
Exhibitor Personnel	65,095	17,653
Media	7,545	2,522
<b>Total Attendance</b>	<b>177,393</b>	<b>53,808</b>

### Social Media Reach\*

#CES2016 and @CES Mentions	930,379
Views of videos posted by CES during CES	521,525
Views of Snapchat's CES Live Story (January 7 only)	88.5 million
Twitter Impressions	16,181 million
Instagram Impressions	470 million

*\*Reflects period of January 5-9, 2016.*

### CES Media Coverage\*

Publication Type	Document Count
Publications (print)	11,456
Web News	28,792
Blogs	2,080
Pictures	209
Multimedia	25
<b>Total News Items</b>	<b>42,562</b>

*\*Reflects period of December 30, 2015-January 23, 2016.*