

# 2009

## NAB Show Demographics Report

Conferences: April 18–23, 2009  
Exhibits: April 20–23

**NABSHOW**<sup>™</sup>  
*Where Content Comes to Life*<sup>™</sup>

## 2009 NAB Show Attendance Highlights

Buyers .....	55,979
Exhibitors .....	22,157
International .....	22,485 from 157 Countries
Press .....	1,121

Total NAB Show Registrants:  
82,650

Includes BEA and RTNDA registrations

Number of Exhibiting Companies:  
1,541

## Geographic Breakdown

States Represented.....	all 50
Countries Represented (including U.S.A.) .....	157
Delegations Enrolled .....	76
Countries Represented by a Delegation .....	37
First Time Country Delegations .....	Norway and Bulgaria

### Domestic Attendance Region Breakdown



### International Attendance Region Breakdown

East Asia .....	21%
South and Central America .....	21%
Western Europe.....	21%
North America (Canada and Mexico) .....	20%
Central Asia .....	3%
Middle East .....	3%
Russia.....	3%
Africa .....	2%
Caribbean.....	2%
Eastern Europe .....	2%
Oceania .....	2%

### Delegation List

Asterisk indicates more than one delegation.

Argentina	Greece	Norway	Taiwan
Bolivia	India	Perú	Thailand
Brazil*	Indonesia	Philippines	Ukraine
Bulgaria	Japan*	Poland	United Kingdom
China*	Kenya	Russia*	Uruguay
Colombia*	Korea	Singapore	Venezuela
Dominican Republic	Mexico	South Korea*	Vietnam
Ecuador	Middle East	Spain	
Egypt	Netherlands	Sri Lanka	
France*	New Zealand	Maldives	

## Purchasing Power

Seeking to purchase products.....	47%
Seeking peer discussions/general information gathering.....	31%
Seeking consulting/professional services.....	24%
Seeking distributors or resellers.....	18%
Seeking joint venture opportunities.....	14%
Seeking market collaboration.....	14%
Seeking product development collaboration.....	13%
Seeking R&D collaboration.....	9%
Seeking system integration or VARs.....	8%
Seeking technology or intellectual property transfer.....	8%
Seeking investment banking or VC services.....	5%
Other.....	6%

## Product Interest

### Pro Audio

Audio Editing.....	26%
Audio Mixers.....	25%
Audio Post-Production.....	24%
Audio Recording.....	23%
Audio Production.....	22%
Audio Processing and Effects.....	19%
Audio Mastering.....	15%

### Acquisition & Production

Video Production.....	43%
Cameras and Lenses.....	38%
Video Capture Devices and Software.....	33%
Lighting and Grip.....	26%
Motion Picture/Film Production.....	22%
Film and Tape.....	21%
Mobile/Vehicle Production.....	18%
Web site Development.....	18%
3D Stereoscopic/Autostereoscopic.....	16%
Set Design/Props/Furniture and Fixtures.....	13%

### Post-Production

Editing and Special Effects.....	44%
Graphics and Animation.....	33%
Music and Sound Libraries.....	23%
Format Conversion/Telecine.....	19%
Mastering and Duplication.....	19%
Subtitling and Closed Captioning.....	16%

### Management & Systems

Digital Asset Management and Storage.....	25%
Video Processing.....	23%
Video/Content Servers.....	22%
Systems Integration.....	19%
Interactive Television.....	16%
Multicasting.....	16%
IT/Network Infrastructure and Security.....	15%
Television Master Control.....	15%
Television/Newsroom Automation Systems.....	15%

### Distribution & Delivery

DTV/HDTV.....	25%
IPTV/IP Video/Broadband Video.....	22%
Streaming/Webcasting.....	22%
Broadband/Connectivity.....	18%
Digital Cinema.....	17%
Mobile TV Solutions/Applications.....	16%

Fiber .....	15%
Satellite.....	15%
Advertising and Media Sales Solution.....	13%
Antennas, Transmitters and Towers.....	13%
Test and Measurement Equipment/QoS.....	13%
Content Delivery Network (CDN).....	12%
Microwave/RF Accessories .....	12%
Cable Equipment and Headend.....	11%
Set Top Boxes/Customer Premise Equipment .....	11%

#### Display Systems

Video Display .....	25%
Digital Signage (Hardware and Software).....	15%
Presentation/Display Systems .....	15%
3D Stereoscopic/Audio Stereoscopic.....	14%

#### Content

Film/Motion Pictures/Documentaries.....	17%
Television Programming .....	17%
Stock Footage/Video and Image Libraries.....	13%
Social Networking/User-Generated Content.....	11%
Content Aggregators/Syndicators.....	10%
Sports/Sportscasting .....	10%
Content Publishers .....	9%
Gaming.....	9%
News/Weather/Traffic Services.....	9%
Radio Programming.....	8%

#### Radio

Radio Automation Systems .....	9%
Advertising and Media Sales Solution.....	8%
Radio Master Control .....	8%

#### Telecommunications

Streaming and Encoding.....	22%
IPTV/IP Video/Broadband Video.....	20%
Video on Demand (VOD) .....	19%
Broadband Applications/Infrastructure/Equipment .....	17%
Wi-Fi .....	17%
Mobile TV Solutions/Applications.....	16%
Wireless Applications/Infrastructure/Equipment.....	14%
WiMAX .....	12%
Set Top Boxes/Customer Premise Equipment .....	11%

## Industry Resources

Business and Technology Consultants .....	9%
Sales and Marketing Support.....	6%
Research/Data Services .....	5%
Trade Publications/Event/Web sites.....	5%

## Primary Business

Television.....	17%
Film/Motion Pictures/Digital Cinema .....	11%
Video Production.....	10%
Systems Integration/Reseller.....	7%
Video Post-Production.....	6%
Advertising/Public Relations/Marketing .....	5%
Audio Production/Post-Production.....	5%
Government/Military .....	4%
Radio (Terrestrial).....	4%
IPTV/IP Video/Broadband Video.....	3%

Non Profit Organization/Associations .....	3%
Consumer Electronics.....	2%
Religious Institution .....	2%
Satellite.....	2%
Software/Applications/Middleware .....	2%
Telco (Wireless/Wireline) .....	2%
3D Graphics Animation .....	1%
Cable MSO.....	1%
Content Aggregator/Publisher.....	1%
Content/Programmer/Channel (Network/Studio/Syndicator) .....	1%
Digital Asset Management/Storage .....	1%
Display/Digital Signage .....	1%
Event Production .....	1%
Gaming.....	1%
Internet/Streaming .....	1%
Mobile TV/Personal Content/Services.....	1%
Performing Arts/Live Entertainment.....	1%
Professional and Collegiate Teams/Leagues .....	1%
Publishing and Research .....	1%
Web/Portals/Streaming .....	1%
Corporate AV/Communications .....	<1%
Education .....	<1%
Facilities/Venues.....	<1%
Finance/Investment .....	<1%
Healthcare/Medical .....	<1%
Legal.....	<1%
Manufacturing and Retail .....	<1%
News/Weather/Traffic.....	<1%
Security.....	<1%
Technology/IT.....	<1%
Transportation .....	<1%
Travel and Tourism.....	<1%
Other Enterprise.....	<1%
Unspecified.....	3%

## Primary Job Function

<b>Executive/Corporate Management .....</b>	<b>29%</b>
<b>Technical Professionals.....</b>	<b>26%</b>
<b>Creative Professionals.....</b>	<b>22%</b>
<b>Sales and Marketing .....</b>	<b>12%</b>
<b>Consulting/Other .....</b>	<b>11%</b>

### Executive/Corporate Management

President/CEO/COO.....	19%
CTO/CIO/CFO .....	5%
Station Management.....	5%

### Technical Professionals

Broadcast Engineer .....	6%
Technical Management .....	6%
Audio/Video Engineer.....	5%
Engineering Management.....	4%
IT/IS/Corporate MIS .....	2%
Technician.....	2%
Educator/Trainer/Coach .....	1%

### Creative Professionals

Editor (Video/Film/Sound).....	4%
Executive Producer/Producer/Director.....	4%
Production .....	4%
Camera/Video Operator .....	2%
Creative/Content Management .....	2%
Director of Photography/Videography.....	2%

Graphic and Animation Artist/Director.....	2%
Cinematographer .....	1%
Programming/Content Development.....	1%

#### Sales and Marketing Professionals

Sales/Business Development .....	9%
Advertising/Marketing.....	2%
Corporate Communications/PR.....	1%

#### Consulting/Other

Consultant .....	1%
Student .....	1%
Finance/Investment .....	<1%
Government Official .....	<1%
Legal.....	<1%
Unspecified.....	3%
Other .....	4%

## 2009 Attending Company Sample List

20th Century Fox	Dish TV India Ltd.	Mayo Clinic
3ALITY Digital	Discovery Communications	McGraw-Hill
48 Hour Film Project	Disney Interactive	MGM Studios
A&E Television Networks	Dreamworks Animation	MobiTV
ABC Television Network	Dubai Radio & Television	MSNBC
Academy of Television Arts & Sciences	E! Networks	MTV Networks
African Academy of Motion Pictures	Eastman Kodak	National Geographic Channel
Agence France-Presse	Edit House Productions LLC	NBC Olympics
Alcatel-Lucent	Electronic Arts	Netflix Inc
Aljazeera Network	ESPN Radio	NeuLion
Amazon Media Inc.	Evolved Games	New York Times
AMC / ART	Facebook	NFL Films & NFL Network
American Airlines	Fidelity Capital	NHK Japan Broadcasting Corp.
American Forces Network	Food Network	Nickelodeon Animation Studio
Anheuser-Busch Inc.	Fox Interactive Media	Nintendo of America
AOL	Fox Sports	Nippon Television Network
Apple Inc.	France Telecom	NYSE
Asylum FX	FX Networks	Ogilvy & Mather
AT&T	Gaming Network	Orange
AT&T Creative Media Solutions	Gannett Broadcasting	Outdoor Channel
Bangkok Broadcasting TV Co. Ltd.	General Dynamics	Pappas
BBC World News	Google	Paramount Pictures
Belgacom TV	HARPO Studios	Rainbow Media
Bell Canada	Harvard Law School	Seimens IT Solutions
Best Buy	HBO	Shanghai Shentong Cartoon Company
Bloomberg Television News	Hearst-Argyle Television	Sinclair Broadcast Group
Bravo – NBC Universal	Hulu	Skype
Broadcom Corp.	IBM	Sony Pictures Entertainment
BSkyB	IMAX	STARZ Entertainment
Cablevision	ION Media Networks	Telecom Italia Media Broadcasting
CANAL+	Intel	Telemundo
Cartoon Network Studios	Internet Broadcasting	Telus
CBS Digital Interactive	Japan Broadcasting Corp.	Time Warner Cable
CCTV	Johnson & Johnson	Trinity Broadcasting Network
Clear Channel Radio	Jump Studios	Tristar Studios
CNN – Turner Broadcasting	Karl Storz Endoscopy	UCLA Film & Television
Comcast Entertainment Group	Laika	U.S. Army
ConocoPhillips	Latin American Pay Television	Verizon
Cox	Lifetime Networks	Wal-Mart Television
Current TV	LIN Television	Walt Disney Studios
Dell	Lionsgate	Warner Bros Studios
Department of Homeland Security	Lockheed Martin	XO Communications
DirecTV	Los Angeles Times	YAHOO!
	Lowe’s Companies	
	Lucas Works	
	Major League Baseball	
	MATTEL	
	McDonald’s Corp.	

## 2009 Testimonials

"Given the forecasted attendance figures and the economy generally it certainly exceeded our expectations."

— MARTYN GREGORY, SHIVELY LABS DIV. HOWELL LABORATORIES, INC.

"This year, conversations have been far more focused."

— FRANCOIS QUEREUIL, ASPERA

"... we remain positive and upbeat about our industry and the NAB Show ... we have customers coming from all over the world to NAB. It is still a very important show for us."

— ALEC SHAPIRO, SONY ELECTRONICS

"... without a doubt, the response from the industry and customers exceeded our expectations."

— KIRK ARNOLD, AVID

"We'll be here next year. This is still the show for our industry."

— DAN LEVITT, SINTECMEDIA

"Orders received will easily pay for attendance and our sales funnel is better than ever before."

— NIGEL SPRATLING, PRESIDENT AND CEO, ECHOLAB INC.

"It's the best way to reach potential clients and it provides the most bang for the buck."

— PAUL DOUGLAS, WEATHERNATION

"...what blew me away were the educational boot camps, and then the many sessions on topics both exotic and prosaic ... I was looking forward to NAB, but the actual experience was far beyond my expectations. To anyone who hasn't gone before, go!"

— ROGER SMITH, ARTEGENIX

"I still can't believe just how big a show this is."

— COREY BOUTILIER, INDEPENDENTFILM.COM

"You never will get away from the face-to-face, shake the hand, get a feel for the products."

— JEFF BIRCH, CBS TELEVISION STATIONS

"I'm glad NAB exists because without it I have no idea how one would go about learning about the pace of technological change that surrounds our industries."

— BRAD FORTNER, ROGERS COMMUNICATIONS CENTRE, RYERSON UNIVERSITY

"... this trade show is unquestionably the reference in the world of broadcasting."

— FRENCH TECHNOLOGY PRESS OFFICE

"This year, we saw a revitalized community — aggressively interested in emerging platforms for communication of our collective stories and in innovating new technologies to address the zeitgeist."

— KMS, THE CULTUREPIN BLOG

"Creative people need these types of events, not only for the networking opportunities ... but to add to their skill ..."

— DANIEL BERUBE, BOSTON FCPUG AND SUPERMEETS

"...exhibiting manufacturers were more than content with the quality of the people that did make the trip."

— WILL STRAUSS, BROADCASTNOW, LONDON UK

"...those attending this year's show were the more serious attendees ..."

— STEVE GREEN, LAS VEGAS SUN

"... trading quantity for quality isn't a bad thing ..."

— CARL LINDEMANN, TVNEWSDAY

"Instead of waves of 'tire-kickers,' the broadcasters who were hitting the booths were senior executives with purchasing power."

— GLEN DICKSON, BROADCASTING & CABLE

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