

What Does CES 2023 Mean for Tech PR and Comms? A Media Analysis

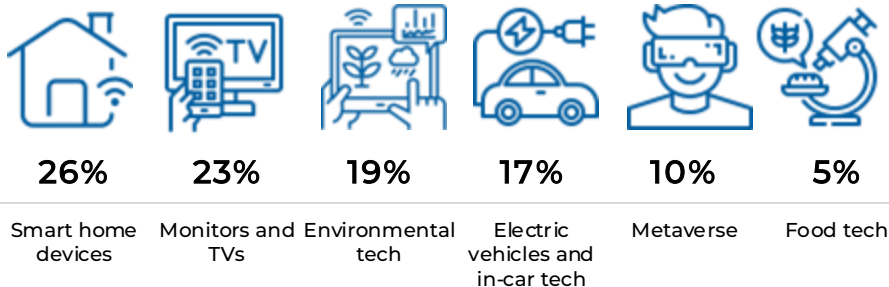
Media Analysis Summary



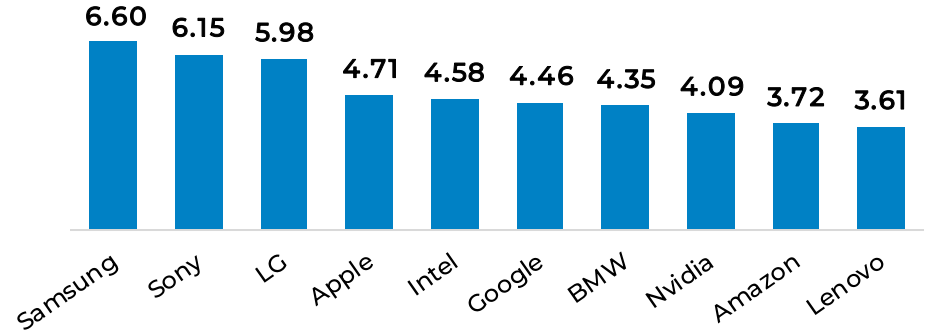
For the media, **CES** is a feeding craze—more than 6,300 media members from 75 countries lick their chops at the chance of landing top headlines for their respective publications.

This year's crop in Las Vegas had something else, though: support for **Matter**, the newly launched, open-source smart home standard that brings compatibility with *Amazon Alexa*, *Apple HomeKit*, *Google Home* and *Samsung SmartThings* within a single wireless protocol. This is what made **Smart home devices** the most widely discussed topic in the CES 2023 debate

Topics in the CES 2023 debate by share of voice



Top 10 organisations in the CES 2023 by media impact score



CES has never been a strong phone show – you'll need to wait until next month's Mobile World Congress for more handset reveals — but **Samsung** managed to create a little buzz with a foldable concept device that flexes in more than one way.

Together with its *Matter smart home devices*, this helped make **Samsung** the most prominent company in terms of media impact.

5 takeaways from the tech event CES 2023:

- Smart homes are becoming a bigger hype
- Smartphone innovations are more interesting than 5G
- Sustainability will become an even bigger priority for tech
- Automakers are positioning themselves as tech brands
- Touch and smell become the next big thing for the metaverse

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