

Verified Attendee Highlights



40K+

Total Attendees



47%

1st-Time Attendees



144

Countries

Top Non-U.S. Countries

- Canada
- United Kingdom
- Brazil
- China
- Mexico



23%

Non-U.S. Verified Attendees

*All figures are final and reflect verified attendees.

Conference Programming and Keynotes

530 Conference Sessions **897** Speakers

Media Attendees and Global Exhibitors



649

Verified Press



1,031

Verified Exhibitors



118

New Exhibitors



343

Non-U.S. Exhibitors

Key Trends Driving the Future of Media & Entertainment



Artificial Intelligence



Cloud Virtualization



Creator Economy



Streaming



Sports

Global Influence of the NAB Show 2026

Media Coverage



51K+

Individual
Media Stories

28B+

Total Traditional
Audience Reach



140M+

Social Media
Audience Reach

- Instagram
- Facebook
- X
- YouTube
- LinkedIn

Verified Buyer Attendees



62%

25,036 Buyers



28%

11,153 Executive
Buyers



32%

12,631 First-Time
Buyers



31%

12,405 Alumni

Organizations

Total Number of
Organizations

15,387

Individuals per
Organization

2.59