

ISE 2020 Facts & Figures

FULL ATTENDANCE DATA AND
AUDIENCE DEMOGRAPHICS



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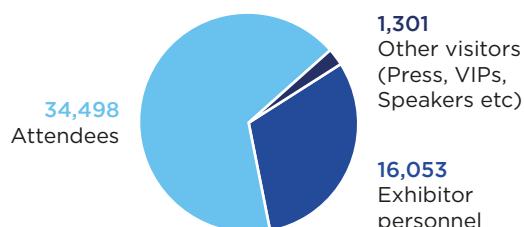
Summary

Integrated Systems Europe is the world's largest AV and systems integration tradeshow. The 2020 edition took place at RAI Amsterdam, The Netherlands, on 11-14 February. The information included in this Facts and Figures document is generated by the ISE delegate registration system and post-show surveys undertaken with attendees and exhibitors.

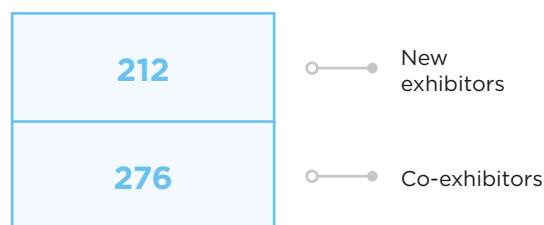
Attendee Summary

In previous years this document has quoted numbers of registered attendees. Although pre-registrations for ISE 2020 were broadly in line with last year, it is apparent that travel restrictions, coronavirus concerns and stormy weather were all factors that prevented some pre-registrants from making the journey to Amsterdam. For this report we are therefore quoting actual attendance figures, and intend to use this metric when reporting on future shows.

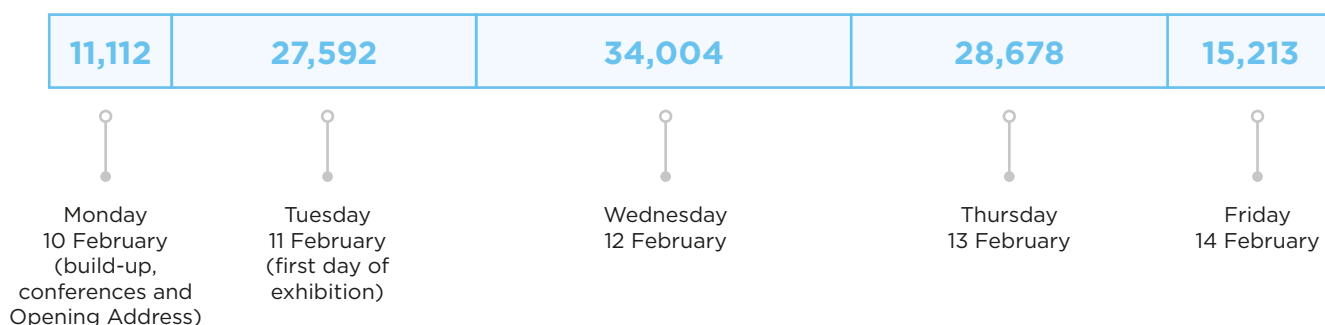
There were **51,852** attendees at **ISE 2020**, comprising:



Number of exhibitors: **1,317**

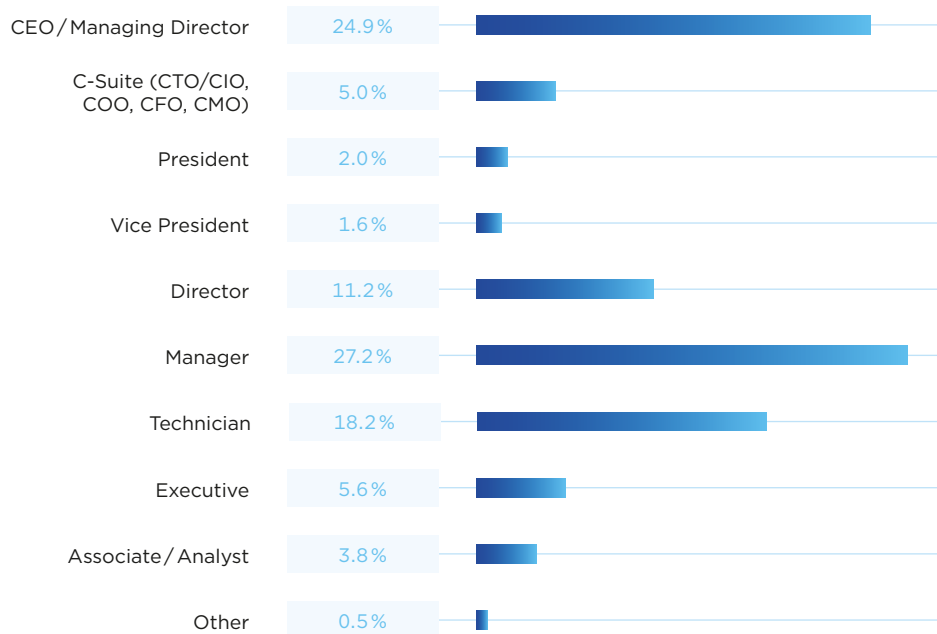


ISE 2020 had a cumulative total of **116,599** visits



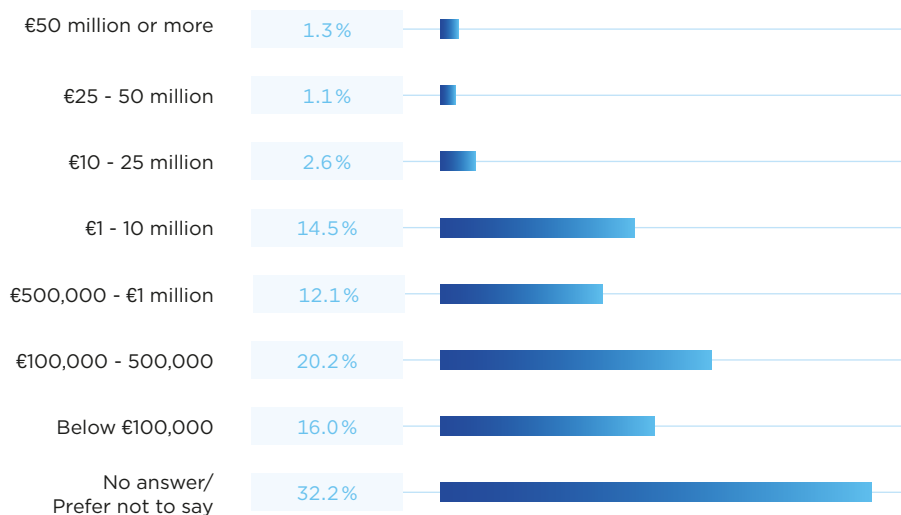
Who are our attendees?

Job Title



Spending Power

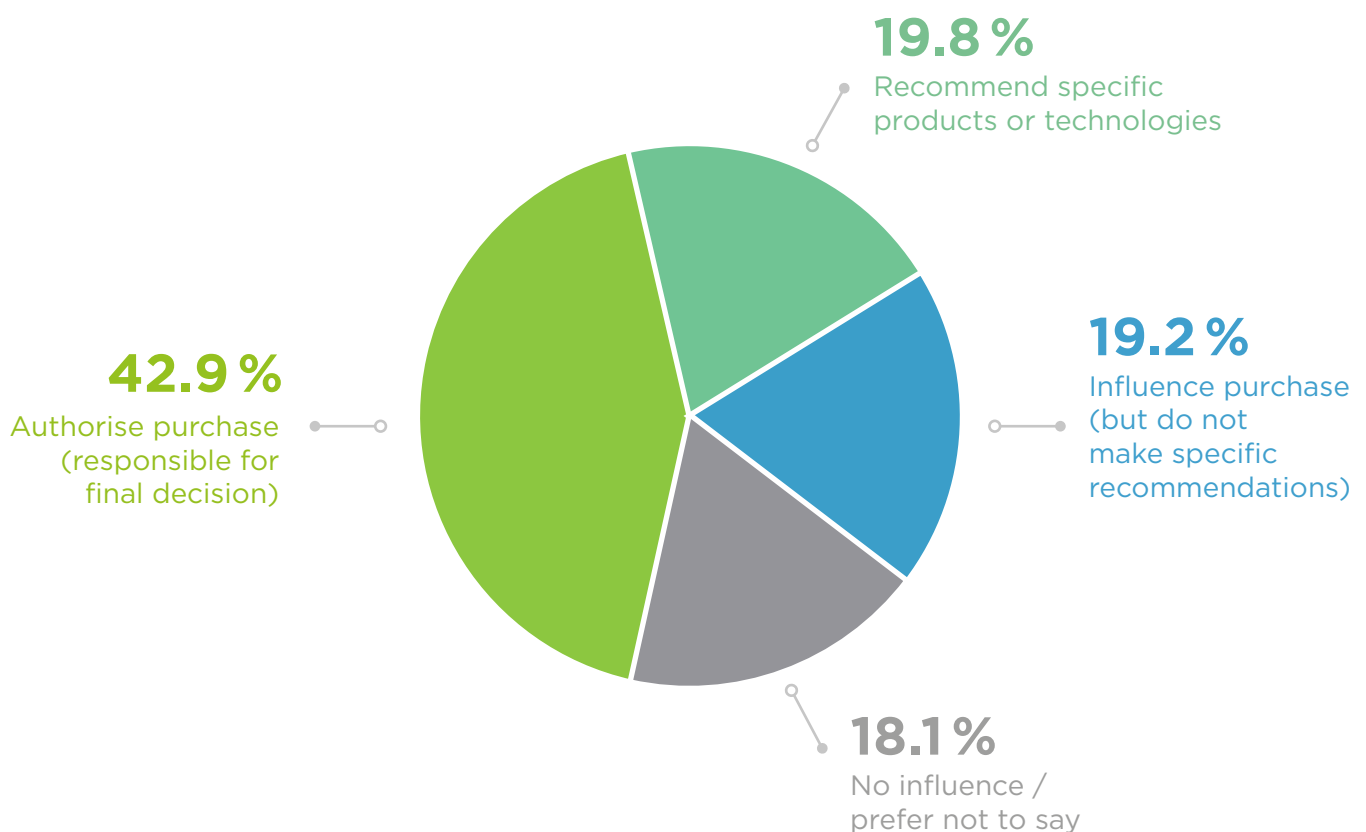
Almost one-fifth of attendees (19.5%) of ISE 2020 told us they can authorise or recommend expenditure of over €1,000,000 per annum.



Who are our attendees?

Purchasing Authority

More than eight out of ten (81.9%) ISE 2020 attendees reported that they either made all the purchasing decision, influenced the decision or made recommendations for it. (ISE 2020 exhibitors are excluded from these figures.)



Who are our attendees?

Where do our attendees come from?

The following table shows attendees by country of origin. A total of 175 countries were represented at ISE 2020, with the top 60 countries making up over 95% of the total attendance. As in 2019, the highest representation came from The Netherlands, the UK and Germany.

2020	2019	Channel	Count	%	2020	2019	Channel	Count	%
1	(1)	Netherlands	17,390	21.81%	31	(30)	Romania	431	0.54%
2	(3)	United Kingdom	9,266	11.62%	32	(31)	Saudi Arabia	343	0.43%
3	(2)	Germany	8,615	10.81%	33	(33)	Australia	297	0.37%
4	(5)	Belgium	3,864	4.85%	34	(34)	Greece	292	0.37%
5	(4)	France	3,595	4.51%	35	(38)	South Africa	244	0.31%
6	(7)	United States	3,323	4.17%	36	(35)	Morocco	243	0.30%
7	(8)	China	3,014	3.78%	37	(51)	Hong Kong	223	0.28%
8	(6)	Italy	2,654	3.33%	38	(36)	Egypt	223	0.28%
9	(10)	Russian Federation	1,994	2.50%	39	(37)	Slovakia	206	0.26%
10	(9)	Spain	1,904	2.39%	40	(52)	Brazil	195	0.24%
11	(11)	Switzerland	1,301	1.63%	41	(47)	Qatar	187	0.23%
12	(24)	Republic of Korea	1,255	1.57%	42	(42)	Singapore	177	0.22%
13	(12)	Sweden	1,188	1.49%	43	(48)	Indonesia	172	0.22%
14	(14)	Norway	1,056	1.32%	44	(41)	Serbia	169	0.21%
15	(13)	Poland	980	1.23%	45	(49)	Slovenia	165	0.21%
16	(15)	Denmark	905	1.14%	46	(40)	Croatia	163	0.20%
17	(16)	Turkey	879	1.10%	47	(39)	Luxembourg	160	0.20%
18	(17)	Israel	864	1.08%	48	(43)	Bulgaria	156	0.20%
19	(19)	Austria	708	0.89%	49	(55)	Mexico	147	0.18%
20	(18)	India	705	0.88%	50	(44)	Estonia	143	0.18%
21	(26)	Taiwan	675	0.85%	51	(46)	Lithuania	141	0.18%
22	(22)	United Arab Emirates	661	0.83%	52	(50)	Latvia	130	0.16%
23	(20)	Finland	631	0.79%	53		Thailand	124	0.16%
24	(21)	Czech Republic	618	0.78%	54	(59)	Jordan	122	0.15%
25	(23)	Portugal	553	0.69%	55	(54)	Pakistan	119	0.15%
26	(27)	Ireland	526	0.66%	56	(60)	Belarus	115	0.14%
27	(29)	Japan	509	0.64%	57	(45)	Cyprus	113	0.14%
28	(28)	Canada	494	0.62%	58	(58)	Kazakhstan	106	0.13%
29	(25)	Hungary	458	0.57%	59	(57)	Nigeria	95	0.12%
30	(32)	Ukraine	443	0.56%	60	(53)	Iran	92	0.12%

Business focus

AV channel or AV user?

ISE 2020 classified all attendees by their primary area of business focus. ISE is seeing an annual increase in the number of non-channel attendees at the show. (ISE 2020 exhibitors are excluded from this table.)

Total attendees	All attendees (34,495)	First-time attendees (15,062)
AV channel	%	%
Integrator/Installer	26.92%	22.25%
Distributor/Reseller	18.10%	14.82%
Manufacturer	10.50%	11.51%
Consultant	9.61%	10.11%
Live Events Producer	6.86%	6.87%
Software Developer/ Programmer	4.20%	5.01%
Design Firm	2.66%	3.56%
UX/CX Developer	0.32%	0.38%
Total Channel	79.17%	74.50%
AV user	%	%
User or Purchaser of AV Solutions and Products	14.83%	17.67%
Creative Agency/Artist	3.90%	5.18%
Meeting/Event Planner	2.10%	2.65%
Total End-User	20.83%	25.5%

Business focus

Market focus



Attendees by gender

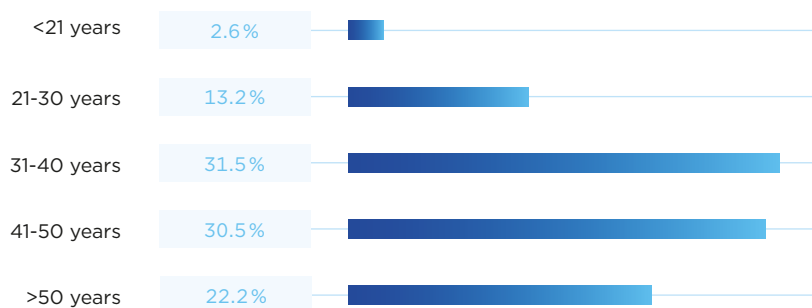
14 % Female
(13 % in 2019)



86 % Male
(87% in 2019)

Attendees by age

The median age of ISE attendees is the early 40s.



Business focus

What channel attendees are looking for

This table highlights the broad spectrum of technologies specified to be of interest to ISE 'channel' attendees. See page 6 for the types of company included within the definition of 'channel'.

Technology	% of channel attendees	Technology	% of channel attendees	Technology	% of channel attendees
Audio Systems	41.7 %	Wireless Communication	23.3 %	Image Processing	14.4 %
Digital Signage	35.4 %	Interactive Display	23.3 %	Education Technology	14.0 %
Video Projection	35.0 %	Streaming Media	22.9 %	Building Management	13.9 %
Control Systems	31.7 %	Home Automation	21.0 %	Content Creation	13.2 %
Projection Screens	29.2 %	Large Scale Display	20.6 %	Security	13.1 %
Audio Processing	28.7 %	Media Distribution	18.7 %	Show Control	12.8 %
Presentation Systems	27.9 %	Home Cinema	18.2 %	Rigging & Staging	10.1 %
Networks	25.7 %	VR/AR	17.9 %	HVAC Control	8.5 %
Conferencing	24.9 %	Audio Guiding	16.9 %	Energy Management	8.3 %
Lighting	24.3 %	Digital Cinema	16.0 %	Power Conditioning	7.7 %
Signal Management	24.1 %	Furniture	15.7 %	Paging/Evacuation	6.2 %

Markets served by channel visitors

Attendees from the AV channel at ISE 2020 provide technologies and solutions within a wide range of vertical market sectors. The table below shows those attendees who specified the sectors in which they operate.

Sector	% of channel attendees	Sector	% of channel attendees	Sector	% of channel attendees
Auditoriums	25.8 %	Control Rooms	16.2 %	Travel Hubs	10.3 %
AV Production Rooms	24.2 %	Stadiums	15.7 %	Houses of Worship	9.6 %
Offices	23.8 %	Museums	15.5 %	Residences	6.8 %
Classrooms	19.3 %	Homes	12.5 %	Casinos	6.5 %
Retail	17.2 %	Lobbies	12.2 %	Cruise Ships	5.6 %
Restaurants	16.3 %	Guest Rooms	11.7 %	Medical	4.8 %

Business focus

AV user visitors

End-customer attendees are a growing proportion of ISE's overall demographics. (See page 6 for the types of company included within the definition of end-user.)

This table illustrates in which market sectors our end-customers operate.

Sector	Proportion of AV user attendees
Auditoriums	31.3%
AV Production Rooms	28.8%
Offices	25.5%
Classrooms	22.7%
Control Rooms	13.7%
Lobbies	11.3%
Retail	10.8%
Stadiums	9.4%
Restaurants	8.9%
Museums	8.6%
Guest Rooms	6.2%
Travel Hubs	5.2%
Homes	4.4%
Houses of Worship	3.5%
Medical	3.1%
Casinos	2.3%
Residences	2.3%
Cruise Ships	2.0%

Professional development

Conferences

A total of 14 conferences, the most ever held at ISE, took place at the Hotel Okura and the RAI. Seven were produced by Integrated Systems Events, two by AVIXA, two by CEDIA, and three by partners.

179

Expert speakers



Main Stage

Located in Hall 14, this large, specially designed stage area hosted content from AVIXA, CEDIA, ISE, AV Magazine and sponsor Shure.

31

Sessions

75

Expert speakers



Professional development

AVIXA

AVIXA hosted its Higher Education AV Conference and Enterprise AV Conference, plus a full programme of 20-minute FlashTrack sessions on its stand.

41

FlashTracks

32

Expert presenters

CEDIA

CEDIA hosted the all-day Cybersecurity Workshop, the new Design & Build Conference, a full programme of 60-minute, 90-minute and half-day training sessions, as well as presenting CEDIA Talks on its stand.

44

Training sessions/
certification exams

8

CEDIA Talks

33

Expert presenters

Keynotes/Special Events

The RAI Forum was the setting for two memorable presentations that bookended ISE 2020:

- The Opening Address from former Disney executive Duncan Wardle – an engaging and energising talk about unleashing your inherent creativity
- ¡Hola Barcelona!, a special event looking back at ISE's history and ahead to its move to the Fira Barcelona next year – with contributions from many Spanish dignitaries

Media

Attendance

A total of 430 international media editors and journalists from 36 countries attended ISE 2020, representing a wide range of print, digital and broadcast brands.



Media by country

Country	Count	%	Country	Count	%
United Kingdom	124	28.8%	Russian Federation	11	2.6%
Netherlands	69	16.1%	Belgium	7	1.6%
Germany	64	14.9%	Hungary	5	1.2%
United States	44	10.2%	Israel	4	0.9%
France	23	5.4%	Switzerland	4	0.9%
Spain	15	3.5%	Denmark	3	0.7%
Italy	13	3.0%	India	3	0.7%
Poland	12	2.8%	Sweden	3	0.7%

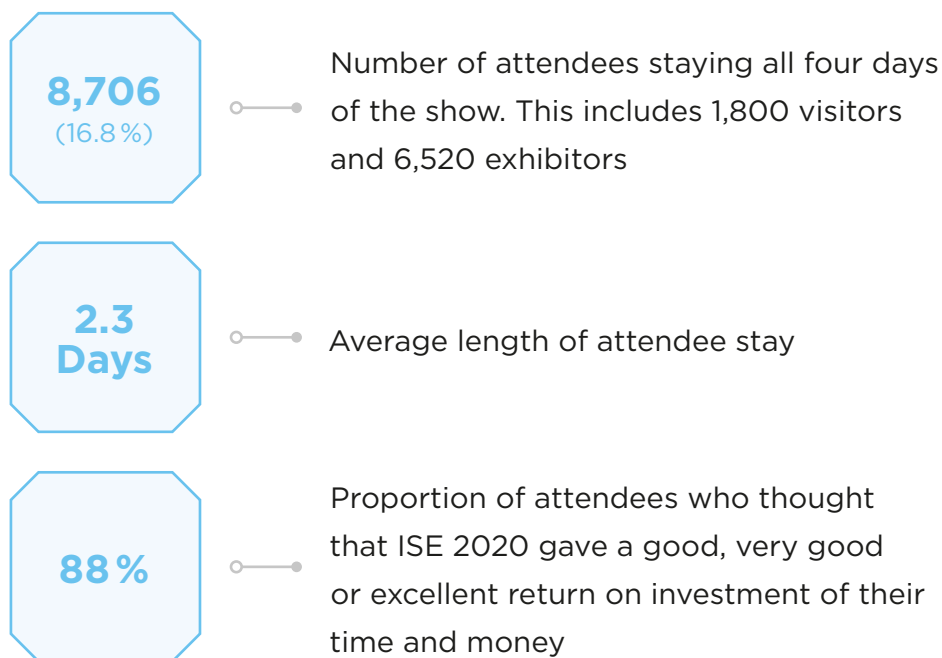
Media representatives from the following countries also attended ISE 2020:

Australia, Bosnia and Herzegovina, Canada, Czech Republic, Estonia, Finland, Mexico, Norway, Philippines, Serbia, Singapore, Slovakia, South Africa, Taiwan, United Arab Emirates

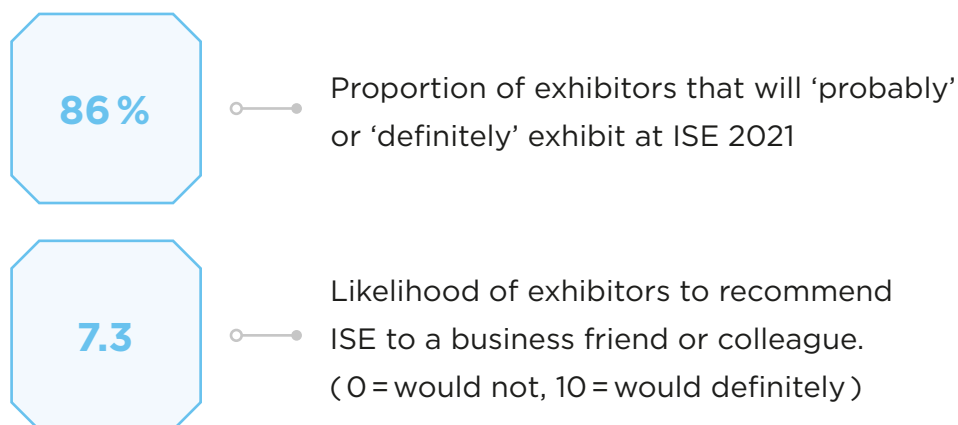
Additional key numbers

Attendees and exhibitors at ISE 2020 were asked an additional set of questions, and their responses were incorporated with statistics drawn from the Visit Intelligence lead monitoring system.

Attendees



Exhibitors



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