Executive Summary

This study was based on the informations published and/or broadcasted on Global Robot Expo in the period between the 1st of January of 2015 until the 19th of February of 2016.

This analysis shows that the first edition of Global Robot Expo, born from the need to create a common space for a booming industry that is in clear expansion, has met the planned expectations, positioning itself as a reference appointment for manufacturers, researchers, investors, integrators and potential customers so they can get in contact with each other.

The media impact of the event held at the “Pabellón de Cristal de la Casa de Campo” in Madrid provides important data regarding the economic impact: the return on investment amounts to 32.877.342€ being the television the media that provides more return with more than 30.339.054€ followed by Internet, with 1.568.079€, with 655.898€ Newspapers and Radio with 314.311€.
In this period, the presence of Global Robot Expo in the media reaches 1,032 appearances: 117 in newspapers, 92 television, 16 radio and 807 digital media.

In this great international tradeshow on robotic technologies, held in Madrid on 28, 29, 30 and 31 January, the most innovative technologies were present and caused a great impact on media and visitors, and are indicative of the great national and international impact the event had.
In this matter, the media describe it as **Europe’s largest robotics event**.

The total time on radio and TV is 5 hours and 44 minutes, which leads us to persist in the great media coverage of this first edition of the robotics fair.

Audience figures are high due to the large volume of impacts achieved. Throughout the period analyzed, the press audience would reach 4,453,463, in radio we situated with an audience of 10,784,000 audience and 34,160,665 spectators on TV. The visitors that have been published by some of the websites add up to 64,971,597.

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<th>Press</th>
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Throughout the path that supports Auditmedia in conducting impact reports, analysis of economic return and reputation in the media, we can conclude that GLOBAL ROBOT EXPO has generated great impact and that has become a benchmark for the sector with only one edition. This consolidates the event as a reference and suitable showcase for associates, besides being a perfect meeting point for all people taking part in this arising sector.
In this first edition of Global Robot Expo, the press and the magazines have dedicated 117 reports to the tradeshow that is already said to be the most important date on robotics technologies in Europe. Spain’s main national newspapers such as El País, El Mundo and ABC dedicated extensive reports to the event as well as magazines such as Electronics & Communications or Personal Computer did.
All national television channels have echoed about the first Global Expo Robot celebrated in Madrid. Antena 3, Telecinco and La 1 have issued reports in their main news programs, in Prime Time. The online televisions Europa Press, EFE Agency or Youtube channel have contributed to the diffusion of the event, with 92 recorded impacts and more than 30 million euros in economic return.
National radio stations have covered robotics appointment in its main spaces today. **RNE, Cope, Onda Cero and Cadena Ser** have issued reports and interviews in their general information programs, reaching nearly **11 million audience** from their microphones.

**radio**

Internet has been the great platform for the dissemination of the event. Not only online versions of major printed media, but the most renowned sites of new technologies, as **www.xataka.com**, have echoed of the event and have researched into the details of exhibitors, speakers and novelties of the event. As an example, we collected more than 800 effects, which have produced a return on investment estimated at more than 1.5 million euros, reaching **65 million people**.

**online media**
Although this study has focused on the analysis of national media, we can see that the presence of experts and international brands as well as the assistance of professionals of the sector and professionals of the communication industry has given worldwide diffusion and visibility to Global Robot Expo. On this map we can see the countries that have been present and have generated significant media impact, including the US, Russia, China, Latin America, Asia and a big part of Europe have added to the major international robotics appointment: GLOBAL ROBOT EXPO.