

CESTM | Unveiled Europe

Tuesday, 28 October 2025 | Beurs van Berlage, Amsterdam, The Netherlands



Who Can Register as Media?

Media registration at CES will be granted to working media that cover technology (across any vertical), including journalists, industry analysts, and content creators.

Media accreditation will not be granted to publishers, general managers, account managers, sales representatives, brand ambassadors, PR/marketing and non-editorial media professionals, or anyone whose principal purpose for attending CES is for reasons other than covering the show as working news media or content creators.

Proof of Media Affiliation

CES will accept any of the following credentials as proof of your media affiliation. Do not submit any private or personal information. If you do not meet these specific media requirements, please register as an Industry Attendee.

- **Print & Online Media (Editor, Reporter, Writer):**
Write or produce news and articles related to tech for newspapers, magazines, or online news websites.

Must share one of the following: Three relevant articles published within the last nine (9) months with your byline.

- Assignment Letter from editor on publication letterhead or from publication email address that states you are covering CES..
- An about page or masthead from newspaper or publication listing you as an editorial contributor.

- **Industry Analyst:** Expert at a research firm providing tech industry insights, trends, and market analysis.

Must share one of the following:

- Article published within the past nine (9) months with your byline.
- Article published within the past nine (9) months quoting you as an industry analyst.
- Cover of a market research report from the past nine (9) months listing you as a contributor.

**Reports must be made independently and not solicited by exhibiting companies.*

- **Digital Content Creator (Social, Podcasts, & Blogs):**
Create original tech content on social platforms, podcast, or blog. Must share **both** of the following:



- A recent monthly traffic or follower report verifying your account and activity (past 30 days)
 - 40,000 or more monthly views on YouTube; OR
 - 50,000 or more monthly views on TikTok; OR
 - 25,000 or more Instagram followers; OR
 - 25,000 or more Twitter followers; OR
 - 40,000 or more monthly views on Twitch; OR
 - 25,000 or more LinkedIn followers; OR
 - 10,000 or more monthly podcast streams; OR
 - 10,000 or more unique visitors monthly (UVM) on a blog.
 - Provide links to three tech-related pieces of content from the past nine (9) months from the same platform where views or followers report originates.
 - LinkedIn creators may be named one of LinkedIn “Top Voices” in Technology category within the last 6 years as an alternative.

**Individuals providing production support for digital content creators (i.e., videographers) must register under the “Content Creator Crew” path. Crew registration will be approved after content creator has been approved.*
 - **Content Creator Crew:** Assigned to support a digital content creator. This includes roles such as videographers, photographers, and producers. Must share:
 - Assignment letter from creator on letterhead or from a creator’s email address that they used to register stating you are covering CES.
 - **Broadcast Journalists (TV & Radio):** On-air host or reporter covering tech news for TV or radio networks. Must share both of the following:
 - Assignment letter from editor or producer on station/network letterhead or from a station/network email address that states you are covering CES on assignment.
 - Three examples of recent tech coverage within the past nine (9) months.
 - **Broadcast Crew:** Behind-the-scenes professional producing content for media outlets, including producers, directors, and camera operators. Must share:
 - Assignment letter from editor or producer on station/network letterhead or from the station/network email address that states you are covering CES on assignment.
 - **Freelancer:** Independent contractor creating tech-related content for established media outlets. Including writers, photographers, or videographers. Must share **both** of the following:
 - Three articles published within the last nine (9) months with your byline.
 - Assignment letter from editor or producer on station/network letterhead or from the media company email address that states you are covering CES on assignment.
- *Communities, forums, newsletters and user groups will not be considered for media accreditation.*