

CISION[®]
Insights

IFA 2022

Media Trends Report

Report timeframe: 2 – 6 September 2022

Report dated: 14 September 2022

Executive Summary

For the first time since 2019, the annual technology trade fair IFA opened its doors again to over 250,000 visitors. With a focus on connectivity, sustainability and smart living, around 1,100 exhibitors from 46 countries presented themselves at the fair. The event was widely discussed via social and traditional media channels. Cision Insights analysed the media trends and communication strategies around the event.



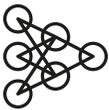
A smaller but more exciting show

As the number of visitors and exhibitors reduced compared to the last on-site event in 2019, overall show media visibility dropped, too. However, media reports and social posts on the event showed a more positive sentiment as joy and excitement about new gadgets and on-site experiences were expressed.



Home appliances and connectivity gain relevance

Triggered by pandemic-related lockdowns, home appliances saw a significant boost in media visibility as did the subject of connectivity, including the announcement of a new 13-member Home Connectivity Alliance to simplify user experiences.



Sustainability in focus

Barely visible in 2019, coverage on sustainable and energy-saving features played a big role in 2022. While many brands added respective messages in product descriptions, others placed a greater importance on the subject by communicating bold messages in keynotes.



AR features on the rise

With a new partnership between Qualcomm and Meta, as well as a new tourist experience-oriented project by Honor and UNESCO announced, augmented reality features played a key role.

KPI Overview

Homepage: b2b.ifa-berlin.com



What was different in 2022?

- First on-site event since 2019 due to the Covid pandemic.
- Number of visitors dropped from 245k in 2019 to 161k in 2022.

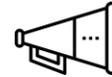


Show Trends

On the way back to normality? A smaller but more exciting show in 2022.



MEDIA VISIBILITY

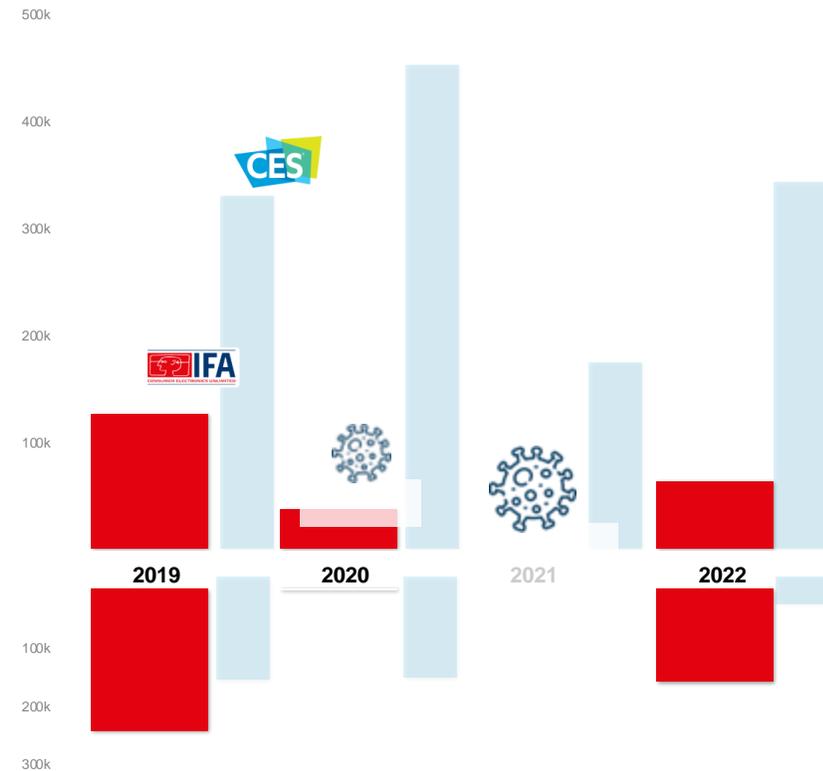


The first on-site IFA show since 2019 resulted in a visibility boost compared to the virtual event in 2020. However, similar to the visibility results of the annual CES convention in Las Vegas, the **pre-pandemic level was not been achieved**. The same trend can be observed for IFA visitor numbers.

Although IFA generated somewhat lower visibility results than CES, it **doesn't lag behind in terms of innovative tech and big announcements**, as showcased by Qualcomm's press conference, including an appearance by Meta's Mark Zuckerberg.



VISITORS



Show Trends

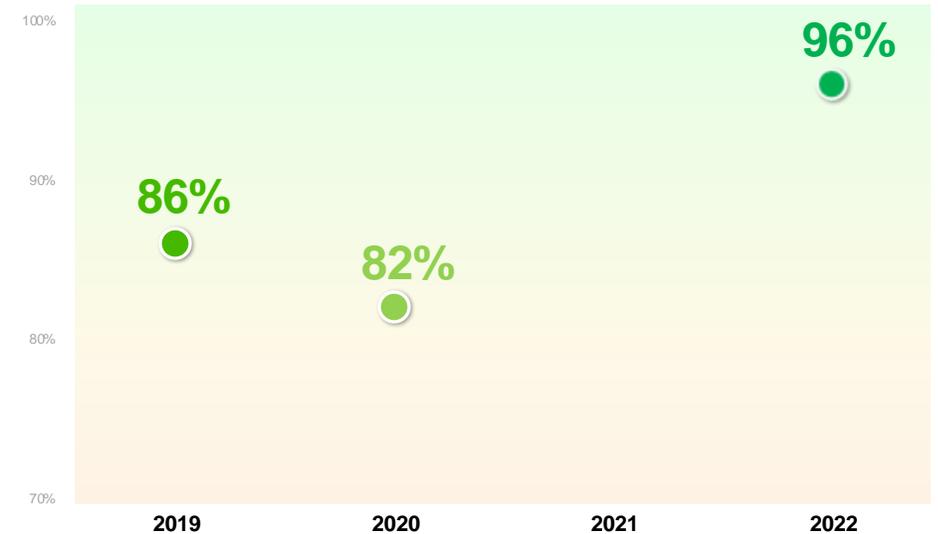
On the way back to normality? A smaller but more exciting show in 2022.



IFA MEDIA SENTIMENT / POSITIVE RATIO [NEUTRAL EXCLUDED]

On-site experiences with new tech gadgets resulted in an **increased share of positive sentiment** at the event. Across social and traditional channels, users and journalists expressed joy and excitement about the presented products and innovations.

The **newly emerged theme of sustainability** and energy efficient devices struck a very positive note among journalists and social media users. Furthermore, excitement about tech innovations like bendable flatscreens or intelligent smart watches kept generating positive reactions.



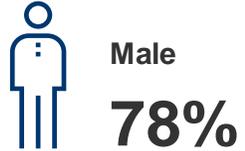
Show Coverage

International coverage from traditional media sources.



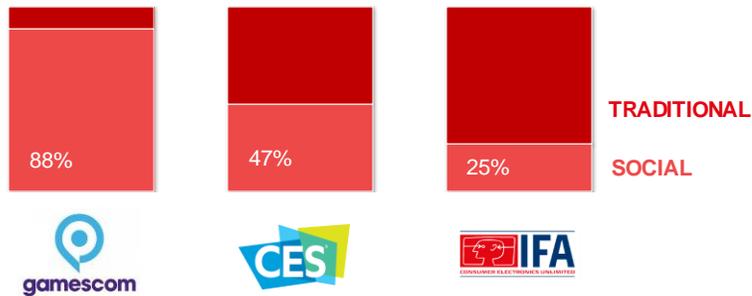
GENDER SPLIT

100% = All gender-specific social media posts on IFA 2022



2022 SHOW BENCHMARK

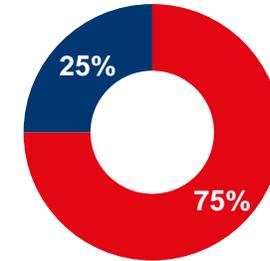
100% = All age-specific social media posts on gamescom 2022



MEDIA SPLIT

100% = All coverage on IFA 2022

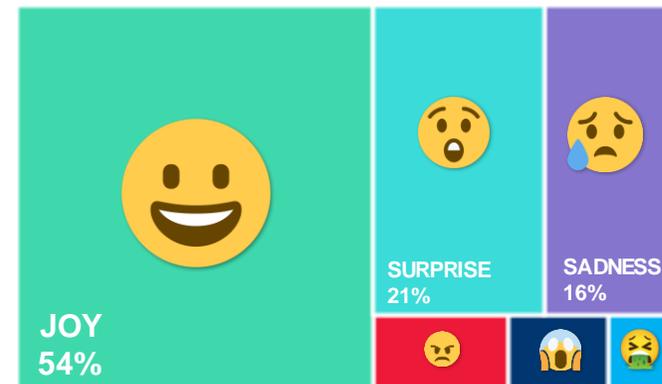
IFA SHOWS HIGH FOCUS ON TRADITIONAL MEDIA



- Traditional Media
- Social Media

SENTIMENT BREAKDOWN

100% = All social posts including a detected emotion on IFA 2022



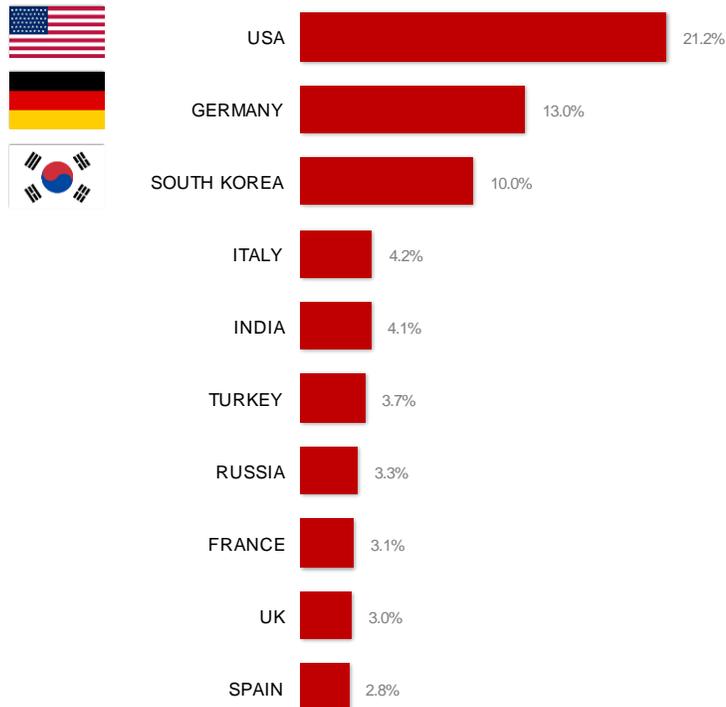
Show Coverage

International coverage from traditional media sources.



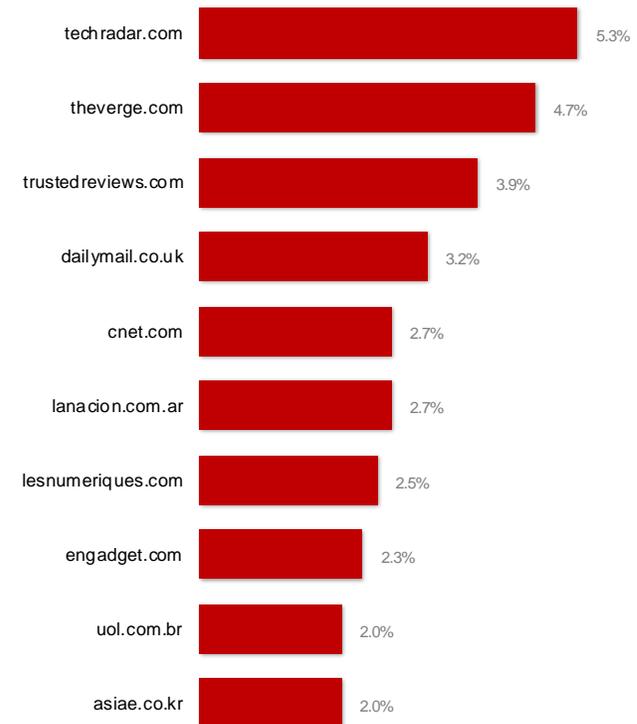
TOP 10 COUNTRIES

100% = All country-specific coverage on IFA 2022



COVERAGE

100% = All new s coverage on IFA 2022 excluding new s aggregator media



Trending Topics

HOME APPLIANCES dominate as sustainability gains relevance.



HOME APPLIANCES

Triggered by the Covid-pandemic, coverage on home and household devices gained relevance at IFA 2022. TV's and refrigerators were the key items in this category.

INCREASE COMPARED TO IFA 2019



ARTIFICIAL INTELLIGENCE

Turning from buzzword to key ingredient in numerous devices, AI technology played an increasingly important role at the event.



GAMING DEVICES

When presenting devices, manufacturers were increasingly highlighting gaming capabilities of new tech, most notably LG's new curved monitor.



FOLDABLES

While the trend itself is not new, foldable devices created significant buzz at IFA 2022. These included notebooks by Asus and Lenovo, and a bendable TV by LG.



CONNECTIVITY

IOT elements, especially around home appliances, including a new 13-member Home Connectivity Alliance led to visibility boost for connectivity topics.



SUSTAINABILITY

With aspects of energy efficiency built into many product presentations and Arcelik CEO Bulgurlu dedicating a keynote to the issue, sustainable tech played a key role.



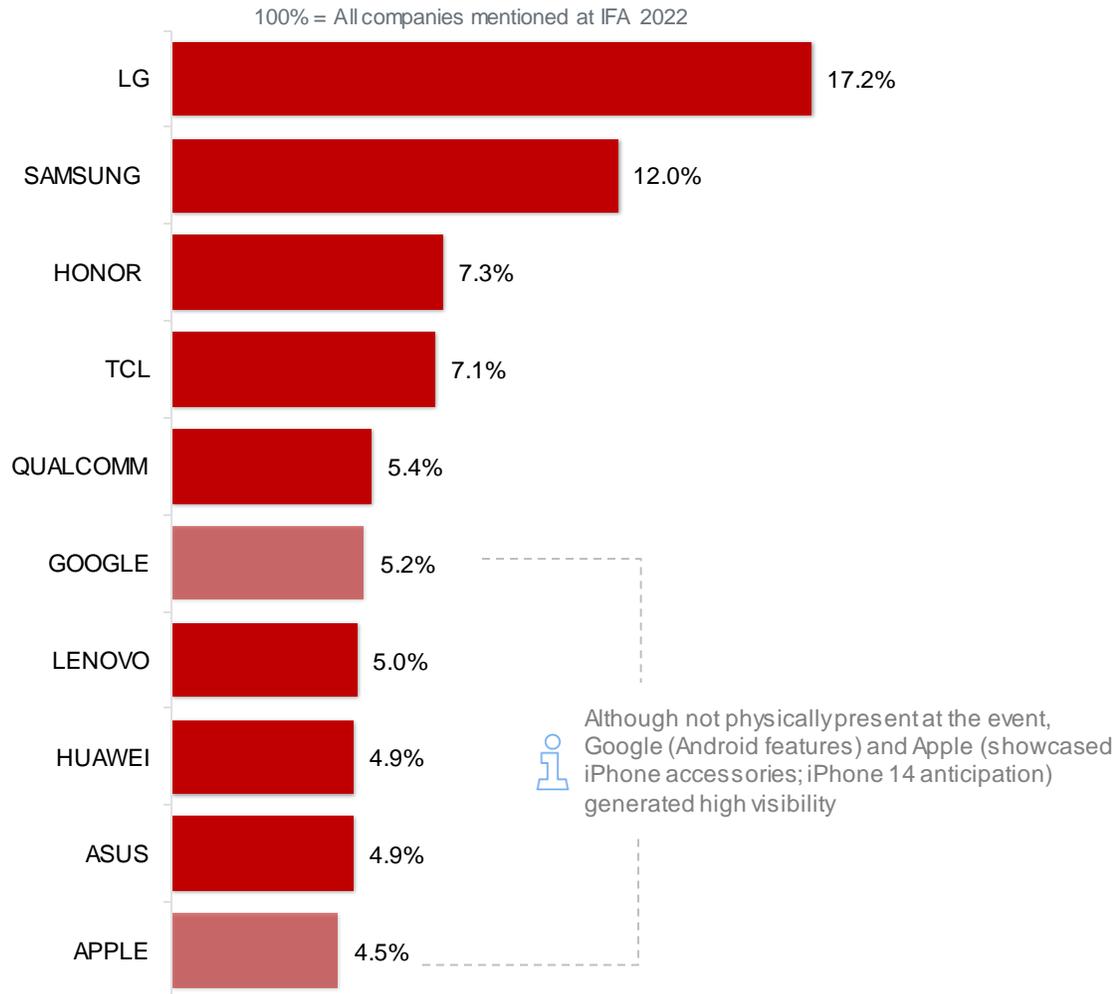
EXTENDED REALITY

Led by Qualcomm's announcement for a partnership with Meta on VR/AR technology as well as by Honor's "Gateway to the Future", AR tech especially took a leap.



Top Brands & Headlines

Out of the box gadgets boost LG's visibility to top rank.



LG's first bendable OLED TV lets you pick between flat or curved modes

[theverge.com](https://www.theverge.com)



LG MoodUp fridge with LED light panels, Bluetooth speaker unveiled at IFA 2022

LG's mad Styler ShoeCare and ShoeCase are the gadgets I didn't know I wanted

[techadvisor.com](https://www.techadvisor.com)

Samsung unveils new Odyssey OLED G8 gaming monitor ahead of IFA 2022

[business-standard.com](https://www.business-standard.com)

At IFA 2022, Samsung goes big on energy efficiency

[yna.co.kr](https://www.yna.co.kr)



Honor's Smartphone-Tablet-Laptop Triple Play To Build Its Future forbes.com/sites/ewanspen...

TCL Exhibits at IFA 2022 Including the World's Largest Mini LED TV and Latest Displays and Smart Home Innovations

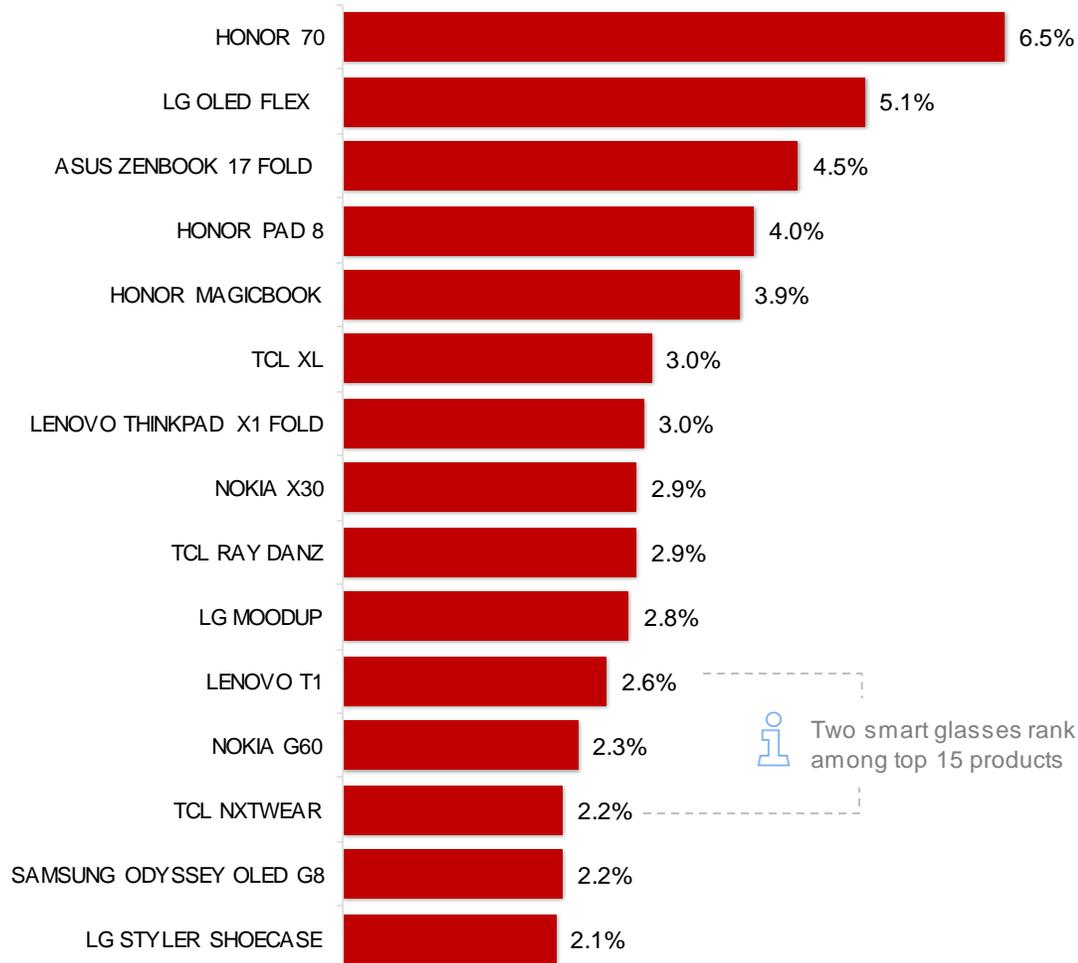
[businessinsider.com](https://www.businessinsider.com)

IFA 2022: Qualcomm announces Meta partnership as it stakes out connected future

[computerweekly.com](https://www.computerweekly.com)

Top Products & Headlines

Product variety among top gadgets with focus on foldables.



Two smart glasses rank among top 15 products

HONOR Unveils Dual Flagship Strategy and MagicOS 7.0 Plan at IFA 2022, Launches HONOR 70, HONOR MagicBook 14 and HONOR Pad 8

[cnet.com](#)

IFA 2022: LG presents the new Flex, its first TV with a 42-inch flexible OLED screen

[lanacion.com](#)

Best Of IFA 2022: ASUS Zenbook 17 Fold OLED

[androidheadlines.com](#)

IFA: TCL unveils an "XL Collection" with its first 98-inch TV

[clubic.com](#)



ZDNET
@ZDNET



IFA: Lenovo unveils Glasses T1 wearable display, next-gen ThinkPad X1 Fold, and more zd.net/3ACBj41 by [@charlesmclellan](#)

IFA 2022 | TCL announces AR NXTWEAR S glasses with enriched experience

[canaltech.com.br](#)

Samsung's first OLED gaming monitor doesn't need a PC or console attached

[theverge.com](#)



J23 iPhone App
@J23app



LG unveils Styler ShoeCase

Total shoe care solution for hygienically cleansing, storing and displaying one's footwear

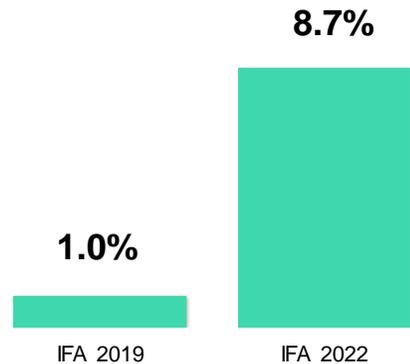
Sustainability Focus

Samsung played a central role in the discussion around sustainability.



SUSTAINABILITY SHOW RELEVANCE

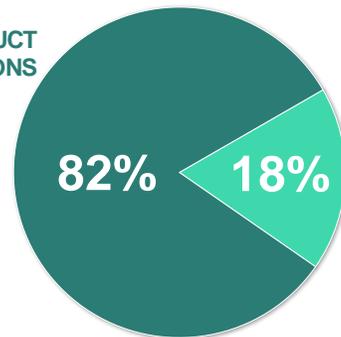
SHOW RELEVANCE TREND



100% = All coverage at IFA 2019 / 2022

COVERAGE PROMINENCE

IN PRODUCT DESCRIPTIONS



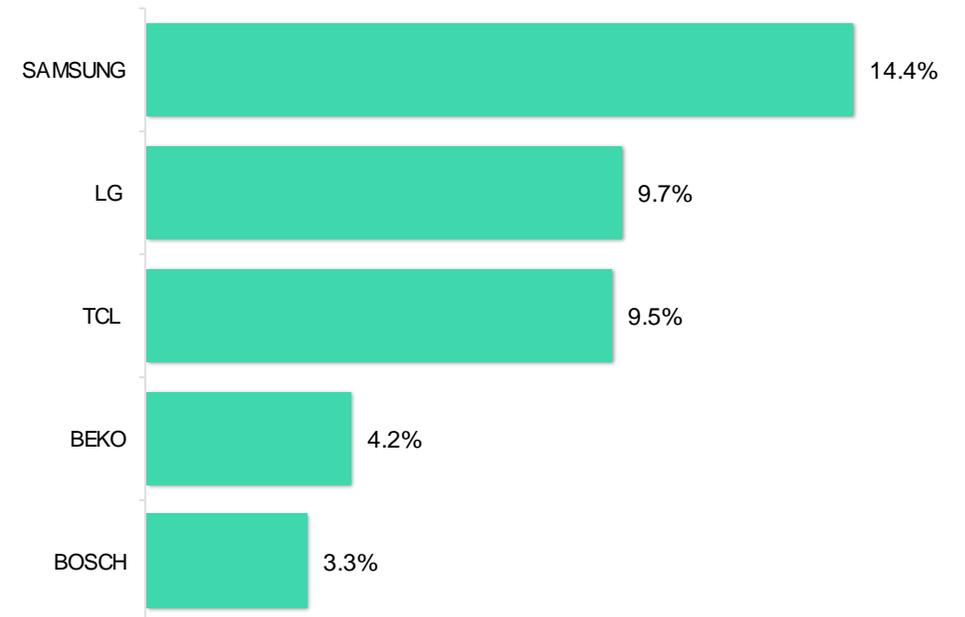
HEADLINE FOCUS



100% = All coverage on sustainability at IFA 2022

TOP 5 BRANDS

100% = All coverage on sustainability at IFA 2022



Sustainability Focus

Samsung and Arcelik showed their green credentials.



ANNOUNCEMENTS

IFA coverage saw a **strong increase in sustainability themed coverage** as companies adapted their related messaging. While many companies score on sustainability messaging through regular mentions of ESG certifications (**TCL**) or a focus on energy saving features (**LG**) in coverage on their products, **Samsung** benefited from a high focus on sustainability and energy saving tech through the brand's overall themed appearance at the event.

Arcelik CEO H. Burgulu put an emphasis on delivering solutions to environmental challenges in his **keynote speech**, thereby highlighting his brands Beko and Grundig.

Samsung showcases latest energy saving devices at IFA 2022 dlvr.it/SXfnjb

geeky-gadgets.com

Technology trade show goes green: IFA focuses on energy saving

merkur.de

The smart washing machines that use cutting-edge Artificial Intelligence to slash running costs by 90 per cent

dailymail.co.uk

Arçelik Responds to Earth's Crisis Call in IFA Keynote with Urgent Appeal for Climate Action

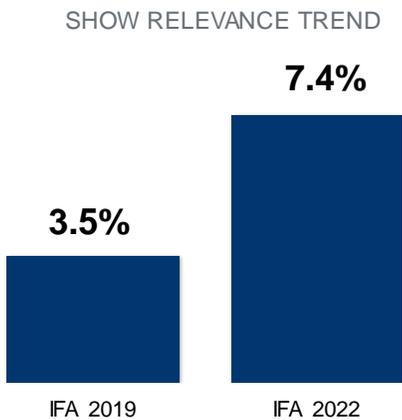
businessinsider.com

Extended Reality Focus

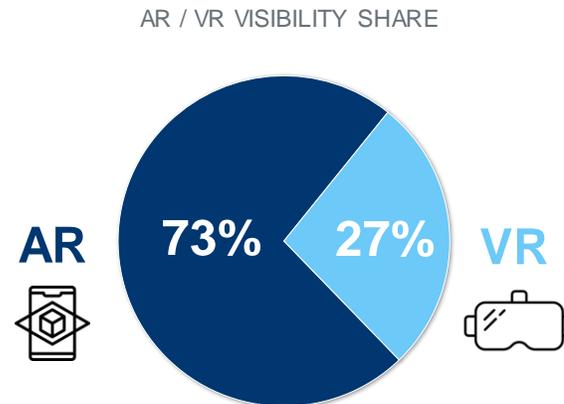
XR products and partnerships gain relevance at IFA, with a focus on AR tech.



XR SHOW RELEVANCE AND TOPIC SPLIT

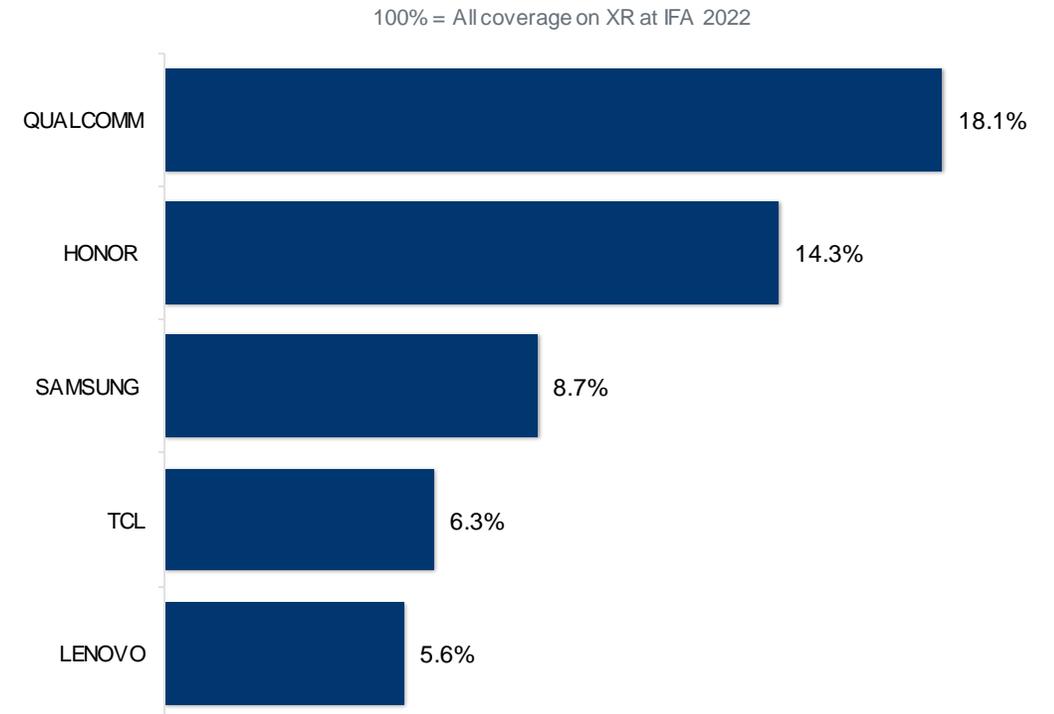


100% = All coverage at IFA 2019 / 2022



100% = All coverage on XR at IFA 2022

TOP 5 BRANDS



Extended Reality Focus

XR products and partnerships gain relevance at IFA, with a focus on AR tech.

ANNOUNCEMENTS

With a clear focus on **augmented reality features**, IFA 2022 coverage showed an increasing relevance of XR products and partnerships. **Qualcomm** CEO Cristiano Amon's announcement of a **partnership with Meta** dominated news headlines.

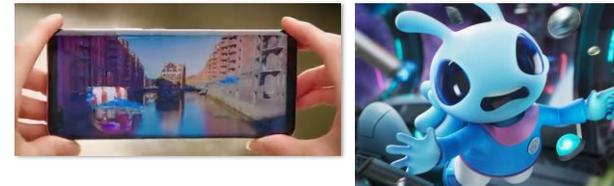
With its "**Gateway to the Future**", Honor presented the technical infrastructure to experience world heritage spaces through enhanced AR features, pushing the technology to the tourism sector. Through a **storytelling approach** and a new **virtual avatar**, **Samsung** entered the metaverse discussion, while **TCL** and **Lenovo** presented **smart glasses**.

Qualcomm and Meta Announce Snapdragon XR and Metaverse Partnership at IFA 2022



cnet.com

Honor Reveals UNESCO AR Project at IFA Berlin



xrtoday.com

Samsung targets connected home and metaverse at IFA 2022

journaldugeek.com

IFA 2022

Recommendations for communicators.



Recommendation 1

IFA 2022 showed that tech brands can utilise on-site appearances at trade shows to positively position themselves in the discussion on industry trends and societal issues. However, not every on-site appearance is successful. **Matching your brand's products and messaging with the event's agenda and audience becomes more and more important to generate visibility.** There is no shame in staying away from a show if it simply doesn't fit your agenda – in a changing and increasingly multipolar media landscape, there are many other possibilities and formats to fight another day.



Recommendation 2

Exhibitors and show organisers sit in the same boat as they navigate through a changing media landscape and try to come up with the best new formats. Especially in the tech sector, hybrid approaches including on-site and virtual elements proved to be successful. For bigger brands fighting for the top visibility spots, this means that **actively engaging** in this process by **considering new and innovative formats** is key and can help your brand **shape the narrative of the event.**



Recommendation 3

Out of the box products like LG's bendable TV prove that **timing launches of suitable products for an on-site trade show appearance** can still generate significant visibility for your brand and trigger engagement on social channels.



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