CES 2020

SOCIAL INSIGHT REPORT

CES® Consumer Technology Association™

BUZZRADAR
CES COMMAND CENTRE

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OVER 800,000 MENTIONS OF CES 2020

- CES 2020 generated 839,038 mentions from January 6th to January 12th.

- Across the week there was an average of 6,070 tweets an hour coming out of the conference.

- Peak hourly mentions came on the late afternoon of Monday 6th, thanks to conversation around the new PlayStation 5 logo presented by Sony. A second peak at 11am on Tuesday January 7th was driven by AMD presenting their new products.

- Most of the Top Retweeted content was a strange one, a hexagonal designed keyboard by manufacturer Rcharlance was called 'Cute' by @shinoalice_kabo and gathered an enormous 28.4k retweets.

- Positive sentiment gained 7%, compared to last year, reaching 40%. Negative sentiment remained stably low at 6%.

- Augmented Reality knocked AI from the top spot of the most talked about technologies. Drones and Smart Cities dropped out of the top 10 replaced with Digital Money and University Innovations.
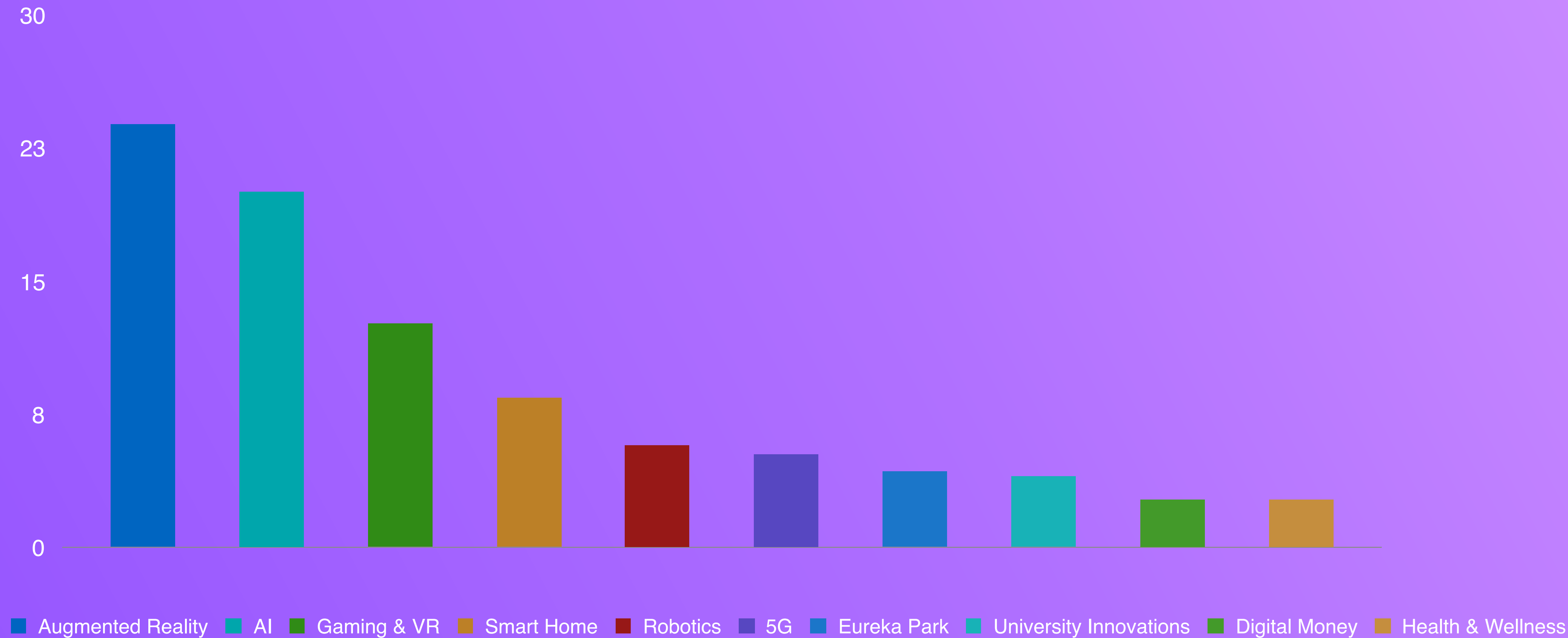
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OVERALL CES 2020 HOURLY MENTIONS

CES 2020
6,070
tweets/hour

16,000

**SONY ANNOUNCES
ELECTRIC CAR AND PS5
LOGO**

12,000

AMD ANNOUNCES RYZEN THREADRIPPER 3990X

8,000

4,000

0

Sun 04 Jan　　Mon 05 Jan　　Tue 06 Jan　　Wed 07 Jan　　Thu 08 Jan　　Fri 09 Jan　　Sat 10 Jan　　Sun 11 Jan

— CES 2020

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INDUSTRY BREAKDOWN:
TOP 10 MOST MENTIONED TOPICS AT CES 2020

Augmented Reality ■ AI ■ Gaming & VR ■ Smart Home ■ Robotics ■ 5G ■ Eureka Park ■ University Innovations ■ Digital Money ■ Health & Wellness

INDUSTRY BREAKDOWN:
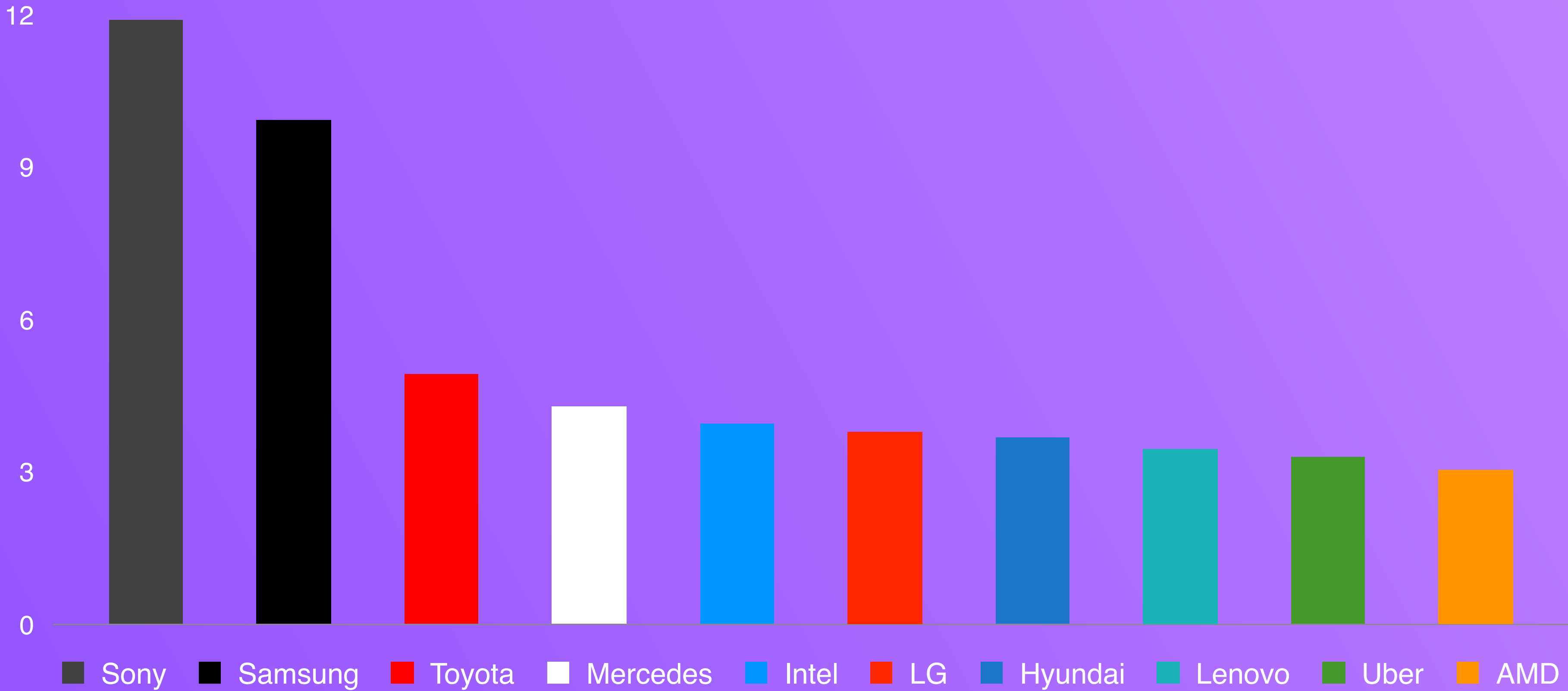# TOP 10 MOST MENTIONED TOPICS AT CES 2020
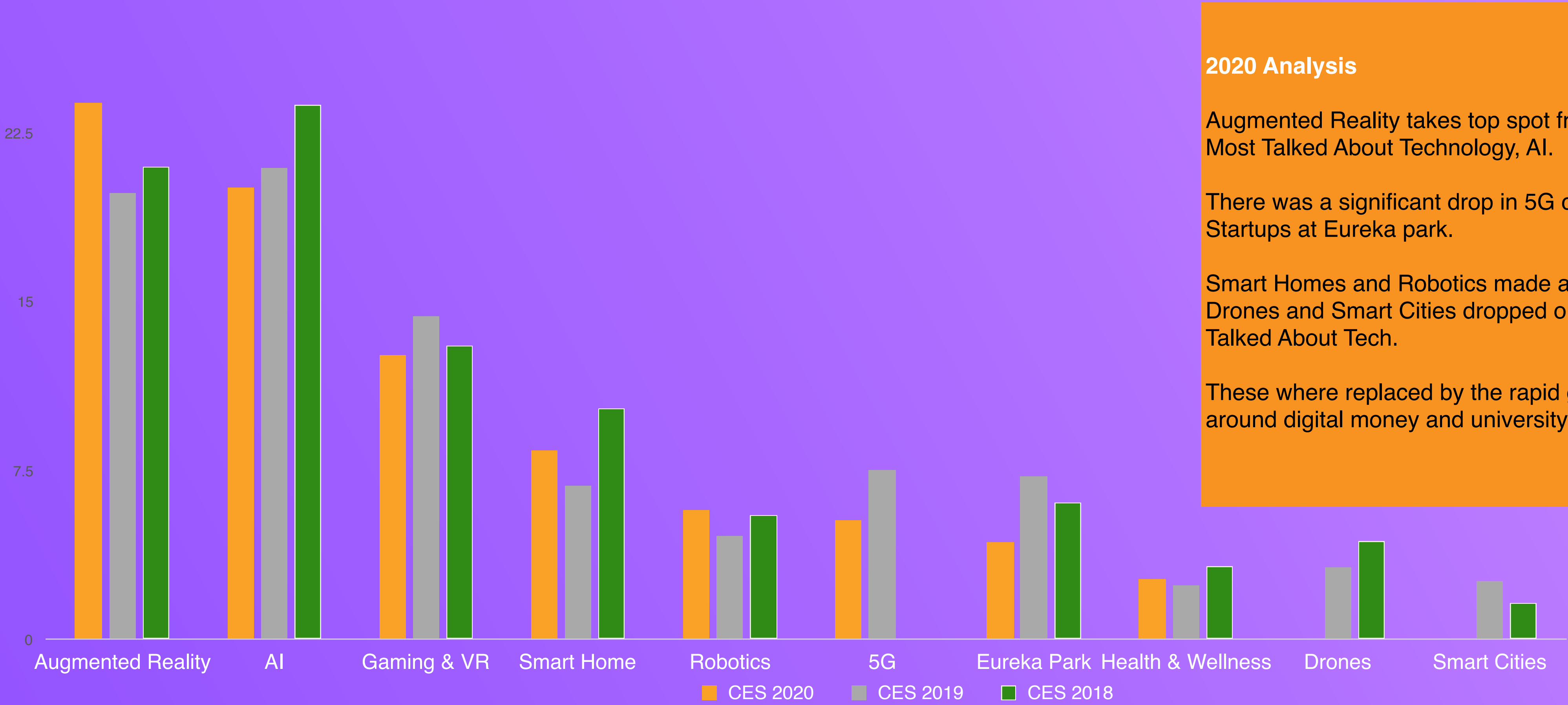
2020 Analysis

Augmented Reality takes top spot from 2019 and 2018's Most Talked About Technology, AI.

There was a significant drop in 5G conversations and the Startups at Eureka park.

Smart Homes and Robotics made a resurgence, while Drones and Smart Cities dropped out of the top 10 Most Talked About Tech.

These where replaced by the rapid growth in conversations around digital money and university innovations.

Chart: Top 10 most mentioned topics at CES 2020, comparing CES 2020, CES 2019, and CES 2018. Y-axis from 0 to 30 (marked at 7.5, 15, 22.5, 30). Categories: Augmented Reality, AI, Gaming & VR, Smart Home, Robotics, 5G, Eureka Park, Health & Wellness, Drones, Smart Cities.

Legend: ■ CES 2020   ■ CES 2019   ■ CES 2018

INDUSTRY BREAKDOWN:
TOP 10 MOST MENTIONED BRANDS AT CES 2020

Chart showing top 10 most mentioned brands: Sony (~12), Samsung (~10), Toyota (~5), Mercedes (~4.3), Intel (~4.2), LG (~4), Hyundai (~3.8), Lenovo (~3.6), Uber (~3.4), AMD (~3). Y-axis values: 0, 3, 6, 9, 12.

Legend: Sony, Samsung, Toyota, Mercedes, Intel, LG, Hyundai, Lenovo, Uber, AMD

Strong performances from new contenders

It was the year that mobility and electric vehicles finally stole the show at CES.

Sony was the stand-out performer at this year's CES, thanks to the surprise unveiling of their electric car and the new PS5 Logo.

Toyota made its first appearance in the Top Three with its woven city concept.

Samsung had a traditionally strong CES with a wide range of new products, giving it arguable the most rounded performance.

Finally, Mercedes' Avatar Concept Car rocketed them into the Top Ten for the first time.

If you combined Hyundai and über's joint flying taxi mentions, it would have also made the Top Three, rounding out a strong show for newcomers and mobility.

DAILY TOP THREE BRAND MENTIONS AT CES 2020

Chart axis values: 90,000 / 67,500 / 45,000 / 22,500 / 0

X-axis: Sun 05 Jan, Mon 06 Jan, Tue 07 Jan, Wed 08 Jan, Thu 09 Jan, Fri 10 Jan, Sat 11 Jan

Legend: Samsung, Sony, Toyota
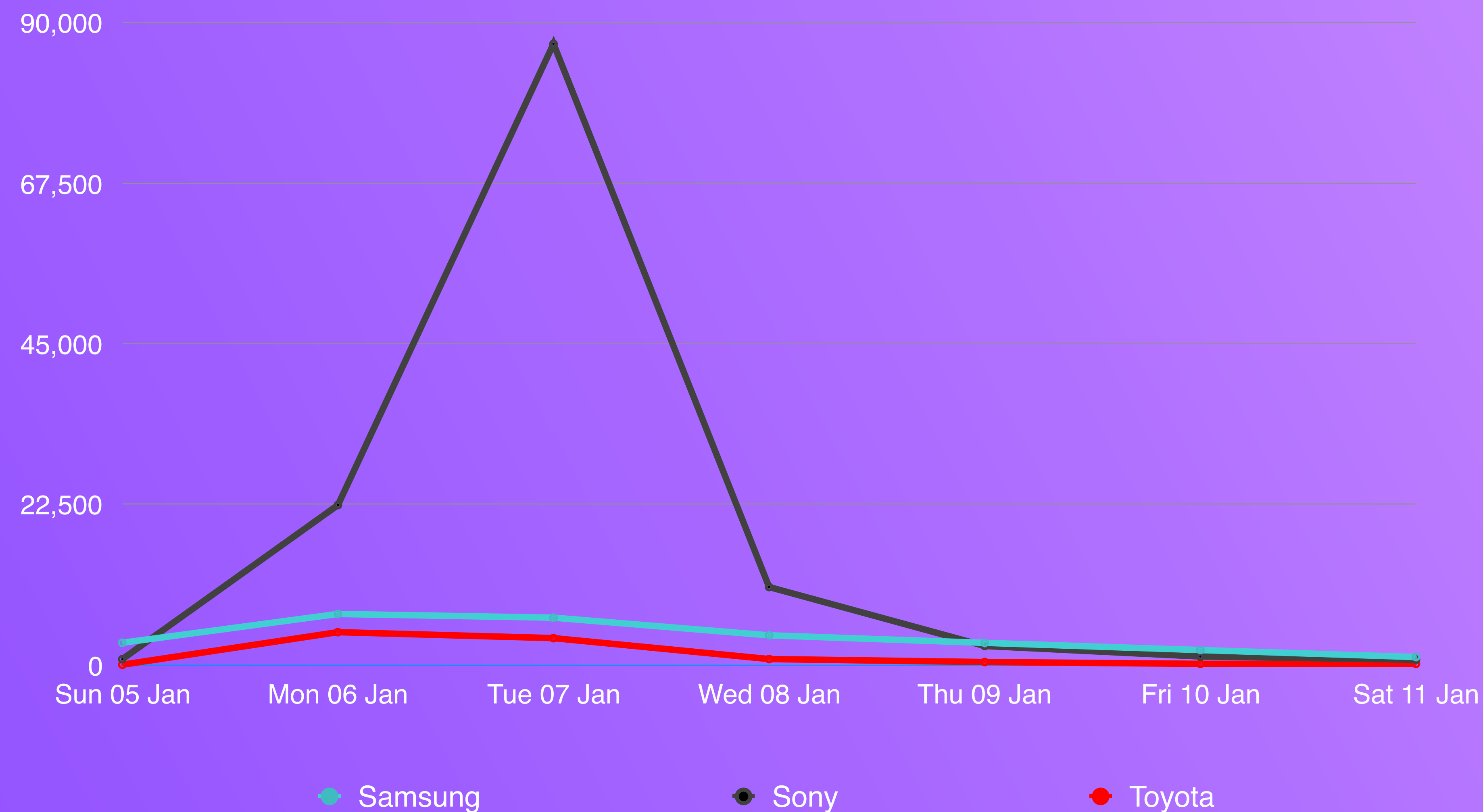
Significant movement in top 3 brands at CES 2019

As we can see, Sony had a very strong show by using some really effective shock tactics that generated huge amounts of hype over a short period. Both the rumours of the unveiling of the PS5 due to the 5pm start time of their keynote and then the launch of an unexpected electric car drove massive volume.

Samsung maintained very consistent volume throughout the show without major spikes through the sheer number of innovative product launches during the show. Neon AI, Sero TV, Ballie, and The Wall TV all added to this solid buzz.

With Toyota taking up the top spot with their woven city a 175-acre test community and no new attention grabbing innovations from LG or Google, it was a big shake up once again in the Top Three brands at CES.

MOST RETWEETED CES 2020 MENTIONS

1.

キーボード沼@かぼちゃ **@shinoalice_kabo 564 Followers**

Cute too #CES2020

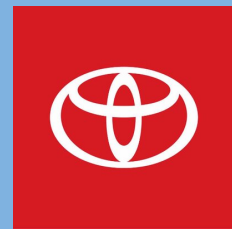8:20 pm · 8 Jan 2020   28.4K Retweets, 85.3K Likes

2.

TAKASU@Nico-Tech 深セン MakerFaire Bangkok2020 @tks 10.3k Followers

#CES2020 Shenzhen SilverStar Robotics, fantastic!

9:02 pm · 7 Jan 2020   7.4K Retweets, 20.5K Likes

3.

Toyota USA @Toyota 785.9K Followers

Introducing Toyota Woven City at #CES2020! The town of the future... where people live, work and play. Bringing our vision of #MobilityforAll to life in a living laboratory.

10:09 pm · 6 Jan 2020   6.8K Retweets, 19.7K Likes

4.

Vala Afshar @ValaAfshar 2,290 Followers

Here is how AI ate the keyboard #CES2020

8:21 pm · 6 Jan 2020   5K Retweets, 9.9K Likes

5.

McAfee Home @McAfee_Home 47.8K Followers

We're going BIG for the final day of #CES2020! 🎉 How does a $200 Amazon gift card sound? To enter our #McAfeeAtCES #RT2Win #Sweepstakes, just RT this tweet…

4:00 pm · 9 Jan 2020   2.3K Retweets, 1.3K Likes

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MOST INFLUENTIAL MEDIA DISCUSSING CES 2020

New York Times @nytimes
44.9M Followers

I spent hours at #ces2020 talking to telecom folks about what we can expect from 5G this year - and how to translate the jargon into plain language.

11:36 AM - 8 Jan 2020
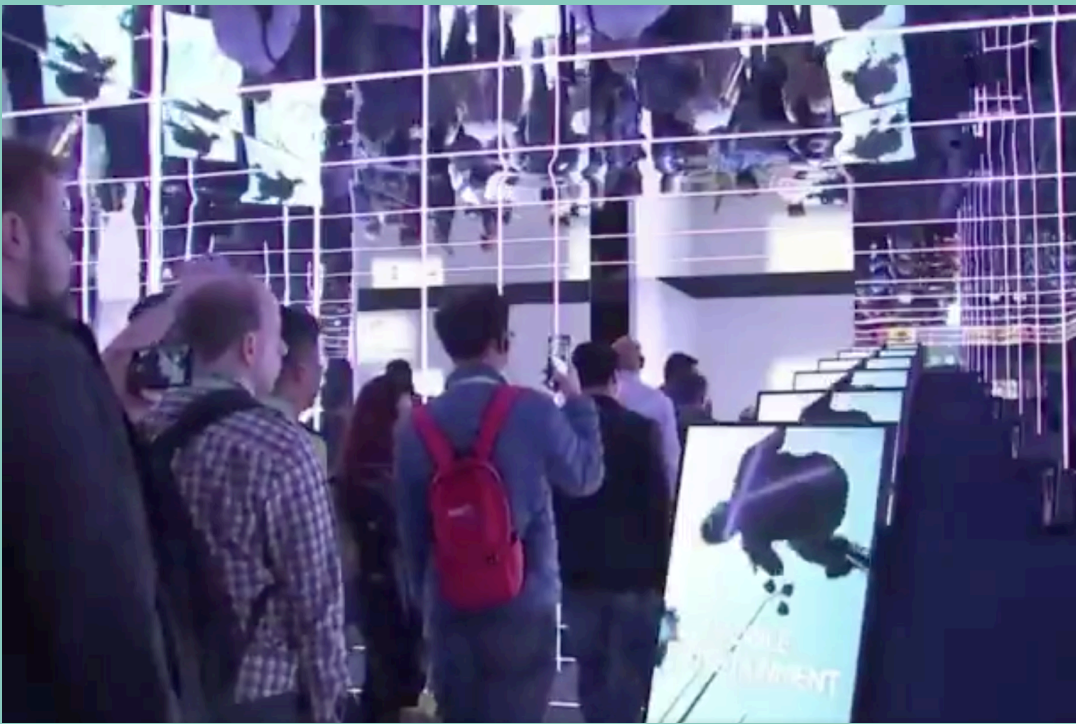19 Retweets, 66 Likes

CNN   @CNN
44.4M followers

Cat robots, a bike/plane hybrid, and an egg-shaped Segway -- here are some early highlights from CES 2020

12:45 AM - 6 Jan 2020
45 Retweets 181 Likes

Reuters Top News   @Reuters
21.1M Followers

Technology firms unveiled wall-sized TVs, foldable devices and rotating television screens at #CES2020. More: https://reut.rs/2ZUUOC9

6:50 AM - 10 Jan 2020
48 Retweets 123 Likes

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TOP INFLUENCERS MENTIONING CES 2020

Ivanka Trump   @IvankaTrump
7.52M Followers

Thank you @CES for the opportunity to discuss jobs and American competitiveness! #CES2020

6:27 AM - 9 Jan 2020
1.9K Retweets, 12K Likes

John Legere @JohnLegere
6.57M Followers

The team is at #CES and I'm happy to report there's magenta everywhere!!! Not to mention nationwide @TMobile 5G!

3:12 PM - 8 Jan 2020
31 Retweets, 263 Likes

Marques Brownlee   @MKBHD
3.66M Followers

NEW VIDEO - Dope Tech of CES 2020: Sony Made a Car?! https://youtu.be/x1T-VTFiUwc - RT!

6:51 AM - 9 Jan 2020
319 Retweets, 5.2K Likes

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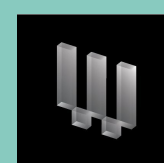# LEFT FIELD CONVERSATION DRIVERS

Mercedes-Benz @MercedesBenz 3.4M Followers

inspired by AVATAR: The name of the groundbreaking concept vehicle stands not only for the close collaboration in developing the show car together with the AVATAR team but also for ADVANCED VEHICLE TRANSFORMATION.
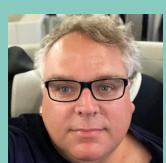

9:00 am · 11 Jan 2020
146 Retweets 979 Likes

Wired @Wired 10.4M Followers

Forty-nine feet. That's the wingspan of the air taxi that Hyundai and Uber hung from the rafters at #CES. Piloted by one person and able to swallow four passengers, it'll take them up to 180 mph.

12:51 am · 9 Jan 2020
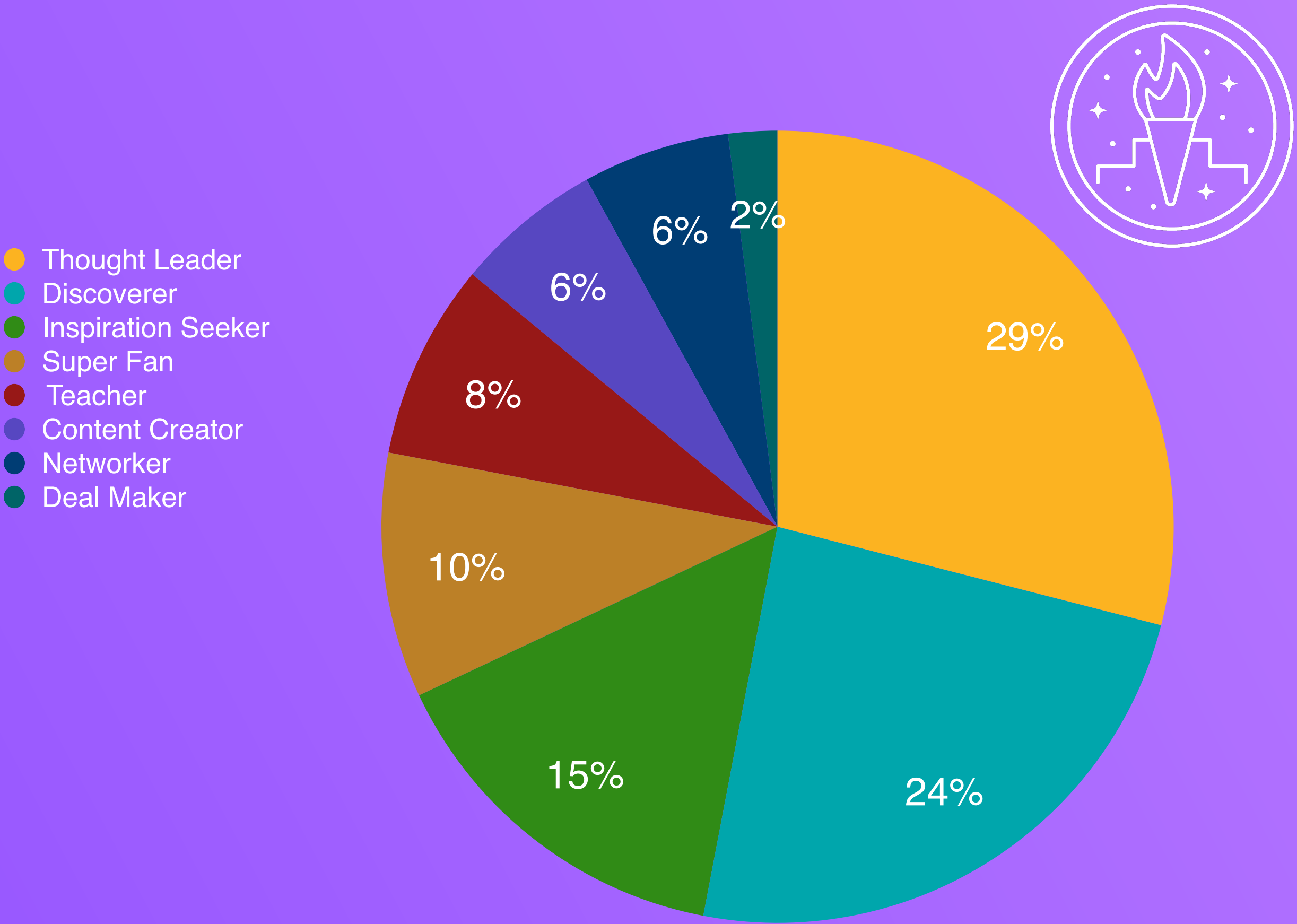179 Retweets, 528 Likes

Evan Kirstel @evankirstel 275K Followers

Skelex is an ergonomic device designed to reduce the risk of strain injuries. #engineering #Industry40 #design #ces2020

5:02 pm · 10 Jan 2020
135 Retweets, 325 Likes

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ATTENDEE ANALYSER RESULTS

Legend:
- Thought Leader
- Discoverer
- Inspiration Seeker
- Super Fan
- Teacher
- Content Creator
- Networker
- Deal Maker

**Pie chart values:** 29%, 24%, 15%, 10%, 8%, 6%, 6%, 2%

Thought Leader

Thought leaders, though not synonymous with them, are often also the conference speakers. They're experts on a given topic, and that's why they're at the event: To talk to a crowd about it. They've probably written books and countless blog articles on the same topic, and have high numbers of followers on social media.

- Unlikely to be influenced by product utility when making product purchases
- Unlikely to prefer safety when buying automobiles
- Likely to prefer style when buying clothes
- Unlikely to be influenced by social media when making product purchases
- Unlikely to be influenced by family when making product purchases
- Unlikely to indulge in spur of the moment purchases
- Likely to attend live musical events
- Unlikely to be concerned about the environment
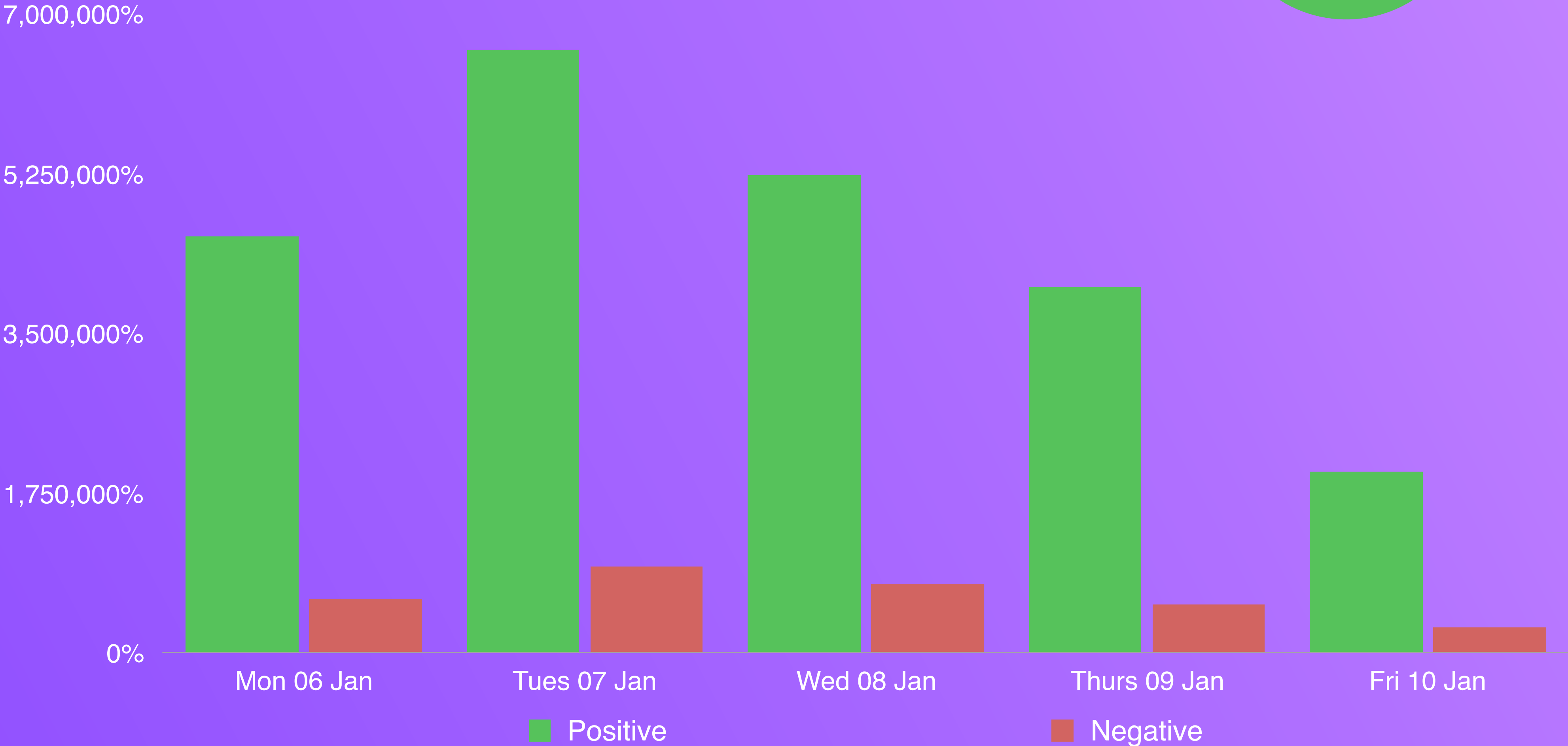- Likely to prefer using credit cards for shopping

GLOBAL BREAKDOWN OF CES 2020 MENTIONS
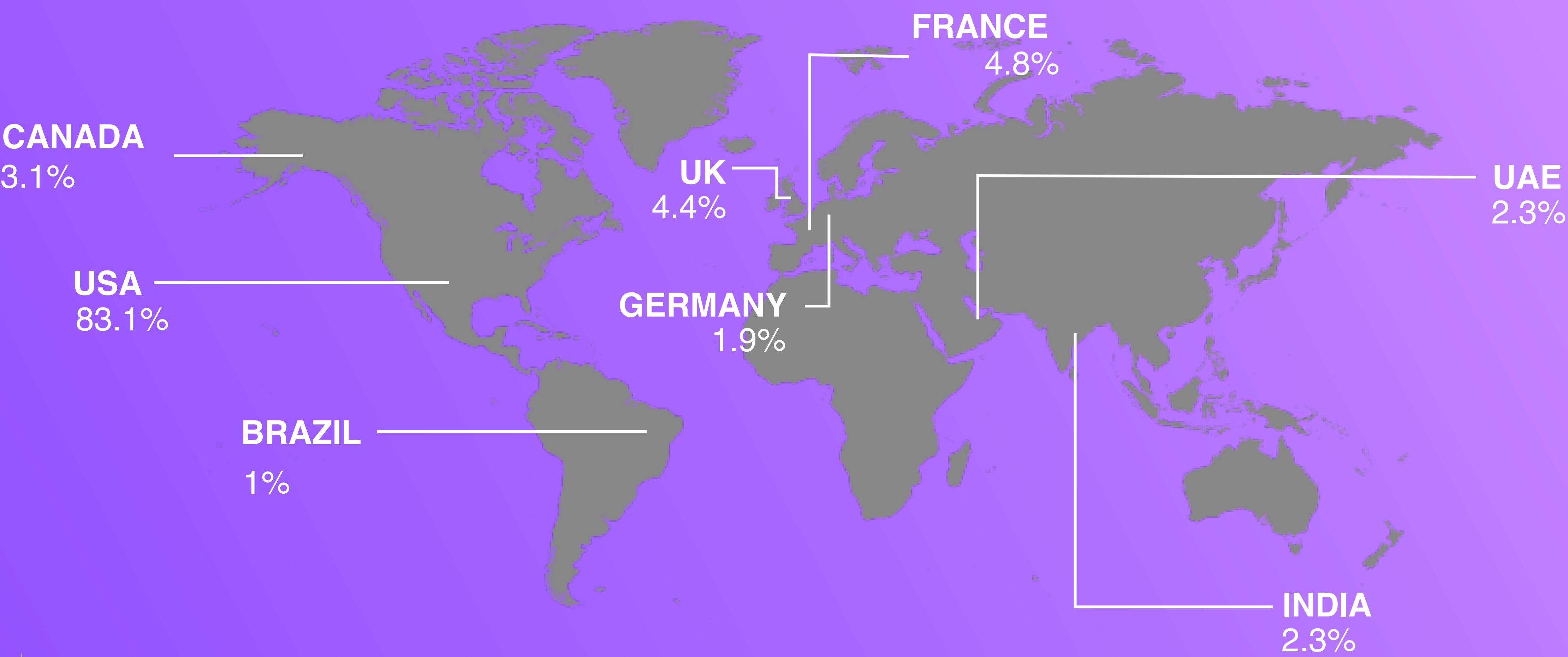
FRANCE
4.8%

CANADA
3.1%

UK
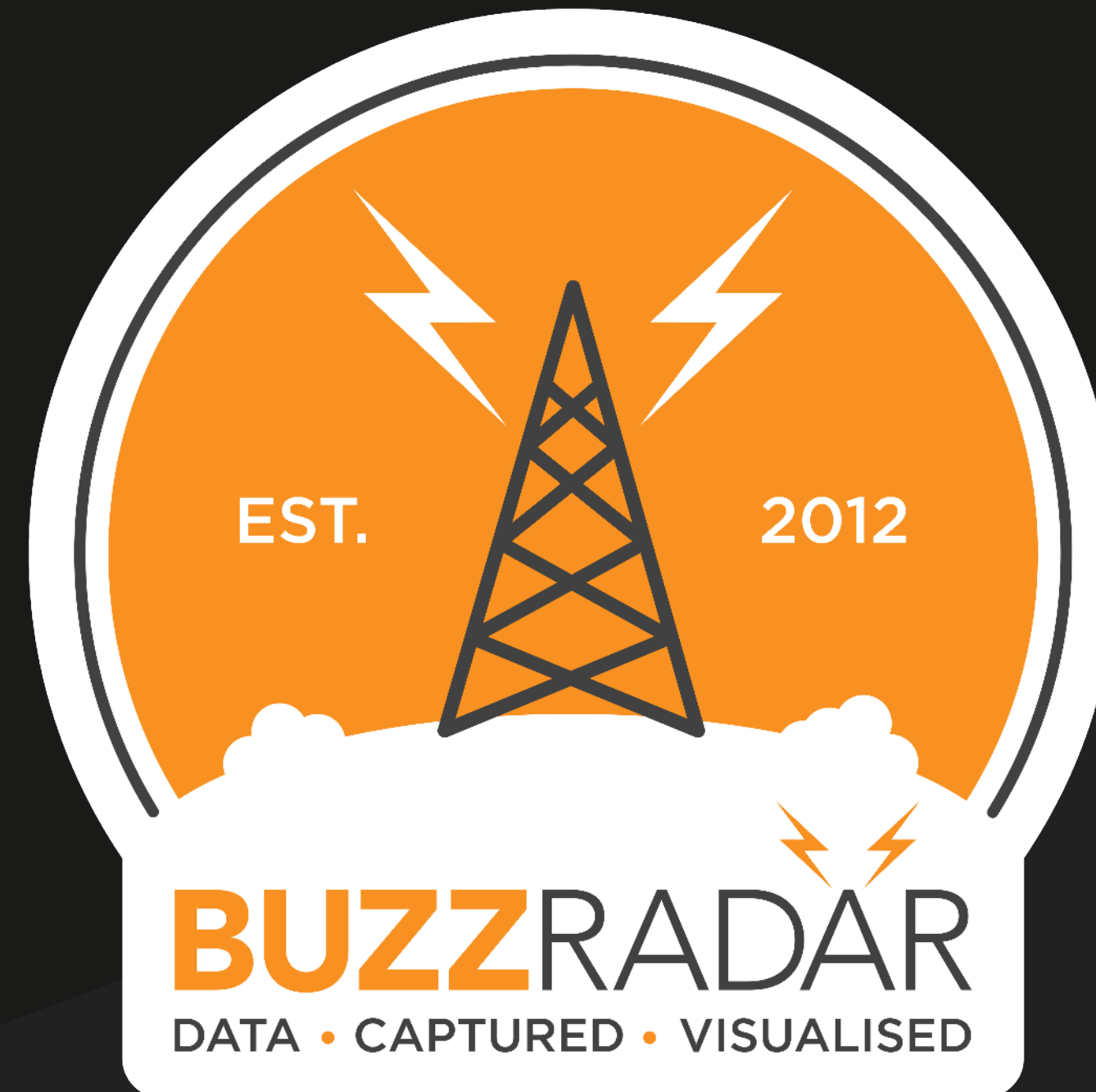4.4%

UAE
2.3%

USA
83.1%

GERMANY
1.9%

BRAZIL
1%

INDIA
2.3%

THINGS WE'VE LEARNED FROM THE DATA

- CES mentions have stabilised since their 2018 - 2019 decrease. CES is now consistently generating 800k mentions across social, making it the most mentioned tech event in the world by a considerable margin.

- Mobility was one of the big drivers at CES 2020. It has rapidly matured into one of the major conversations, as the technology becomes closer to reality.

- Augmented Reality is now more talked about than AI. Samsung's AR glasses led the conversation, alongside Honda's in-car AR and the DamonMotorcycle Hypersport Pro augmented reality experience. Combining AR and mobility seems to really fire attendees' imaginations.

- Sony's execution of CES was impressive. Deliberately driving rumours and hype around potential PS5 launch at 5pm and then surprising the audience with an electric concept car was a one-two punch that drove their brand conversation to new heights.

- Brands with Keynotes outperformed those without one considerably. Keynotes are the most reliable way to generate significant volume of conversation at CES.

THANK YOU

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