

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

Global Influence of the 2026 NAB Show

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