



CISION

CES 2024

“Week Out” Media Analysis Report

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Foreword

CES 2024



**Camille
Rollason**

Sector Lead,
Technology

This Cision CES 2024 Report relies on global multi-language social and traditional media pulled from our Cision Insights & Brandwatch platforms, using AI keywords and curated search strings.

The report looks at how coverage fell across the event days and week following, followed by detailed breakdowns of topic interest including the conversations that caught the public and industry's attention. Company and executive presence is likewise measured, ranking the success of PR campaigns and social media reception.

CES event coverage increased +12% year on year, with two days into the event, 10th January, being the most active and visible

day for social and traditional media. In terms of Net Reach, traditional PR coverage accounted for the majority (58% compared to social media's share of 42%). AI dominated the show, as did tech that seamlessly integrates into everyday life (think transparent TVs and all-in-one smarthome tech mgmt) – though enthusiasm for classic tech like gaming hardware proves here to stay.

Perhaps unsurprisingly given event location, the United States was the top market with a share of 44% among all markets, followed by China at 18% and the UK and Germany each at 7%. The brands that dominated CES coverage by Net Reach were Samsung, followed by LG and Mercedes-Benz.

Market

Global

Period

Show Phase (Jan 8-14), with additional data and findings leading up to 17 January for post-event review

Universe

All Coverage of CES 2024

- **Social Media** (WeChat, Weibo, Facebook, Twitter, Instagram, TikTok)
- **Traditional Media** (Print, Online, TV)

Measurement

Net Reach in %

Summary

SAMSUNG

CES TOP BRAND



Artificial
Intelligence

CES TOP TOPIC



Gary
Shapiro (CTA)

CES TOP SPEAKER



Consumer
Technology
Association

- LOCATION WINCHESTER, NEVADA
- VENUE(S) LAS VEGAS CONVENTION CENTER
- CATEGORY CONSUMER ELECTRONICS
- TIMING JAN 9 – JAN 12 2024
- WEBSITE CES.TECH

AI is everywhere

CES 2024 was positioned at the event to showoff AI capabilities. Competition and expectations ran high after a year of AI-frenzy (boosted especially by the widespread democratic adoption of Generative AI). How AI can actually 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”. For Automotive this relied heavily on smart assistance, while for Healthcare AI spoke to crucial developments in faster diagnosis and personalized, wearable, solutions.

Screens – bigger, better and now, transparent

LG and Samsung owned much of the biggest buzz this year with their transparent TVs – 3% of social coverage alone had the word “transparent” in it. #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.

2024 CES IN NUMBERS:

4300+ exhibitors
135,000+ attendees
60% of Fortune 500 companies
3000+ CES 2024 Innovation Awards submissions

Event Visibility

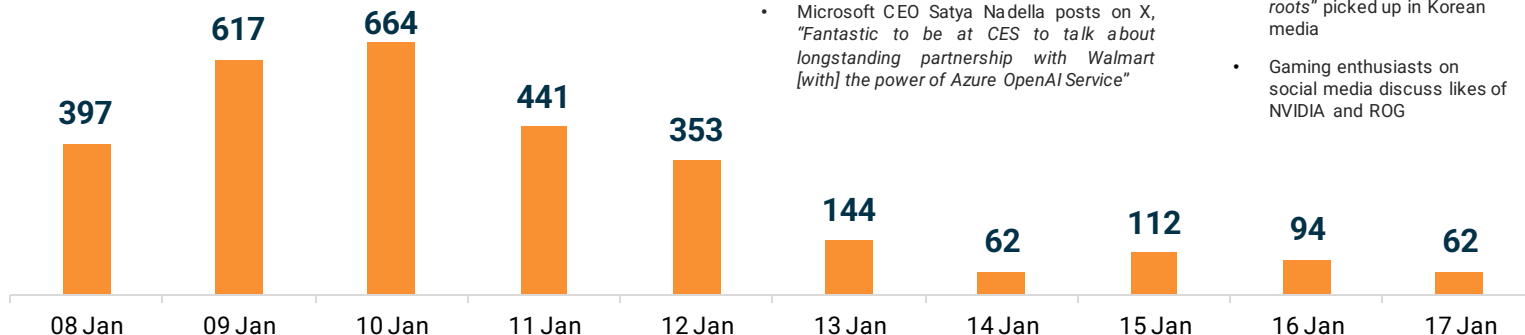
Combined reach for Social and Traditional (k)

- Samsung's MicroLED screen, and home robot Ballie
- LG's wireless transparent OLED TV, and AI Smart Home agent
- NVIDIA's Avatar Cloud Engine
- Asus' new displays with high refresh rates

- SAG-AFTRA and Replica Studios' "groundbreaking AI voice agreement"
- Sony Honda Mobility EV, Afeela
- Siemen's keynote on natural language programming as future
- Reuters writes, "AI is on everyone's mind at CES"

- Google collaboration with likes of Nissan, Ford, and Lincoln
- HP, Lenovo, Intel, and Dell feature in social media conversation for their AI integration
- Discussion of AMD vs NVIDIA's graphics cards
- EV interest makes up much of coverage
- Microsoft CEO Satya Nadella posts on X, "Fantastic to be at CES to talk about longstanding partnership with Walmart [with] the power of Azure OpenAI Service"

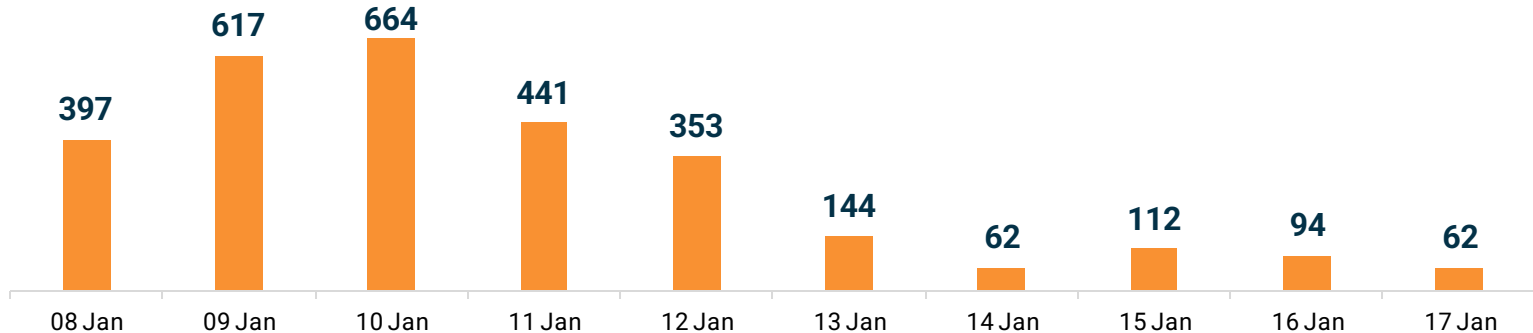
- Continued coverage of Hyundai "Air Taxi", Kia's modular EVs, BMW's automated valet parking, and Asus Zenbook Duo
- HD Hyundai CEO's 10 Jan keynote speaking on company's "return to traditional heavy industry roots" picked up in Korean media
- Gaming enthusiasts on social media discuss likes of NVIDIA and ROG



Event Visibility (Continued)

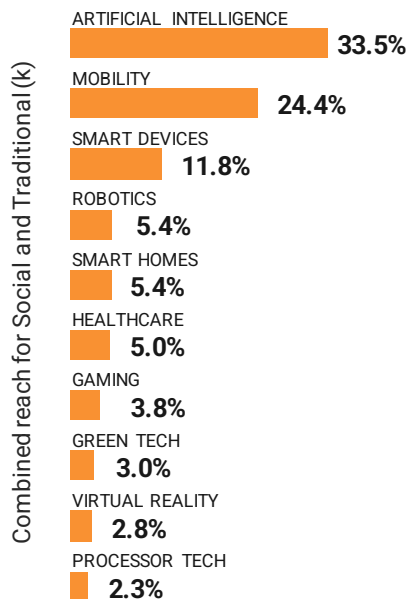
Combined reach for Social and Traditional (k)

- Roundup coverage in week following ranks most exciting tech debuts (often displays and EV tech, but also specific launches like the Rabbit R1 Pocket Companion)
- Coverage looking in more detail at Exec keynote speeches such as Intel CEO on accessible AI and *"enabling modern economies"*



Leading Topics

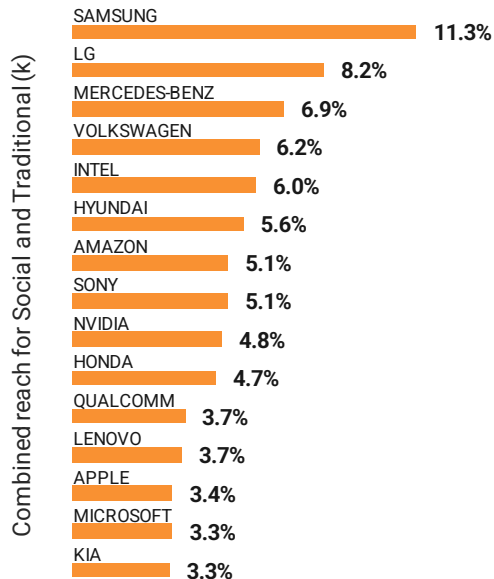
Share Of Coverage



ARTIFICIAL INTELLIGENCE	AI's role in making the consumer's life easier (from assisted parking to monitoring health) and personalized assistance (see L'Oreal's make-up advising Beauty Genius). After months of striking for AI regulation, SAG-AFTRA announced an AI Voice Agreement at CES (top-reaching X post).
MOBILITY	EVs and smart assistance drove Mobility coverage. Sony Honda's Afeela was mentioned in high-Reach social activity (popular especially for its PS controller drive in), as well as Hyundai's "air taxi".
SMART DEVICES	LG and Samsung's transparent TVs dominated Smart Device interest. Move over Samsung Flip n' Fold series: folding displays from C-SEED's and Asus gained traction this year.
ROBOTICS	CES' own bartender robot certainly helped boost this topic on social media, but exoskeletons as robotic aids generated the most interest for helping humans physically do more than thought possible (athletes and those with physical disabilities alike).
SMART HOMES	The return of Samsung's Ballie, and LG's AI Smart Home Agent with "range of motions and facial expressions", reminded us of the humanoid fascination with robots as at-home personal assistants. Smart Home tech at CES 2024 leaned heavily on the all-in-one, "no need to lift a finger", benefit.
HEALTHCARE	At-home diagnosis through smartphones or dedicated wearables aligned with the movement for AI-enabled gadgets to circumvent everyday obstacles like cost and time, to accessing health. Examples included Withing's BeamO and Aidot's Cerviray AI.
GAMING	LG Display's latest monitor was well-received for its refresh rate specs, while Dell's Alienware actually confirming its monitor release date won favour. BMW also joined the discussion with its in-car gaming capabilities, as did Nvidia with AI-NPC dialogue through its Avatar Cloud Engine (ACE).
GREEN TECH	Tech physically made from, as well as packaged in, recycled materials was a talking point alongside tech that promotes a green future through its use (EVs and solar power, predominately).

Leading Companies

Share Of Coverage



SAMSUNG



SAMSUNG



Samsung's success was owed mostly to its Transparent Micro LED display, but also its "AI for All" direction across smart home devices.

LG likewise flew to the top of rankings with its OLED transparent TV debut, winning five innovation Awards for it too. LG Innotek's mockup autonomous vehicle also drew attention.

Mercedes-Benz's update on its MBUX Infotainment system with AI connected functions, and "G-Tum" 360 degree turn with EQG prototypes, lifted its coverage.

Volkswagen generated buzz this year around its ChatGPT integration to vehicles, and Outlook Facelift camouflaged Golf 8.

Intel unveiled a new AI-enhanced software-defined vehicle (SDV), as well as Lunar Lake Chip with higher performance NPU and AI integration.

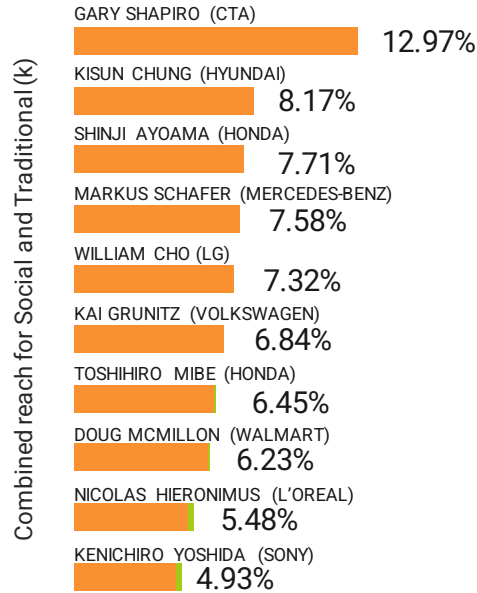
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Leading Executives

Share Of Coverage



"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."

GARY SHAPIRO



"HD Hyundai's vision for changing the future course of humanity by changing the future of the construction industry [is called] Xite Transformation."

KISUN CHUNG



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

SHINJI AOYAMA



"For us, unparalleled in-car entertainment is a further dimension of the hyper-personalized user experience."

MARKUS SCHÄFER



"LG's focus lies in how AI can make a difference in the real world, providing a tangible benefit to our customers."

WILLIAM CHO

Social Media Interest

Top Shared Links



[AI to dominate this year's CES, even without OpenAI's Altman on hand](#) Reuters

[Fresh tech unveiled at CES](#) Reuters

[Samsung flags worse than expected drop in quarterly profit on weak demand](#) Reuters



[The Best of CES 2024: What We're Looking Forward to Most](#) New York Times



[Asus ROG Phone 8 Pro, ROG Phone 8 With Snapdragon 8 Gen 3 SoC Launched: Price, Specifications](#) Gadgets 360



[Samsung Electronics makes its way into CES 2024 driving the era of AI displays and new ways of living](#) E! National



[This is the air taxi that was presented at CES](#) CNN

[Transparent panels? As they were announced during CES 2024](#) CNN

Emerging Topics

Healthcare: The top post by Reach was Fox New's X post rounding up the 10 biggest health advances at CES, then Samsung's announcing the expansion of its Health SDK Partnership and GalaxyWatch health capabilities.

Robotics: CES' robot bartender ADAM was a hit on social, but stories of robotics helping "athletes run faster", or do food delivery and home cooking, were shared by the likes of Reuters and AP.

Gaming: Nvidia was a top company in social media rankings, in large part helped by its gaming tech. Gaming hardware remained a competitive space as ever, with LG Display's new monitor and MSI's Claw standing out.

About Cision

Cision is the global leader in consumer and media intelligence, engagement, and communication solutions. We equip PR and corporate communications, marketing, and social media professionals with the tools they need to excel in today's data-driven world. Our deep expertise, exclusive data partnerships, and award-winning brands and products, including [CisionOne](#), [Brandwatch](#), and [PR Newswire](#), enable over 75,000 companies and organizations, including 84% of the Fortune 500, to see and be seen, understand and be understood by the audiences that matter most to them.



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Thank you for reading

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