



APRIL 5-9, 2025 | EXHIBITS APRIL 6-9
LAS VEGAS, NV

Registered Attendee Summary

(Pre-audit figures as of June 4, 2025)

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

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Introduction

Letter from the National Association of Broadcasters (NAB)

The pace of change in media and entertainment has never been faster—and NAB Show continues to meet the moment. The 2025 NAB Show reinforced its standing as the global destination for professionals reaching new audiences and shaping the future of storytelling.

More than 54,000 individuals from more than 152 countries registered for the Show in Las Vegas, including 20K+ first-time buyers and representatives from more than 1,000 news outlets. One in four registrants came from outside the United States, and 53 percent signed up to experience NAB Show for the first time. From television and film studios and streaming platforms to sports leagues, creators, educators, brands and policymakers, the entire media ecosystem was represented.

Despite a year marked by geopolitical tensions and growing uncertainty around international trade, NAB Show served as a vital forum for global collaboration, idea exchange and innovation. Delegations from more than 40 countries participated, underscoring the Show's enduring international relevance.

The Show featured 1,050 exhibitors, including 125 first-time participants and many of the world's leading media and technology brands. Attendees explored hands-on demonstrations, breakthrough tools and forward-looking solutions. The conference hosted more than 550 sessions and 1,000 speakers covering topics such as artificial intelligence, live sports production, streaming, cloud infrastructure and the creator economy. New conferences including the Sports Summit, Business of Entertainment and an expanded Creator Lab each featured dedicated platforms for innovation, discussion and engagement.

NAB Show's impact extends far beyond the convention center. It drives nearly 17 billion dollars (USD) in annual business activity and contributes 138 million dollars to the Southern Nevada economy.

Registration and audience metrics are independently audited by Freeman Company, LLC to ensure accuracy and transparency. The value of NAB Show lies not only in its size but in the strength of its community and its influence across the global media landscape.

We invite you to review the 2025 NAB Show Registered Attendee Summary and look forward to welcoming you to the 2026 NAB Show, April 18 through 22 in Las Vegas.

Sincerely,



Karen Chupka

Karen Chupka

Executive Vice President and Managing Director
Global Connections and Events at National Association of Broadcasters

Introduction

PREFACE

NAB Show is the world's premier marketplace for media, entertainment and technology, where global leaders, disruptive startups and established brands converge to shape the future of storytelling. From production to distribution and monetization, the event serves as a barometer for industry trends and a launchpad for innovation.

Owned and produced by the National Association of Broadcasters (NAB), NAB Show delivers strategic value for the companies that exhibit and attend, connecting them directly with decision-makers from across the content ecosystem, including studios, streamers, broadcasters, brands, agencies and emerging creators. To learn more, visit www.nabshow.com.

For information about exhibit and sponsorship opportunities, contact sales@nab.org.

ATTENDEE REGISTRATION & DATA SOURCES

The 2025 NAB Show Registered Attendee Summary is designed to provide customers, board members and partners with independently verified insights into audience quality, global reach and business impact.

The following data sources are represented in this report:

- Freeman Company, LLC, NAB Show Event Audit Report
- NAB Show 2025 Registration Data (provided by Maritz Global Events, Inc.)
- 2024 Fortune Global 500 List

Freeman Company, LLC

Freeman Company, LLC, a trusted third-party auditor, certifies NAB Show attendance and demographics to ensure transparency and accuracy. This level of accountability provides confidence for sponsors, exhibitors and stakeholders making strategic business decisions based on NAB Show participation.

Registered Attendee Highlights

The following numbers are highlights of the 2025 NAB Show and represent a snapshot of attendance. For more information, please contact a sales representative at sales@nab.org.

Registered Attendees	Domestic	International	Total Attendees	% of Total
Buyers	27,914	9,230	37,144	69%
Exhibitor Personnel	11,066	4,793	15,859	29%
Media	707	297	1,004	2%
Total Registered Attendees	39,687	14,320	54,007	

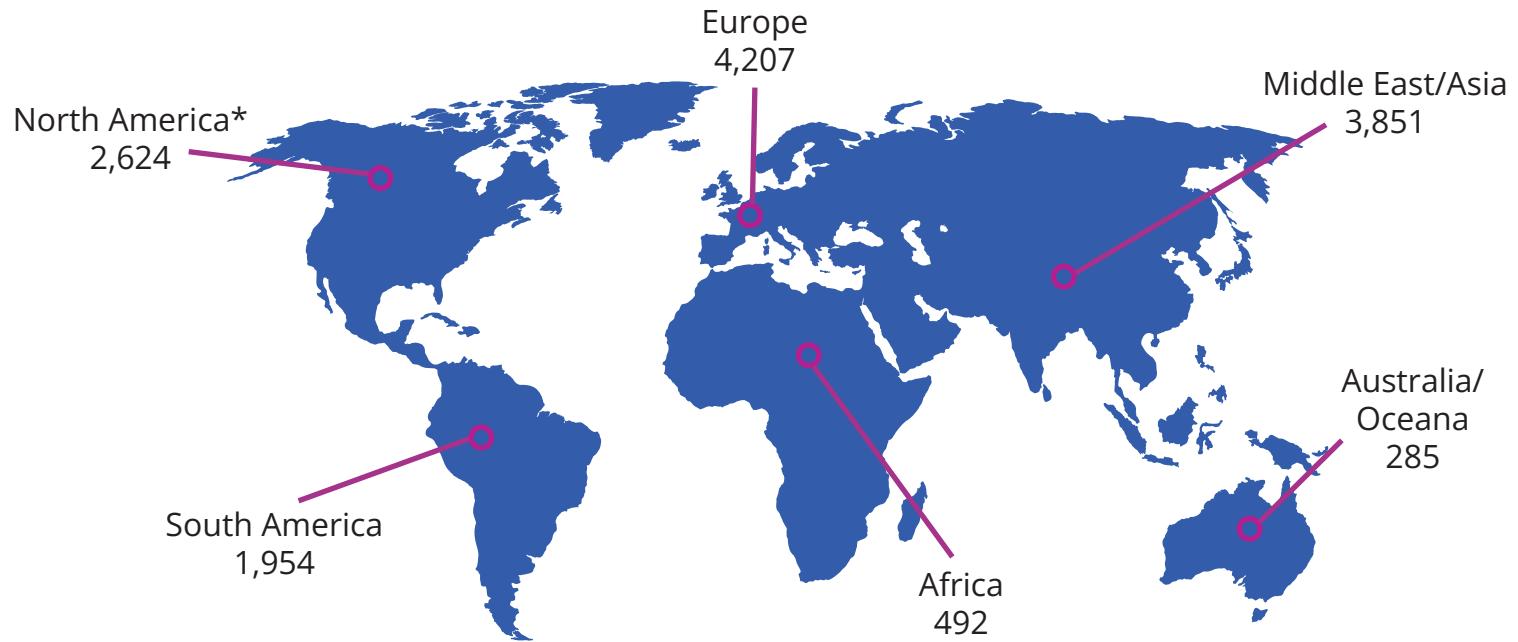
The 2025 NAB Show attracted 57 global brands included in the 2024 Fortune 500 list of companies.

Executive Buyer Attendees

Job Title	Executive Buyer Attendees	% Total Executive Buyer Attendees
President/CEO/Founder	5,570	31.5%
VP/SVP/EVP	4,909	27%
Director/Sr. Manager/General Manager	7,761	42.5%
Total Senior-Level Executives	18,240	34%

International Attendees

The 2025 NAB Show welcomed a global audience with 14,320 international visitors from 152 countries, regions and territories.



*Excludes U.S. and includes Canada, Mexico, Cuba and Central America

**26% of the 2025 NAB Show
attendees came from outside
the United States.**

International Attendees

Top Countries

Country	Registered Attendees	Country	Registered Attendees
United States	39,687	Japan	460
Canada	2,160	India	436
China	1,250	Spain	301
Brazil	1,225	Belgium	267
United Kingdom	1,121	France	271
Mexico	907	Australia	211
Germany	761	Norway	205
South Korea	503		

International Delegations

In 2025 by the same measure it is **44 delegation groups**, they come from **39 unique countries**, with **4 new groups in 2025**:

- Canada USCS
- Pakistan USCS
- Sweden USCS
- Egypt USCS

Speaker Highlights

AI & Emerging Tech

Experts leading innovation in artificial intelligence, machine learning, cloud-based workflows, or emerging technologies that support content creation, distribution, personalization, or monetization.

- Gérard Medioni, VP & Distinguished Scientist, Prime Video & Amazon MGM Studios
- Dr. Abdul Rehman, Chief Product Officer, IMAX Corporation
- Peter Riordan, Global Strategy Leader, Media & Entertainment, Amazon Web Services
- Timothy Stevens, Global Leader, Strategic Innovation, Media & Entertainment, Verizon Business Group
- Todd Terrazas, CEO, FBRC.ai
- Trent Wheeler, Head of Innovation, Gracenote
- ErinRose Widner, Global Head of Business Strategy, Emerging & Creative Technologies, Media & Entertainment, Verizon Business Group



Advertising / Media & Entertainment Business / Strategy

Leaders from media buying firms, agency groups, talent management divisions, and independent media businesses who drive monetization, audience strategy and talent/brand partnerships.

- Tracy Chavez, EVP, Managing Director, Investment, Publicis Media
- Collin Jones, EVP, Corporate Strategy & Development, Cumulus Media and President, Westwood One
- Jasmine Enberg, VP, Principal Analyst, EMARKETER
- Julie Koehn, President and CEO, Lenawee Broadcasting Company
- RJ Larese, VP of Talent & Influencer Marketing, Paramount Global
- Mike McVay, President, McVay Media Consulting
- Janice Min, CEO and Editor-in-Chief, Ankler Media
- Will Payne, Owner, Payne Media Group
- Ira Rubenstein, Chief Digital & Marketing Officer, PBS
- Perry Sook, Chairman & CEO, Nexstar Media Group, Inc.

Speaker Highlights

Broadcast Innovation / Technology

Technical leads, CTOs, and executives from companies at the forefront of traditional broadcast and evolving linear/digital hybrid systems—including infrastructure, hardware/software engineering and studio operations.

- Rob Babin, EVP, Radio, Cox Media Group
- Loic Barbou, Head of Technology, Bloomberg Media
- Felipe Chavez, COO, Bustos Media
- Joe Flint, Media & Entertainment Reporter, Wall Street Journal
- Bob Jacobs, Former NASA Communications Executive, NASA
- Mike Kralec, CTO, Sinclair
- Brinton Miller, EVP & CTO – Media, Technology and Operations, Warner Bros. Discovery
- Rohit Nagarajan, CEO, Vizrt
- William Shelton, Retired Commander, Air Force Space Command
- Nathan Simington, Commissioner, Federal Communications Commission
- Phil Wiser, EVP & CTO, Paramount

Celebrity / Entertainment

Recognizable public figures, entertainers, musicians, directors, editors, producers, or other creatives who are influential voices in arts, culture and storytelling.

- Samira Bakhtiar, General Manager of Media & Entertainment, Games and Sports Business, AWS
- Bobby Carter, Host and Producer of NPR's "Tiny Desk Concerts"
- Gotham Chopra, Co-Founder of Religion of Sports
- Delilah, Radio Broadcaster, Big Shoes Media
- Tracy Dyson, Astronaut, NASA
- Jeff Groth, ACE, Film Editor "Joker"
- Myron Kerstein, Editor, ACE, "Wicked", "Wicked: For Good", "tick, tick...BOOM!", "In the Heights"
- John Oates, Musician and Co-Founder of Hall & Oates
- Sabrina Plisco, ACE, Editor, President, American Cinema Editors
- Joan Rater, Co-Creator and Executive Producer, Fire Country and Sheriff Country
- Jane Rosenthal, Film Producer, Co-Founder and CEO, Tribeca Enterprises
- Roberto Schaefer, ASC/AIC, Cinematographer, "Finding Neverland," "Family Tree"
- Penn & Teller, Magicians and Entertainers
- Roy Wagner, ASC, Cinematographer
- Janet Yang, Producer, President, Academy of Motion Picture Arts and Sciences

Speaker Highlights

Creator Economy

Leaders, creators, and platform experts working in digital-first content ecosystems—particularly in influencer marketing, social video platforms, independent media brands or creator support tools and services.

- Sean Atkins, CEO, Dhar Mann Studios
- Jody Gerson, Chairman and CEO, Universal Music Publishing Group
- Dylan Huey, CEO, REACH
- Blair Imani, Creator and Host, Smarter in Seconds
- Travis W Keyes, Photographer and Filmmaker, Travis W Keyes Photography
- Josh Kulic, Head of Post-Production, MrBeast
- Shira Lazar, CEO, What's Trending
- Jim Louderback, CEO and Editor, Inside the Creator Economy
- Dhar Mann, Founder, Dhar Mann Studios
- Jon Marcu, Head of Creative Development, Crunchlabs/Mark Rober
- Pojo Riegert, Creative Lead, Mark Rober
- Bernie Su, Emmy-Winning Creator and Director, Self
- Nicki Sun, Host + Creative Director, Nicki Sun Media

Sports

Speakers who represent professional sports leagues, teams, broadcasting roles in sports media, or those involved in sports-related content, technology or athlete operations.

- Portia Archer, CEO, Women's Tennis Association
- Ken DeGennaro, EVP, Head of Media Operations & Technology, NBA
- Rich Eisen, NFL Broadcaster and Host of "The Rich Eisen Show"
- Nick Khan, President and CEO, WWE
- Jason Lemiere, Head of Broadcast, LA Clippers
- Paul "Triple H" Levesque, Chief Content Officer, WWE
- Jason McCourty, Super Bowl Champion, NFL Game Analyst, CBC
- Shawne Merriman, Former NFL Linebacker, Founder and CEO, Lights Out Sports TV
- Charlie Myers, CTO, Monumental Sports and Entertainment
- Grant Nodine, SVP Technology, NHL

Speaker Highlights

Sports (Continued)

- Sandy Nunez, VP of On-Air Talent Management, NFL Network
- Tracy Perlman, SVP, Player Operations, National Football League
- Michael Raimondo, VP, Broadcast Technology, PGA Tour
- Mandy Rutledge, Managing Director, Sports, Media & Entertainment, Microsoft
- Oscar Sanchez, Head of Host Broadcast Production, FIFA
- Steven A. Smith, Television Host, ESPN
- CoCo Vandeweghe, Former WTA Star and Analyst, Tennis Channel



Streaming & Digital Video

Executives and analysts working within OTT platforms, CTV (Connected TV), digital video infrastructure or strategic content delivery models that drive the future of consumer media consumption.

- Giovanni Dolci, Chief Commercial Officer, IMAX
- Jonathan Faulkner, EVP, Digital, iHeartMedia
- Tony Marlow, CMO, LG Ad Solutions
- Kevin Mayer, Co-Founder and Co-CEO, Candle Media
- Justin Nielson, Principal Analyst, S&P Global Market Intelligence
- Dan Rayburn, Chairman, NAB Show Streaming Summit
- Chris Regina, Chief Content Officer, TCL North America
- Bryan Seabury, EVP, Head of Content Strategy and Drama Development, CBS Studios
- Mayur Srinivasan, SVP, Digital Video Platform, FOX
- Tom Staggs, Co-Founder and Co-CEO, Candle Media

Media Brands Covering the Show

- 7 News Australia
- 9to5Mac
- ABC 10 News San Diego
- ABC Affiliate KMET
- Adweek
- Al Jazeera Media Network
- American Cinematographer
- Barrett Media
- Bloomberg Intelligence
- Broadcast Magazine
- CBS Sports
- CineD
- CinemaEditor Magazine
- Clearvision Media
- CNET
- Crunchlabs
- Digital Cinema Society
- Digital Media World
- Digital Social Hour
- Exhibit City News
- Film and Digital Times
- Filmmaker Magazine
- Forbes
- The Observer
- Fox Sports
- Fox5 Las Vegas (KVVU-TV)
- Future PLC
- IEEE Consumer Electronics Magazine
- International Cinematographer Guild Magazine
- KGUN-9 Scripps Media
- KLAS-TV 8 News Now
- KMIR-TV
- KTNV-TV
- Los Angeles Tribune
- Mark Forman Productions
- Media Play News
- NBC TV, Ch.3, Las Vegas
- NBC Universal
- Net25 Eagle Broadcasting
- Newsline Report
- NHK Japan Broadcasting Corporation
- NJGOVTV
- Pacific Coast TV
- Pickle Media
- PRHollywood
- Pro News Co.
- Radio World
- RedShark News
- RedTech Magazine
- Sinclair Broadcasting Group
- Space News
- Space Race Agency
- Sports Video Group
- Streaming Media Magazine
- StreamTV Insider
- Technologies for Worship
- Tech Deck Magazine
- Telemundo
- Tradeshow Executive Magazine
- Tubefilter
- TVBEurope
- TVNewsCheck
- TVTech
- Univision
- Utah Channel 3 (BHTV)
- Variety
- Wall Street Journal
- WDTN Channel 2 Nexstar Media
- WENY News
- WHPR-TV

Media Partners



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About National Association of Broadcasters and NAB Show



About NAB

The National Association of Broadcasters is the premier advocacy association for America's broadcasters. NAB advances radio and television interests in legislative, regulatory and public affairs. Through advocacy, education and innovation, NAB enables broadcasters to best serve their communities, strengthen their businesses and seize new opportunities in the digital age. Learn more at www.nab.org.



About NAB Show

NAB Show is the preeminent conference and exhibition driving the evolution of broadcast, media and entertainment, held April 5-9, 2025 (Exhibits April 6-9) in Las Vegas. Produced by the National Association of Broadcasters, NAB Show is the ultimate marketplace for next-generation technology inspiring superior audio and video experiences. From creation to consumption, across multiple platforms, NAB Show is where global visionaries convene to bring content to life in new and exciting ways. Learn more at www.nabshow.com.

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