



# 2025 Audience Profile



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All figures are pre-audited and reflect registered attendees.

## Letter from the National Association of Broadcasters (NAB)

To our NAB Show New York community,

Thank you for being part of an incredible 2025 NAB Show New York. This year's event reflected something we've been seeing across the industry: rapid change, but also renewed energy, creativity and momentum.

With more than 11,500 registered attendees, 95 countries represented and one of our most globally diverse audiences to date, the show's floor was filled with conversation, discovery and genuine connection. One of the biggest highlights was our 62% first-time attendees, which is a clear sign that new communities are coming to NAB Show New York, right here in the media capital of the world and the home of major television and film production. From rising creators and production talent to digital-native innovators, technologists and next-gen leaders, the energy was impossible to miss.

Our attendees told us they came seeking solutions, inspiration, hands-on learning and connections that drive real business outcomes. For the first time in 2025, NAB Show New York launched themed programming with Day 1 focused on The Future of Journalism and Day 2 dedicated to Creator Day, delivering targeted content for two of the industry's fastest-changing sectors. From AI and live production to sports, radio, TV broadcasting and the creator economy, the topics shaping today's media landscape were everywhere and our exhibitors rose to the occasion.

We're grateful for the remarkable support of our exhibitors, speakers, partners and the press. Your participation doesn't just fuel the event; it drives the conversations that are shaping the future of content, technology and storytelling.

Thank you again for making this show such a success. We look forward to seeing you in Las Vegas this April and coming back to New York next fall.



Warm regards,

**Karen Chupka**

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

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## Preface

The 2025 NAB Show New York demonstrated meaningful momentum across audience diversity, industry reach and buyer engagement; reaffirming its position as the East Coast's essential event for media, entertainment and technology. With **80% of attendees classified as buyers** and **64% of them first-time buyers**, the show delivered a powerful marketplace for exhibitors and a strong discovery platform for attendees navigating a rapidly evolving content landscape.

New this year, NAB Show New York rolled out themed programming for the first time ever with Day 1 zeroing in on The Future of Journalism and Day 2 celebrating Creator Day, giving attendees deeper, more tailored experiences.

### Day 1: Big Media, Big Tech, Big Tools

Day 1 brought together the full spectrum of modern media-makers from broadcast and streaming to radio, audio and large-scale production. Attendees explored cutting-edge gear, emerging workflows and the technology shaping today's content pipelines. Whether behind the camera or behind the scenes, the conversations centered on the tools, teams and techniques powering contemporary production.

### Day 2: Next Movers: Creators, Technology and the Digital Future

Day 2 shifted the focus toward the next wave of innovation, spotlighting the rise of creators, the influence of digital-native storytelling and the acceleration of AI across production and post. Immersive and emerging technologies took center stage as attendees explored new business models, creative opportunities and the intersections of innovation, influence and impact in an increasingly connected digital ecosystem.

Taken together, the two-day experience reflected both the established strengths and the emerging frontiers of the industry. This made the 2025 NAB Show New York a catalyst for growth, collaboration and forward-looking strategy across the media and technology community.

All figures are pre-audited and reflect registered attendees.

## Attendee Registration and Data Sources

The 2025 NAB Show New York 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 New York Event Audit Report
- NAB Show New York 2025 Registration Data (provided by Maritz Global Events, Inc.)

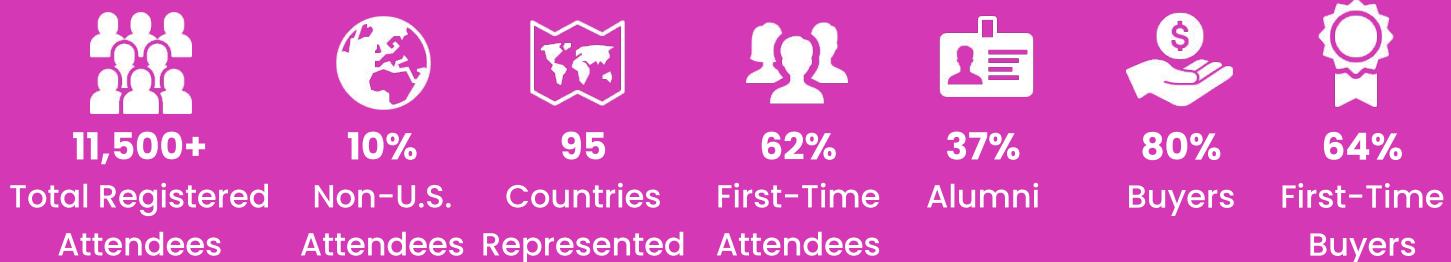
### **Freeman Company, LLC**

Freeman Company, LLC, a trusted third-party auditor, certifies NAB Show New York 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 New York participation.

All figures are pre-audited and reflect registered attendees.

## 2025 NAB Show New York At-a-Glance

### Attendee Profile



### Top Trends and Topics



The 2025 NAB Show New York delivered a high-value, high-energy experience that reflected the momentum and transformation happening across the media and technology landscape.

All figures are pre-audited and reflect registered attendees.

## Media Impact



**16,250**  
Media Stories



**4.3 Billion**  
Total Traditional Audience Reach



**60 Million**  
Social Media Reach



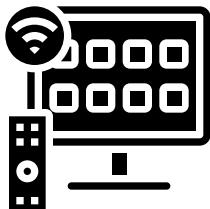
**98%**  
Neutral to Positive Sentiment



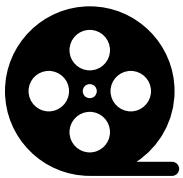
**248**  
Registered Press

The show's media footprint highlights strong national and global visibility, driven by press coverage across technology, entertainment, streaming, business and creative communities.

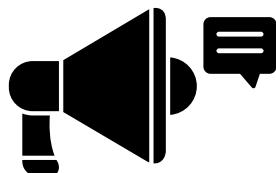
## Top Industries Represented by Registrations



**Television**



**Film/TV Studio**



**Advertising/  
Marketing/PR**



**Consulting/  
IT and Software  
Development**



**Streaming,  
Post and  
Production**

This balanced industry mix reflects a convergence of traditional broadcast, digital and next-generation creative ecosystems; increasingly shaping the future of content creation and distribution. And that's exactly where NAB Show New York wins; sitting right at the intersection of it all.

All figures are pre-audited and reflect registered attendees.

## Audience Composition

The following numbers are highlights of the 2025 NAB Show New York and represent a snapshot of attendance. For more information, please contact a sales representative at [sales@nab.org](mailto:sales@nab.org).

### Attendee Categories

Category	Domestic	International	Total	% of Total
Buyers	8,686	690	9,376	82%
Exhibitor Personnel	1,441	228	1,669	15%
Media	184	63	247	2%
Total Registered Attendees	10,311	981	11,292	100%

“New York is the largest media market in the world. The audience here is everybody you want to speak to.”

—Alex Keighley, Senior Vice President, Sales, Grass Valley

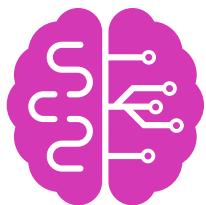
### Executive Buyer Attendees

Job Title	Executive Buyer Attendees	% of Total
C-Suite	1,499	45%
Director/Partner	980	25%
Manager/Lead	844	25%
Total Senior Level Executives	3,323	29%

This executive presence underscores the show's influence as a decision-maker marketplace where buyers come ready to explore, invest and build partnerships.

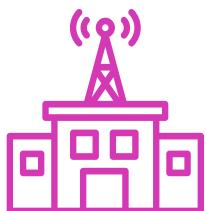
All figures are pre-audited and reflect registered attendees.

## 2025 Top Trends + Takeaways



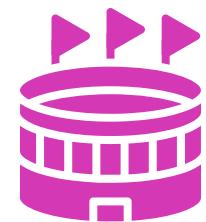
### AI Everywhere

Generative workflows, automation tools and real-time content optimization dominated discussion and product demos across the show.



### Broadcast Reinvention

TV and radio professionals explored cloud-native production, IP workflows, FAST channel expansion and hybrid monetization models.



### Sports and Live Production on the Rise

A standout category, with surging interest in live switching, remote production, graphics and replay technologies.



### Creator Economy Momentum

Independent creators, influencers, podcasters and short-form storytellers showed record participation, reinforcing a major growth market.

Together, these trends, paired with strong participation and a meaningful rise in new attendees and buyers, highlight a show that is not only growing in relevance but attracting the next wave of media innovators.

All figures are pre-audited and reflect registered attendees.

## Programming and Speaker Highlights

### Day 1: The Future of Journalism

A new track on Oct. 22 examined AI and automation in news production, looking at how AI is transforming how news is gathered, produced and disseminated. Sessions explored how solutions might lie in hybrid funding models, niche journalism and community-supported platforms.

#### Speakers included:

- **Oliver Darcy**, Founder and Author at Status (formerly CNN's senior media reporter)
- **Sara Fischer**, Media Correspondent at Axios
- **Amy Freeze**, Meteorologist, Innovator and Public Safety Advocate at AmyFreeze.AI
- **Brian Stelter**, chief media analyst, CNN
- **Thomas Germain**, Senior Technology Journalist at BBC Studios
- **Curtis LeGeyt**, President and CEO of the National Association of Broadcasters
- **Mark Lukasiewicz**, Dean of The Lawrence Herbert School of Communication at Hofstra University

### Day 2: Creator Day

Took place on Oct. 23 and spotlighted the evolving creator economy in entertainment, news and sports. Influencers, brand leaders and sports execs shared how creators drive audiences, partnerships and storytelling. Attendees were also able to check out Puff Media, a team of digital storytellers who help creators from content creation to audience engagement.

#### Speakers included:

- **Shira Lazar**, host and founder, "What's Trending"
- **Dylan Huey**, CEO, Reach Influence
- **Zach Blank**, head of content, Chef Nick DiGiovanni YouTube Channel
- **Nancy Dubuc**, executive chair, TOGETHXR
- **Kati Fernandez**, chief content officer, TOGETHXR
- **Priya Rao**, executive editor, "The Business of Fashion"
- **Claire Stern Milch**, digital director, "ELLE"
- **Lydia Fotiadou**, head of digital fashion and beauty, Creative Artists Agency (CAA)
- **Stephanie Gottlieb**, founder and creative director, Stephanie Gottlieb Fine Jewelry
- **Catherine Newman**, chief marketing and communications officer, U.S. Soccer Federation
- **David Wright**, chief commercial officer, U.S. Soccer Federation
- **Stu Holden**, lead soccer analyst, FOX Sports

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## Other Featured Speakers

- **Paul Capizzi**, CIO and SVP of Enterprise Technology Operations at Fox Corp.
- **Jeff Cucinell**, EVP of Digital Marketing at iHeart Media
- **Michael Depp**, Chief Content Officer at NewsCheckMedia and Editor at TVNewsCheck
- **Gabriel DeSanti**, Video Content Creator at Staj
- **Mariiu Galvez**, President and GM at ABC7/WABC-TV
- **Johnny Green, Jr.**, President and Regional GM at CBS New York and CBS Boston
- **Stefan Hadl**, SVP of Broadcast Engineering and Technology at Hearst
- **Mike Kralec**, SVP and CTO at Sinclair
- **Lew Leone**, SVP and GM at WNYW/WWOR, New York
- **Meredith McGinn**, EVP of Diginets and Original Production at NBCUniversal Local
- **Madeleine Noland**, President at ATSC: The Broadcast Standards Association
- **Eric Ratchman**, Chief Revenue Officer at FanDuel Sports Network
- **Adrienne Roark**, SVP and Chief Content Officer at Tegna
- **Blake Russell**, EVP of Operations at Nexstar Media Group
- **Cristina Schwarz**, President and GM at Telemundo 47 New York / WNJU
- **Ariel Viera**, Video Content Creator
- **Josh Walker**, Co-Founder and CEO at Sports Innovation Lab

## Top Media Powerhouses

This year's show drew the attention of some of the biggest names in media from ABC, CBS and CNN to Forbes, Variety, Reuters, TelevisaUnivision and The Hollywood Reporter. Their coverage not only broadened our visibility but underscored NAB Show New York's growing importance as a hub for innovation, industry trends and high-value conversations shaping the future of content.



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## Conclusion

The 2025 NAB Show New York demonstrated strong momentum at a time of rapid industry change. A larger global footprint, a surge in first-timers and deep engagement among buyers show that the show remains a high-value destination for discovering new technology, learning emerging workflows and building meaningful industry relationships.

This year's performance lays a powerful foundation for continued growth and for elevating both NAB Show New York and NAB Show Las Vegas as the industry's must-attend events.

## About the National Association of Broadcasters

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](http://www.nab.org).

## About NAB Show New York

NAB Show New York is the East Coast's top event for media, entertainment and brand storytelling, happening each year in October. It's the go-to gathering for content creators and production experts across radio, broadcasting, sports, live events, advertising, marketing and TV/film. Whether you work in social, streaming, or broadcast, you'll find the tools, tech and connections you need to amplify your message and elevate your craft—all in the heart of New York City.

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