



CES 2024

Media Trends Analysis

January 15, 2024



CES 2024

Key Findings

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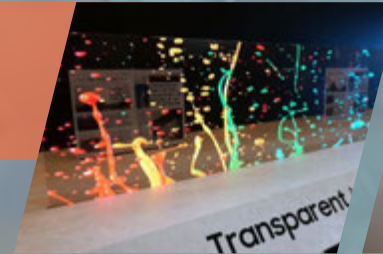
+12%

MEDIA ATTENTION

compared to
CES 2023
global media visibility
in traditional &
social media



TOP ATTENTION GETTERS



SAMSUNG



 **LG**



HOT TOPICS & TRENDS

**#1
Artificial
Intelligence**



**#2
Mobility**



**#3
Smart
Devices**



WHAT ELSE?

 **TikTok**

>78M views

on TikTok Reels featuring
CES News (after 7days)

CES 2024 SUMMARY



Key Findings



AI is everywhere

Competition and expectations ran high after a year of AI-frenzy (boosted especially by the widespread democratic adoption of Generative AI). How AI can benefit the average consumer emerged as a key messaging position, with much of the tech being about how AI can, in effect, “do it all for you” and enhance the customer experience. For Automotive this relied heavily on smart assistance (Mercedes-Benz MBUX virtual assistant & VW ChatGPT integration), while for Healthcare AI spoke to crucial developments in faster diagnosis and personalized, wearable, solutions.



Screens – bigger, better and now, transparent

Samsung and LG owned much of the biggest buzz this year with their transparent TVs. #Asus was a top hashtag for CES 2024, after of course the event hashtag #ces itself – its folding and extending displays were key this year with the Zenbook DUO launch.



Green Tech back on the agenda

After three years of Covid lingering in CES and Tech Industry conversation, with smart homes and flexible working leading as topics, CES 2024 saw technology’s relationship with sustainability back as a talking points. Electric vehicles with smart assistance to boot dominated, and what’s more is it’s not just about the ability tech gives us to be more green, but the physical tech itself has to be green too with recycled materials and sustainable supply chains.



LOCATION

WINCHESTER,
NEVADA



VENUE(S)

LAS VEGAS
CONVENTION CENTER



CATEGORY

CONSUMER
ELECTRONICS



TIMING

JAN 9 – JAN 12 2024



WEBSITE

CES.TECH

2024 CES IN NUMBERS:

4,300+ exhibitors

135,000+ attendees

60% of Fortune 500
companies

3,000+ CES 2024 Innovation
Awards submissions

AI dominating the show booths

AI applications and platforms in the spotlight – from cars, laptops, or TVs – generative AI finds it way into most gadgets unveiled at the CES 2024. New EV Concepts continue the trend from previous years, making the CES a major platform for automotive topics. News & premieres of new TVs and screens completing the top 3 of trends.



Market
Global

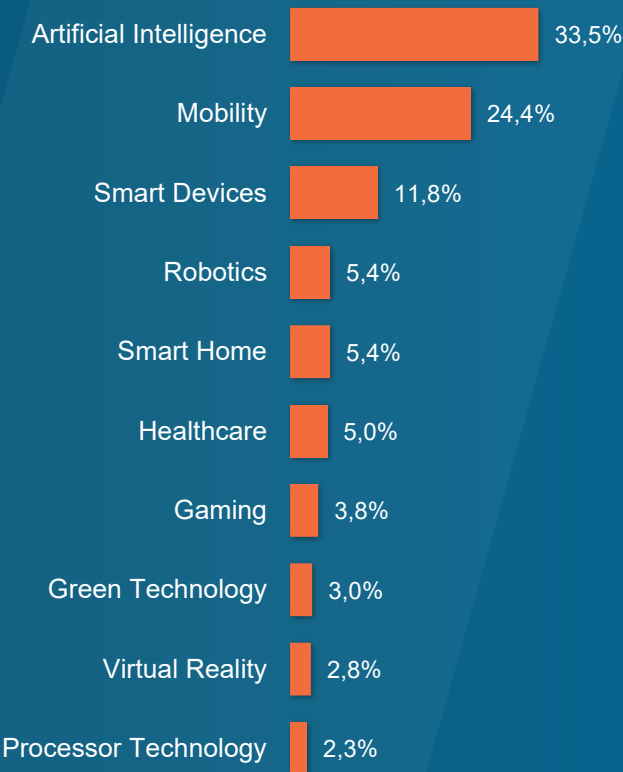
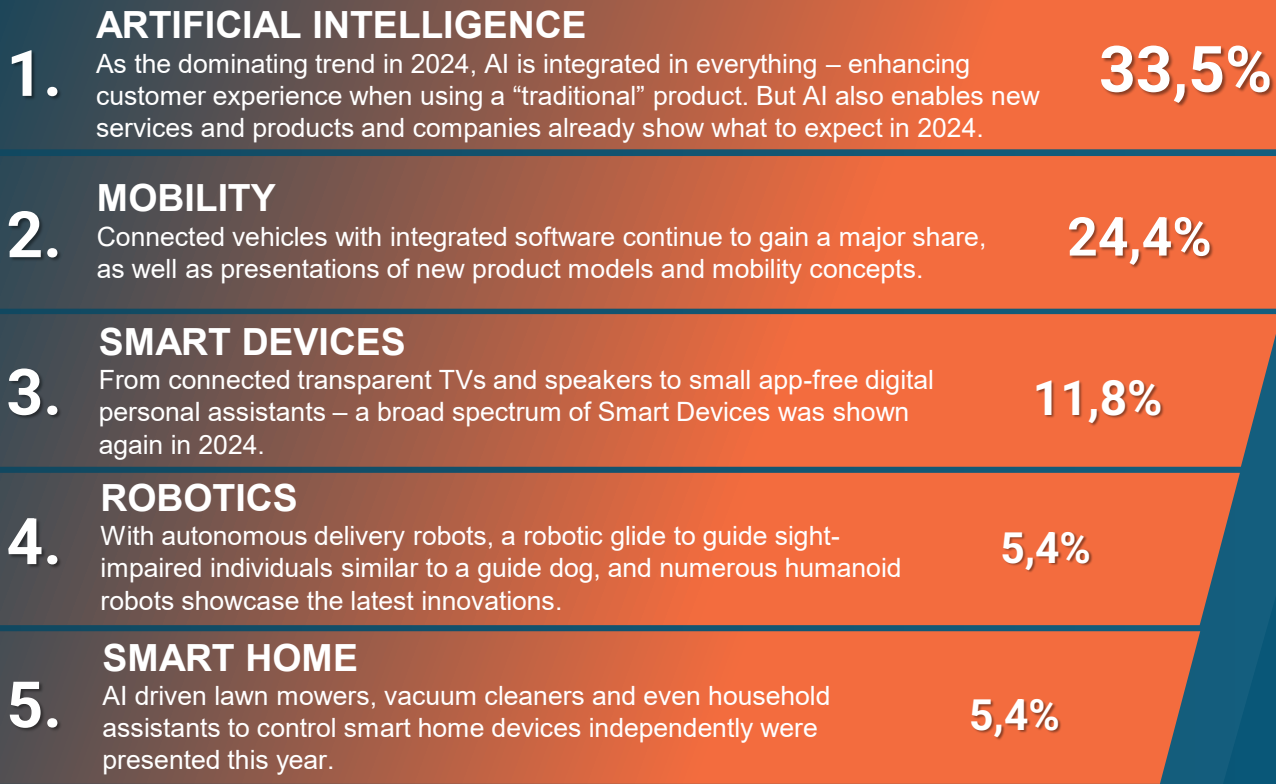
Period
Show Phase (Jan 8-14)

Universe
All Coverage of
CES 2024

Social Media (WeChat,
Weibo, Facebook, X,
Instagram, TikTok)
Traditional Media (Print,
Online, TV)

Measurement
SOV (Net Reach) in %

CES Hot Topics & Trends



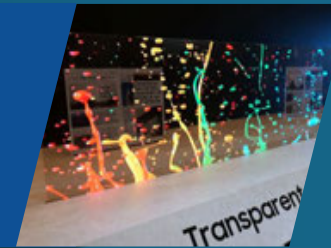
South Korean OEMs Lead The Field

Automotive brands Mercedes-Benz and Volkswagen follow up on rank 3 and rank 4, showcasing AI solutions as well as a glimpse on upcoming premieres of key models such as the MB G-Class and the VW Golf.

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CES TOP 3 BRANDS 2024


1.
 - *Transparent Micro LED display*
 - *„AI for All“: Various devices (e.g. fridge, robot mop&vacuum, laundry tech.) based on AI technology to provide smarter daily life in future.*



SAMSUNG
11.3%

2.
 - *OLED transparent TV debut, first see-through TV*
 - *LG winning five innovation Awards for transparent TV*
 - *LG Innotek's mockup autonomous vehicle*



 **LG**
8.2%

3.
 - *Update on Infotainment system with AI connected functions*
 - *„G-Turn“ 360 degree turn with EQG prototypes*



 **Mercedes-Benz**
6.9%



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SOCIAL

TRADITIONAL

Gary Shapiro, CEO of CES organizer CTA #1st

Executives taking a key role in transferring the companies’ respective key messages. Kisun Chung CEO HD Hyundai, is the most visible brand executive at the show, benefitting from his major keynote on infrastructure innovation.



TOP 3 EXECUTIVES

1. *"I've said for more than 20 years that every company should be a tech company, and the diversity of exhibitors at CES 2024 proves it. The CES footprint and conference program spans the entire technology ecosystem."* **Gary Shapiro**



13%

2. *"HD Hyundai's vision for changing the future course of humanity by changing the future of the construction industry, which we are calling Xite Transformation."* **Kisun Chung**



8.2%

3. *"We have gone back to basics and formulated the Honda 0 Series with a design for the new era."* **Shinji Aoyama**



7.7%



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About Cision

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