THE GLOBAL IMPACT OF CES 2021

GLOBAL AUDIENCES
- **83,202** total qualified industry attendance
- **167** countries, territories, & regions represented
- **54%** domestic
- **46%** international

MEDIA
- **5535** total media attendance
- **42%** domestic
- **58%** international

GLOBAL EXHIBITORS
- **1943** total exhibitors
- **1420** international
- **681** startups
- **48** countries, territories, & regions represented
- **1 million + leads generated**

CONFERENCE PROGRAMMING
- **3 million + keynote and conference views**
- **88** conference sessions
- **53%** female keynote speakers
- **47 hours +** of conference programming

MEDIA COVERAGE
- **13,613** media outlets
- **165,000** stories produced

© 2021 Consumer Technology Association (CTA®). All rights reserved.

CES.tech