



Consumer
Technology
Association™

CES 2021 | JAN 11-14 | WORLDWIDE

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

681

STARTUPS

1420

INTERNATIONAL

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