

Global Influence of the 2026 NAB Show

Registered Attendee Highlights



58K+

Total Registered Attendees



48%

1st-Time Registered Attendees



146

Countries

Top Non-U.S. Countries

- Canada
- United Kingdom
- Brazil
- China
- Mexico



22%

Non-U.S. Registered Attendees

*All figures are pre-audited and reflect registered attendees.

Conference Programming and Keynotes

530 Conference Sessions **899** Speakers

Media Attendees and Global Exhibitors



911

Registered Press



1,100+

Registered Exhibitors



132

New Exhibitors



343

Non-U.S. Exhibitors

Key Trends Driving the Future of Media & Entertainment



Artificial Intelligence



Cloud Virtualization



Creator Economy



Streaming



Sports

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Media Coverage



45,558

Individual
Media Stories

24B

Total Traditional
Audience Reach



127M

Social Media
Audience Reach

- Instagram
- Facebook
- X
- YouTube
- LinkedIn

Buyer Registrants



70%

40,725 Buyers



40%

16,204 Executive
Buyers



34%

20,236 First-Time
Buyers



35%

20,489 Alumni

Organizations

**Total Number of
Organizations**

25,845

Up 16% Over 2025

**Organizational
Depth**

2.26

Individuals Per
Organization