



# innovators show up

JAN. 6-9, 2026 LAS VEGAS, NV

## VIRTUAL MEDIA INTERVIEW BEST PRACTICES

CES is an opportunity to share your company news with global media from around the world.

This guide provides best practices for sound quality, lighting, framing and more to help ensure any virtual media interviews run smoothly. We recommend that you put these tips into practice before the start of your interview so you can be ready for action as soon as your scheduled time begins. The press will thank you!

### SOUND QUALITY

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Please use a voice recorder app on your phone to record your audio. Send the file to the producer after the call. This will ensure better audio quality.



Keep small in-ear headphones or ear buds on hand.



If working at a table, cover the table with a blanket or thick towel. This will help reduce the sound bouncing off the hard surface and sounding “boxy”.



No virtual backgrounds.

## LIGHTING & BACKGROUND



In front of a sunny window



In front of a lamp



Plain color background



Background with depth and interest, good light from light source in front of you

## FRAMING



Too close  
Top of head cropped



Too far away, too much space  
above head



Camera framed from just  
above elbows to top of  
head

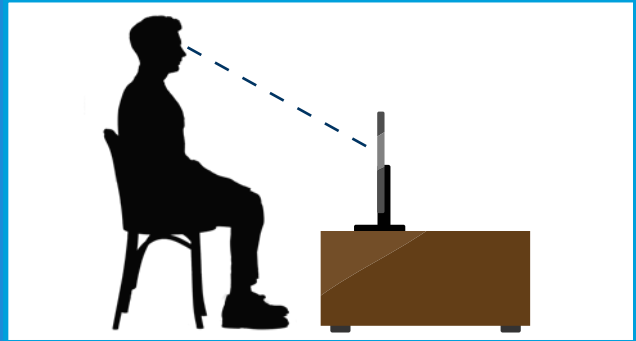
Small gap above head

Chin approximately  
halfway between top and  
bottom of frame

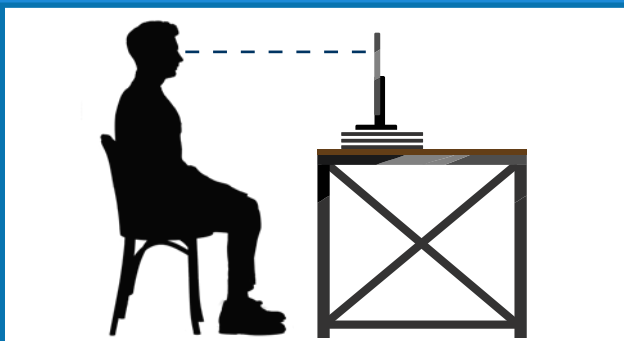
## POSITIONING



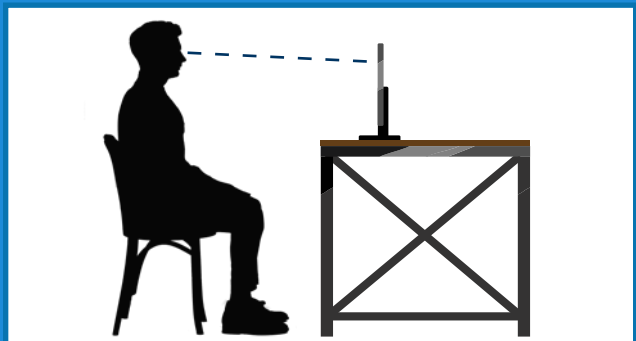
Holding device  
Face too close  
Shot unstable



Low coffee table  
Looking down at camera



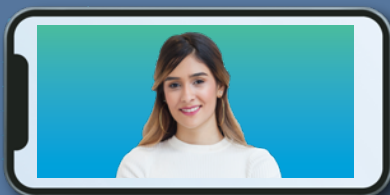
Sitting down  
Tablet/phone raised to  
eye level on books and  
supported upright



Laptop screen opened to  
90 degrees  
Webcam at eye level



Device propped up vertically



Device propped up  
horizontally  
Looking into the c  
amera lens

## IPHONE/IPAD

Make sure “Portrait Orientation Lock” is disabled:



**1.** Swipe up from bottom of screen to show control center



**2.** If “Portrait Orientation Lock” is on, the icon is red



**3.** Press this icon to turn off “Portrait Orientation Lock”

Need Assistance or Have Questions on Media Interview Best Practices?  
Contact CES communications at [media@cta.tech](mailto:media@cta.tech).