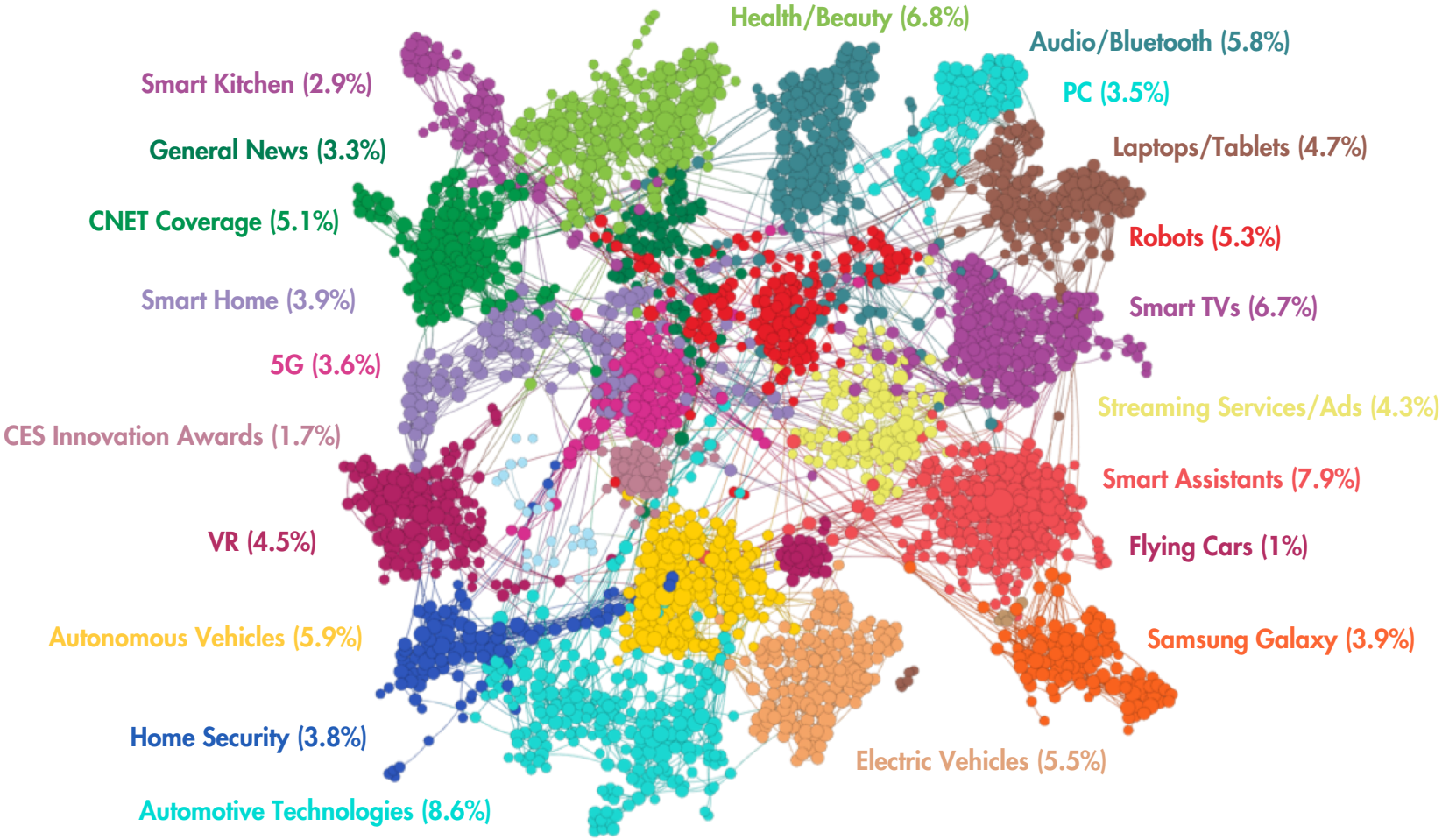
Quid®

MEDIA RELATIONS:
CONSUMER ELECTRONICS SHOW

Quid analyzed 2,555 articles from the 2019 Consumer Electronics Show (CES) to map popular topics and the reporters covering them.

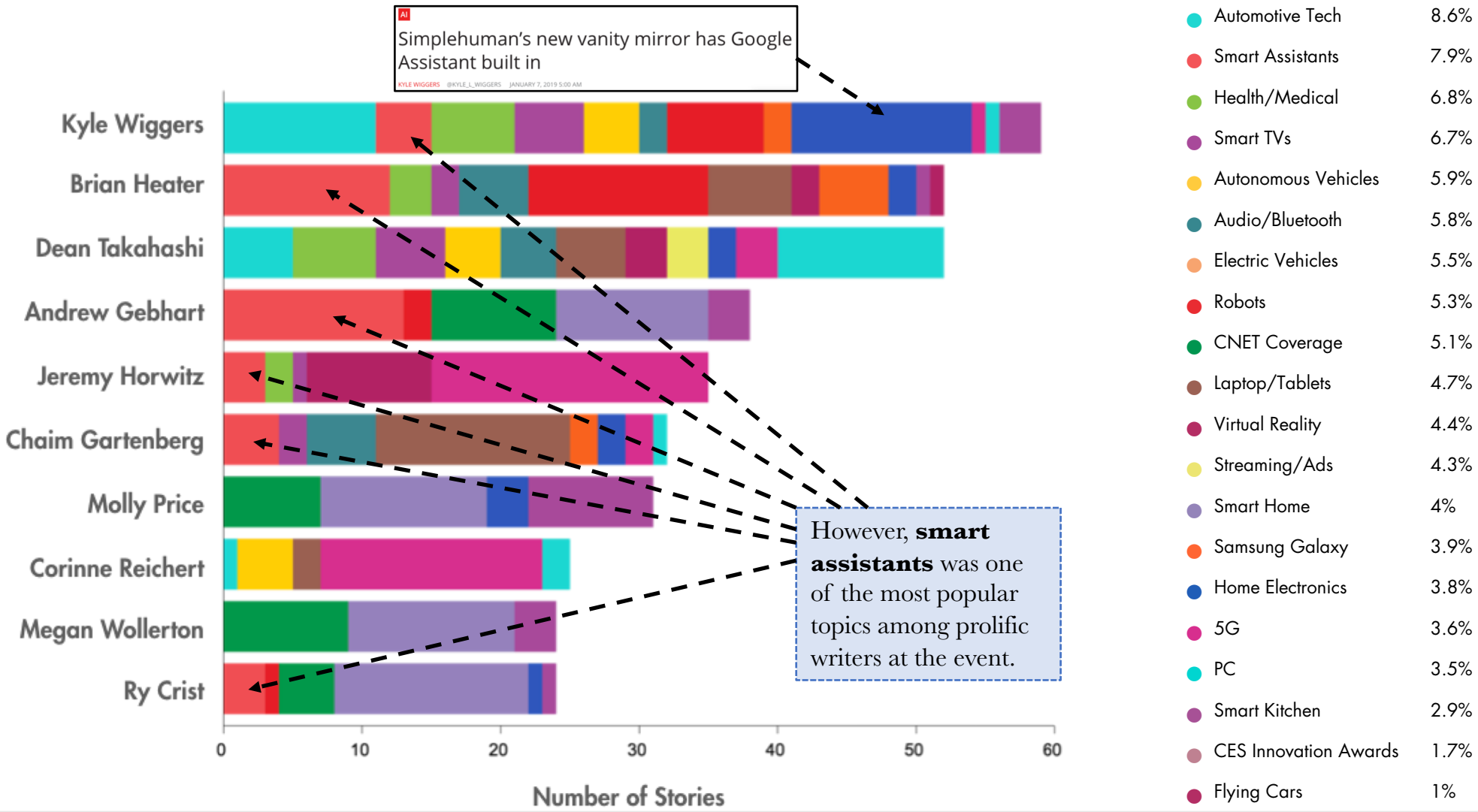
Popular topics among reporters who covered CES included **automotive technologies**, **smart assistants,** and **health and beauty** products.

Fewer stories were published on flying cars, smart kitchen technologies, and the CES Innovation Awards.



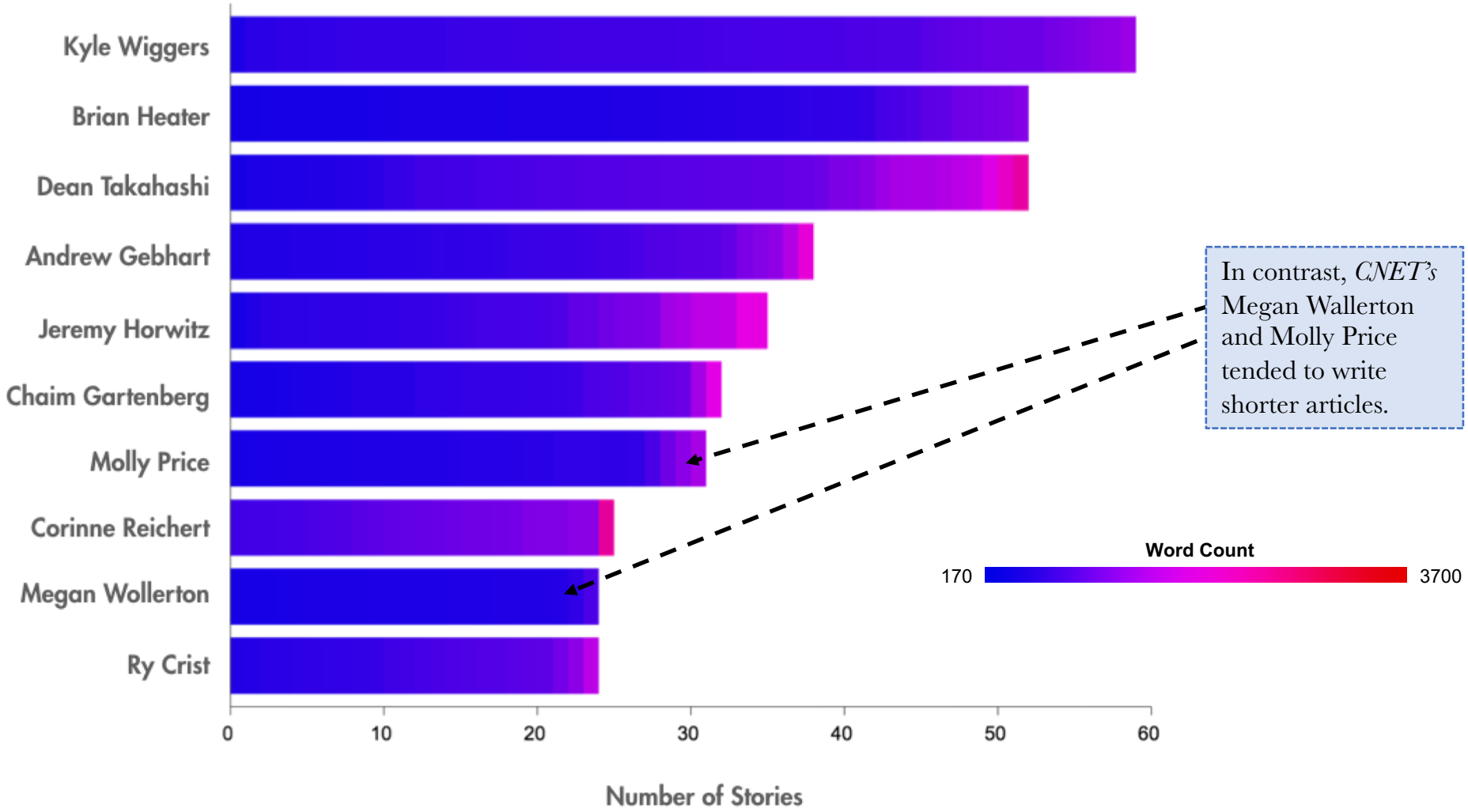
News article network with 2555 stories. Colored by clusters. Sized by degree. Labeled by clusters.

VentureBeat's Kyle Wiggers wrote the most stories about CES in 2019, with a **heavy** focus on automotive technologies and home electronics.



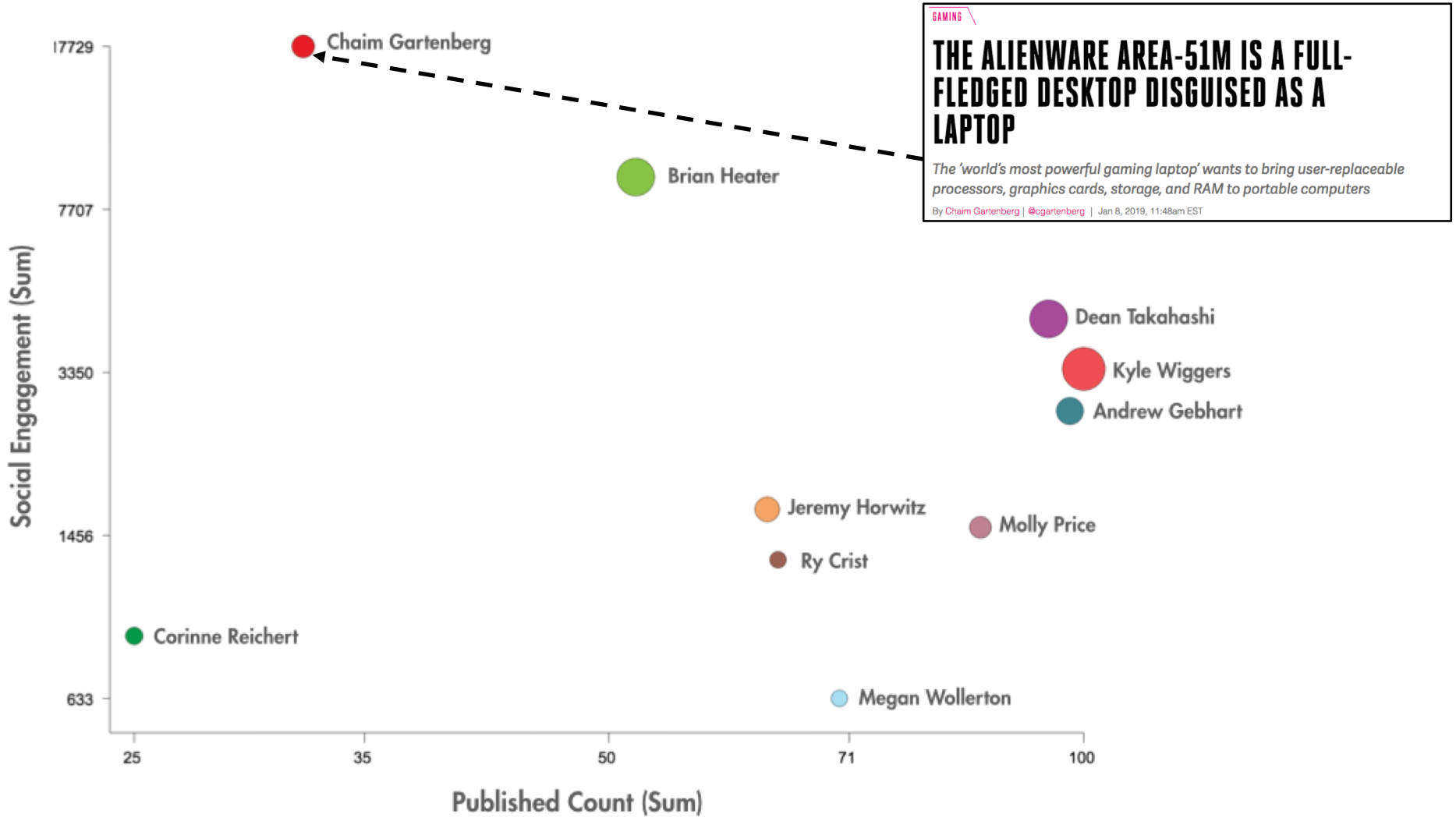
News article bar chart with 372 stories. Colored by clusters.

Among top reporters, *VentureBeat's* Dean Takahashi and Jeremy Horwitz appear to be the **most likely to write feature-length stories.**



News article bar chart with 372 stories. Colored by word count.

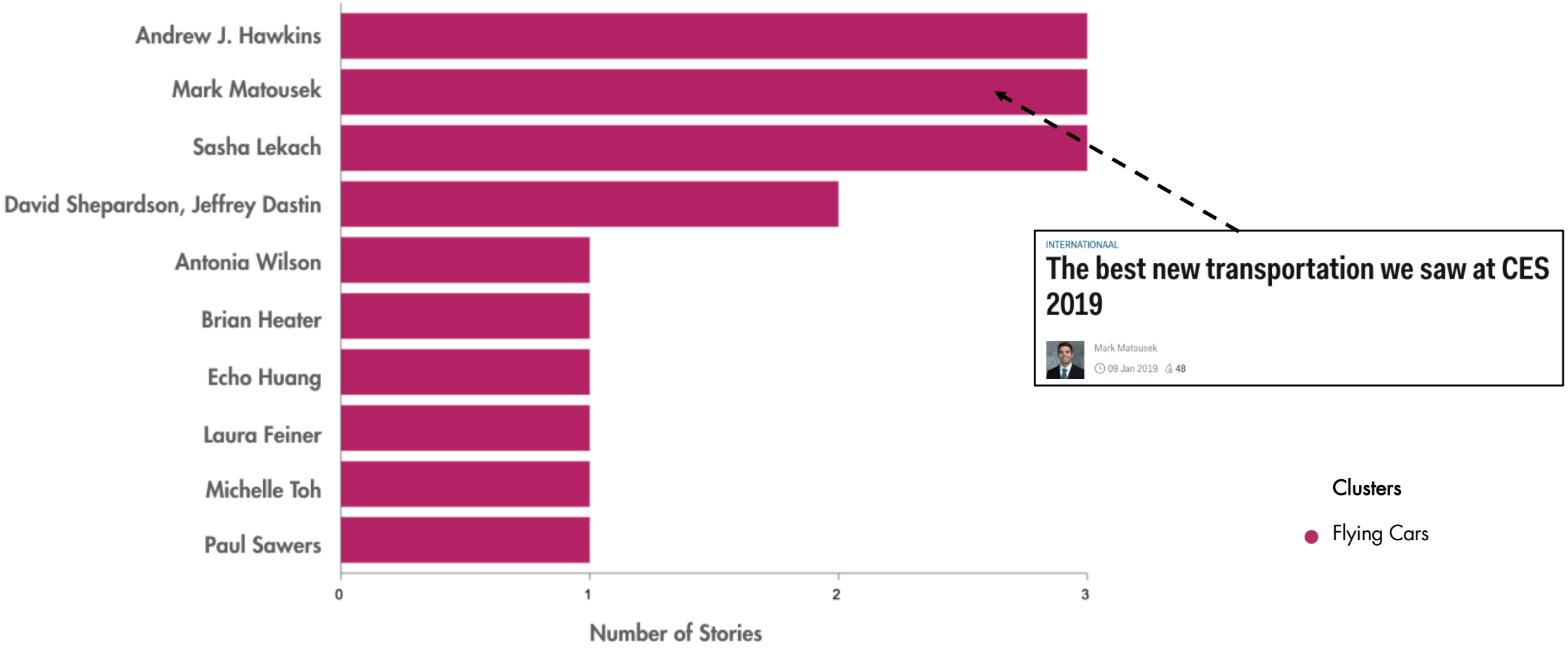
Articles from *The Verge*'s Chaim Gartenberg drove the most social media engagement online.



News article scatter plot aggregated into 10 reporter. Colored by node name. Labeled by node name.

When looking to pitch a story about flying cars, a less popular topic overall, *The Verge*'s Andrew J. Hawkins, *Business Insider*'s Mark Matousek, and *Mashable*'s Sasha Lekach **might be the most receptive.**

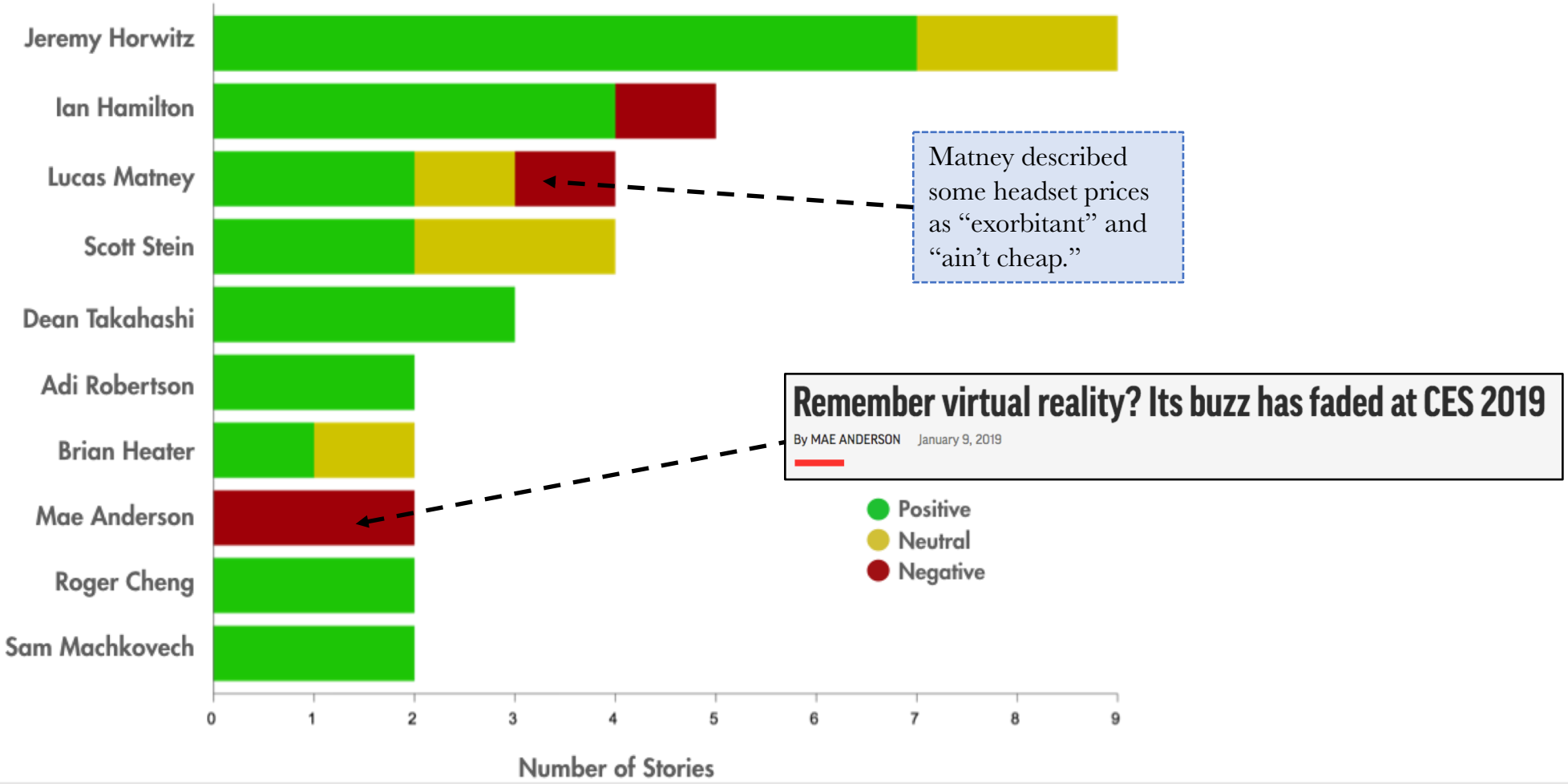
These reporters published three stories each on the topic during the conference.



News article bar chart with 17 stories. Colored by clusters.

Of the reporters who covered virtual reality, the *Associated Press'* Mae Anderson had the **most negative outlook for the industry**.

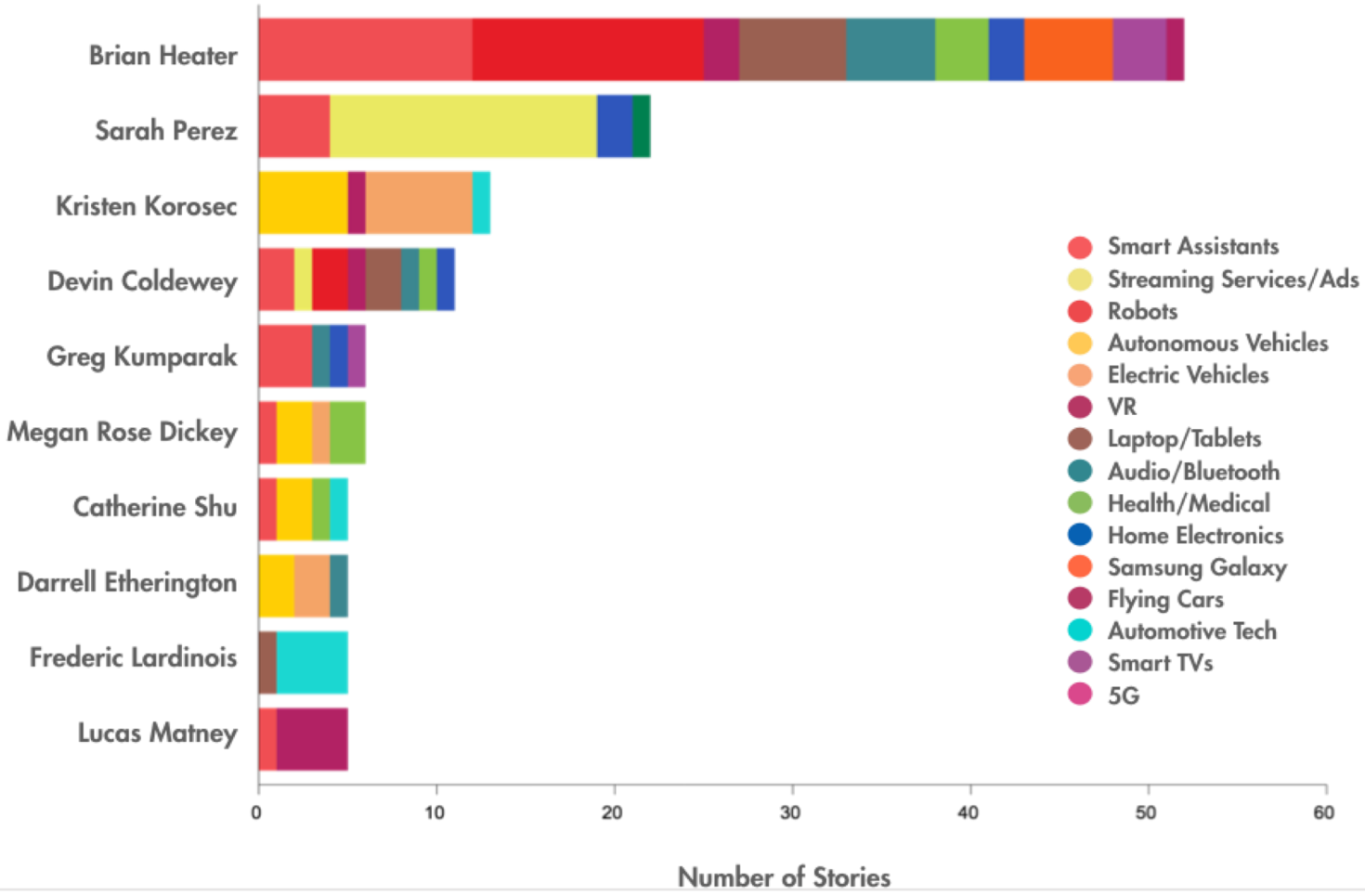
Though *TechCrunch*'s Lucas Matney had a more neutral view overall, he wrote a few critical stories on headset prices.



News article bar chart with 35 stories. Colored by clusters.

Among *TechCrunch* reporters, Brian Heater wrote the most stories but coverage tended to be varied across the group.

Sarah Perez wrote heavily on streaming services, while Lucas Matney was the prime source of news for virtual reality.

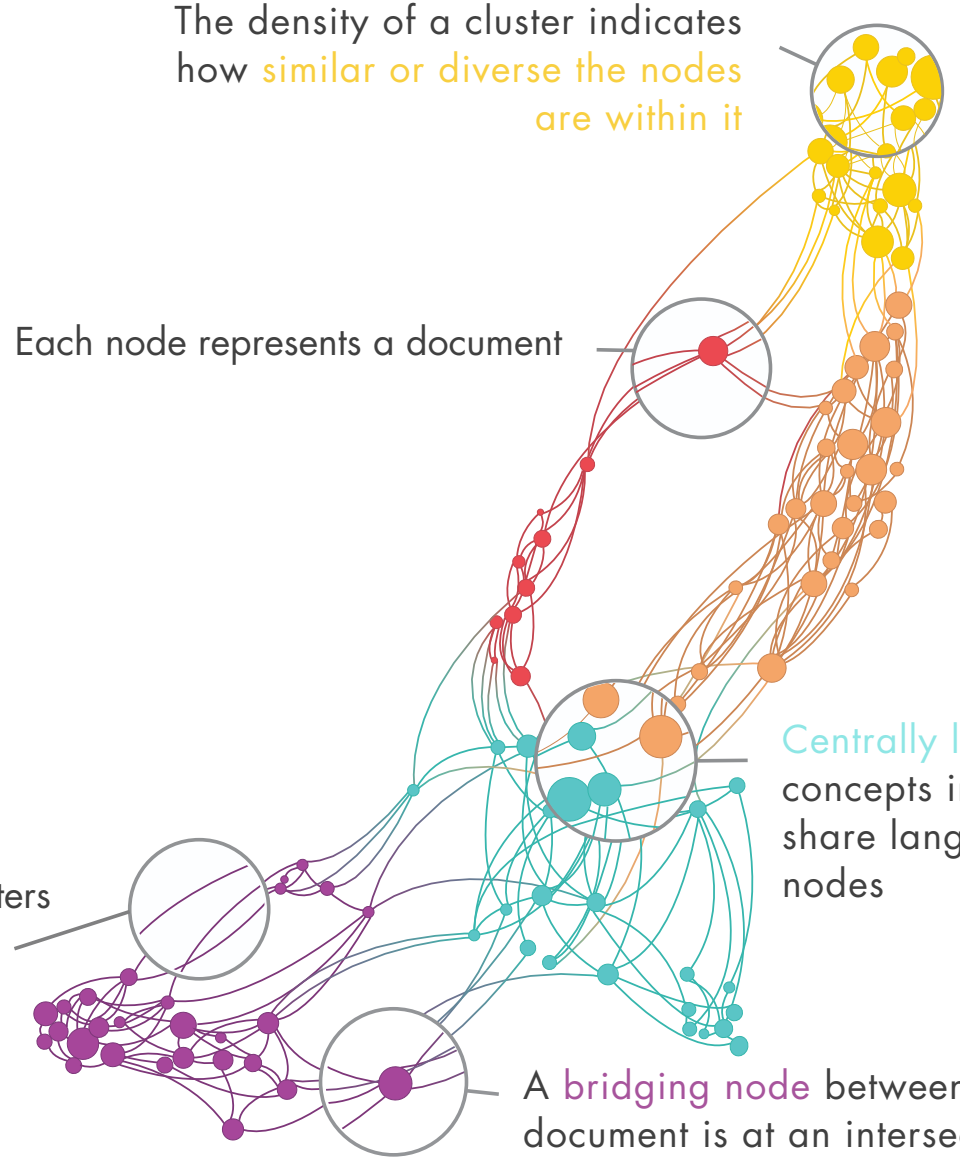


News article bar chart with 130 stories. Colored by source.

APPENDIX

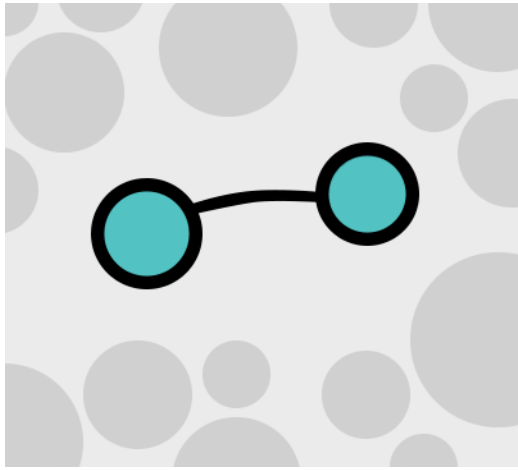
HOW TO READ A NETWORK

Similar nodes cluster together, and clusters are grouped by color. Connections represent similar language across nodes.

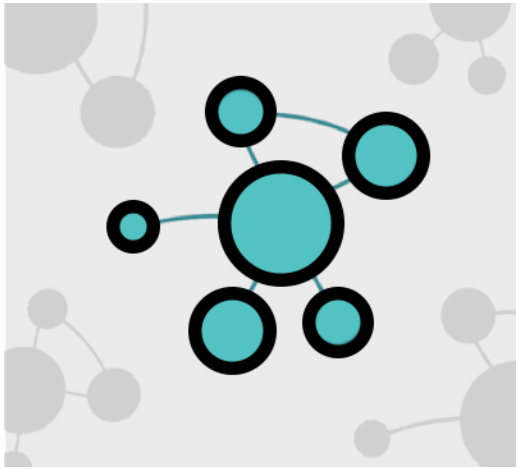


TEXT ANALYTICS BACKGROUND

Quid reads any text to identify key words, phrases, people, companies and institutions.



Then Quid compares words from each document to create links between them based on similar language.



Quid repeats the process at immense scale, producing a network that shows how similar all the documents are to one another.