5 Things the Ad Industry Can’t Stop Talking About at CES 2026

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Most people at CES profess to hate Las Vegas (myself included) but then proceed to indulge in many of the city’s vices and delights (myself included). Which makes sense that the altogether resounding feeling of the event this week has been overarching uncertainty.

There are more questions than answers at a time when AI-based search has increasingly consumed the open web and decimated publishers’ traffic and revenues, AI’s role in creative production and media trading is evolving, and the industry is confronting ambient geopolitical and macroeconomic concerns.

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