

2011

Demographics Report

2011

Conferences April 9–14
Exhibits April 11–14

2012

Conferences April 14–19
Exhibits April 16–19

NABSHOW[®]
Where Content Comes to Life

2011 NAB Show Attendance Highlights

| | |
|--|----------------------------------|
| Buyers | 62,167 |
| Exhibitors | 28,420 |
| International | 25,245 from 151 countries |
| Full demographic information on international buyer attendees on pages 7–10. | |
| Press | 1,345 |

Total NAB Show Registrants: 91,932

Includes BEA registrations

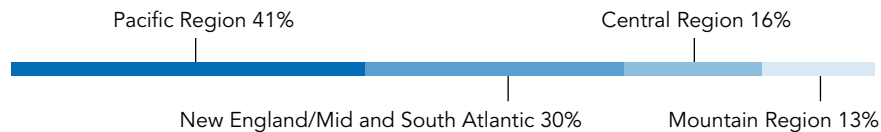
Number of Exhibiting Companies: 1,531

Net Sq. Ft.: 745,962

Geographic Breakdown

| | |
|---|---|
| States Represented | all 50 |
| Countries Represented (including U.S.A.) | 151 |
| Delegations Enrolled | 54 |
| Countries Represented by a Delegation | 39 |
| First-Time Country Delegations | Ghana, Iraq, Nigeria, Slovakia, Zambia |

Domestic Attendance Region Breakdown



International Attendance Region Breakdown

| | |
|---|-----|
| Europe (Eastern, Central, Western) | 34% |
| Asia (East and Central Asia, Oceania) | 25% |
| North America (Canada and Mexico) | 21% |
| Central and South America and Caribbean | 15% |
| Middle East and Africa | 5% |

Delegation List

Asterisk indicates more than one delegation.

| | | | |
|--------------------|--------------|--------------------|-------------------|
| Argentina | Ghana | Philippines | Thailand |
| Brazil* | India | Poland | Trinidad & Tobago |
| China* | Indonesia | Russian Federation | Turkey |
| Colombia* | Iraq | Saudi Arabia | Ukraine |
| Czech Republic | Japan | Senegal | Uruguay |
| Denmark | Korea* | Singapore | Venezuela |
| Dominican Republic | Mexico* | Slovakia | Vietnam* |
| Ecuador | New Zealand* | Spain | Zambia |
| Egypt | Nigeria | Sri Lanka | |
| France* | Peru | Taiwan | |

Report is based on 2011 NAB Show registration data provided by CDS.

Primary Business: TOTAL BUYER ATTENDANCE

| | |
|---|------------|
| Advertising/Public Relations/Marketing | 5% |
| Audio Production/Post-Production | 4% |
| Broadband Video/IPTV/IP Video..... | 4% |
| Broader-casting/Delivery | 23% |
| Cable MSO | |
| Mobile TV/Personal Content/Services | |
| Online/Internet/Streaming | |
| Radio (Broadcast) | |
| Satellite (Radio or Television) | |
| Telco (Wireless/Wireline) | |
| Television (Broadcast) | |
| Content..... | 3% |
| Content Aggregator/Publisher | |
| Content Owner/Programmer/Channel | |
| News/Weather/Traffic | |
| Enterprise/Commercial Video | 10% |
| Consumer Electronics | |
| Corporate AV/Communications | |
| Education | |
| Finance/Investment | |
| Gaming (Video) | |
| Healthcare/Medical | |
| Legal | |
| Manufacturing and Retail | |
| Non-Profit Organization/Association | |
| Publishing and Research | |
| Religious Institution | |
| Sports: Team/League/Venue | |
| Other Enterprise | |
| Film/Motion Pictures..... | 12% |
| Government/Military | 3% |
| Production/Post-Production..... | 16% |
| 3D Graphics/Animation | |
| VFX/Special Effects | |
| Video Production | |
| Video Post-Production | |
| Software/Applications/Middleware | 3% |
| Systems Integration/Dealer/Reseller | 10% |
| Other | 7% |
| Digital Asset Management/Storage | |
| Display/Digital Signage | |
| Performing Arts/Live Entertainment | |
| Web/Portals/Social Networking | |

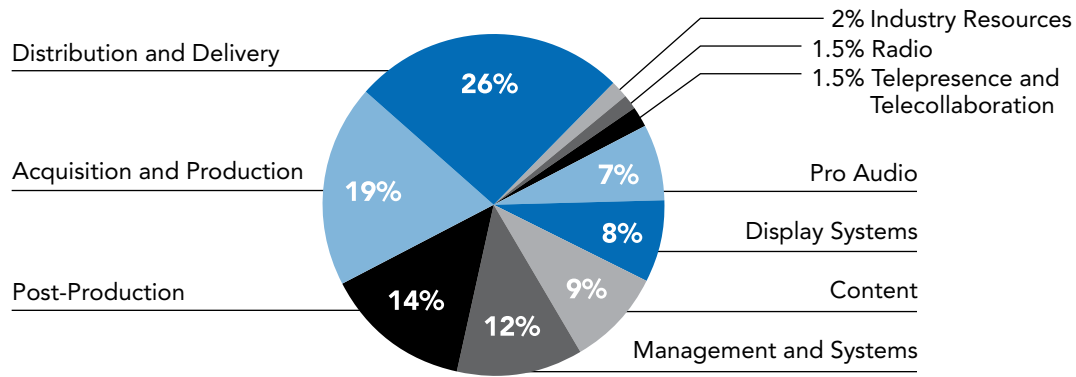
TOTAL 100%

Primary Job Function: TOTAL BUYER ATTENDANCE

| | |
|---|------------|
| Executive/Corporate Management..... | 33% |
| CEO/President/COO/Executive Director | |
| CTO/CIO/CFO | |
| Station Management | |
| Other Corporate Management | |
| Creative Professionals..... | 25% |
| Animation/VFX/Motion Graphics Artist | |
| Camera Operator or Assistant | |
| Colorist | |
| Creative/Content Management | |
| Director of Photography | |
| Director/Producer | |
| Editor | |
| Production Designer/Art Director/Crew | |
| Programming/Content Development | |
| Visual Effects/DI/Post-Production Supervisor/Producer | |
| Other Creative/Content Professionals | |
| Technical Professionals..... | 23% |
| Audio/Video Engineer | |
| Broadcast Engineer | |
| Educator/Trainer/Coach | |
| Engineering Management | |
| IT/IS/Corporate MIS | |
| Technical Management | |
| Technician | |
| Sales and Marketing Professionals..... | 10% |
| Advertising/Marketing | |
| Corporate Communications/PR | |
| Sales/Business Development | |
| Other | 9% |
| Consultant | |
| Finance/Investment | |
| Government Official | |
| Legal | |
| Student | |

TOTAL 100%

Product Interest: TOTAL BUYER ATTENDANCE



Acquisition and Production

| | |
|---|-----|
| 3D Stereoscopic Equipment | 21% |
| Cameras and Lenses | 40% |
| Capture Accessories, Devices and Software | 22% |
| Digital News Solutions | 11% |
| Film and Tape | 13% |
| Lighting and Grip | 22% |
| Mobile/Vehicle Production | 13% |
| Motion Capture/Virtual Production | 10% |
| Motion Picture/Film Production | 16% |
| Set Design/Props/Furniture and Fixtures | 8% |
| Workflow Software and Solutions | 19% |

Content

| | |
|---|-----|
| Advertising and Commercials | 13% |
| Interactive and Cross-platform: TV/Web/Mobile | 13% |
| Motion Picture: Film and Documentary | 12% |
| News/Weather/Traffic Services | 5% |
| Online Content Aggregators/Syndicators/Publishers | 7% |
| Radio Programming | 4% |
| Short-form Programming | 4% |
| Social Networking/UGC | 8% |
| Sports/Sportscasting | 6% |
| Stock Footage | 6% |
| Television Programming | 13% |
| Videogames | 4% |

13% = 8,082 attendees

Distribution and Delivery

| | |
|---|-----|
| Advertising/Analytics/Media Sales Solutions | 8% |
| Antennas, Transmitters and Towers | 8% |
| Broadband Applications/Infrastructure/Equipment | 10% |
| Broadband Connectivity: DSL/PON/FTTH | 7% |
| Cable Equipment and Headend | 6% |
| Content Delivery Network (CDN) | 8% |
| Digital Cinema | 12% |
| DTV/HDTV | 17% |
| Encoding | 17% |
| Fiber | 10% |
| IPTV/IP Video/Broadband Video | 16% |
| Microwave/RF Accessories | 6% |
| Mobile TV/Video Management Platforms/Applications | 10% |
| Mobile Video Distribution Technologies | 10% |
| Online Video Platforms | 10% |
| Satellite Services | 8% |
| Semiconductors/Optical Components | 2% |
| Set Top Boxes/Customer Premise Equipment | 5% |

16% = 9,947 attendees

| | |
|--|-----|
| Software/Applications/Middleware | 38% |
| Streaming/Webcasting | 16% |
| Test and Measurement Equipment/QoS | 8% |
| Video on Demand (VOD) | 13% |
| Web-enabled Devices | 9% |
| Web site Development | 7% |
| Wireless Applications/WiFi/Wi-Max Infrastructure/Equipment | 10% |

Display Systems

| | |
|---|-----|
| Digital Signage (Hardware and Software) | 14% |
| Projectors and Projection Screens | 15% |
| Stereoscopic/Autostereoscopic 3D | 12% |
| TV Sets/Monitors | 23% |
| Video Display | 24% |

Industry Resources

| | |
|---|----|
| Business and Technology Consultants | 8% |
| Research/Data Services | 4% |
| Sales and Marketing Support Tools | 7% |
| Trade Publications/Events/Web sites | 6% |

Management and Systems

| | |
|---|-----|
| Digital Asset Management and Storage | 18% |
| IT/Network Infrastructure and Security | 10% |
| Multicasting | 8% |
| OTT/Interactive Television Applications | 4% |
| Search/Metadata Software/Applications | 6% |
| Signal Management and Processing | 6% |
| Software/Applications/Middleware | 38% |
| Television/Newsroom Automation Systems/Master Control | 9% |
| Video/Content Servers/Video Processing | 17% |
| Workflow Software and Solutions/Systems Integration | 12% |

12% = 7,460 attendees

Post-Production

| | |
|--|-----|
| Animation and VFX | 17% |
| Digital Intermediate | 12% |
| Editing | 34% |
| Format Conversion | 20% |
| Mastering and Duplication | 13% |
| Motion Graphics | 18% |
| Music and Sound Libraries | 13% |
| Subtitling and Closed Captioning | 9% |
| Workflow Solutions | 18% |

Pro Audio

| | |
|---------------------------------------|-----|
| Audio Editing | 17% |
| Audio Mixers | 18% |
| Audio Post-Production/Mastering | 14% |
| Audio Processing and Effects | 12% |
| Audio Production/Recording | 15% |

17% = 10,568 attendees

Radio

| | |
|---|----|
| Advertising and Media Sales Solutions | 4% |
| DAB/IBOC/HD Digital Radio | 4% |
| Radio Automation Systems | 5% |
| Radio Master Control | 4% |

Telepresence and Telecollaboration

| | |
|--|----|
| Telepresence/HD Videoconferencing Hardware/Software | 7% |
| Telepresence/HD Videoconferencing Services/Integration | 5% |
| Telecollaboration Equipment/Systems | 3% |
| Unified Communications Equipment/Systems | 3% |

TOTAL 100%

Primary Business: INTERNATIONAL BUYER ATTENDANCE

| | |
|--|------------|
| Advertising/Public Relations/Marketing | 5% |
| Audio Production/Post-Production | 4% |
| Broadband Video/IPTV/IP Video | 5% |
| Broader-casting/Delivery | 32% |
| Cable MSO | |
| Mobile TV/Personal Content/Services | |
| Online/Internet/Streaming | |
| Radio (Broadcast) | |
| Satellite (Radio or Television) | |
| Telco (Wireless/Wireline) | |
| Television (Broadcast) | |
| Content | 2% |
| Content Aggregator/Publisher | |
| Content Owner/Programmer/Channel (Network/Studio/Syndicator) | |
| News/Weather/Traffic | |
| Enterprise/Commercial Video | 6% |
| Consumer Electronics | |
| Corporate AV/Communications | |
| Education | |
| Finance/Investment | |
| Gaming (Video) | |
| Healthcare/Medical | |
| Legal | |
| Manufacturing and Retail | |
| Non-Profit Organization/Association | |
| Publishing and Research | |
| Religious Institution | |
| Sports: Team/League/Venue | |
| Other Enterprise | |
| Film/Motion Pictures | 8% |
| Government/Military | 1% |
| Production/Post-Production | 11% |
| 3D Graphics/Animation | |
| VFX/Special Effects | |
| Video Production | |
| Video Post-Production | |
| Software/Applications/Middleware | 3% |
| Systems Integration/Distributor/Dealer/Reseller | 17% |
| Other | 6% |
| Digital Asset Management/Storage | |
| Display/Digital Signage | |
| Performing Arts/Live Entertainment | |
| Web/Portals/Social Networking | |

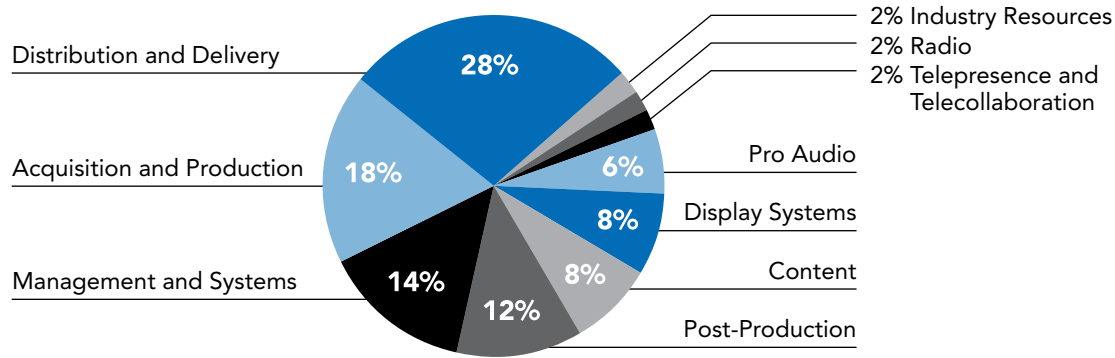
TOTAL 100%

Primary Job Function: INTERNATIONAL BUYER ATTENDANCE

| | |
|---|------------|
| Executive/Corporate Management..... | 37% |
| CEO/President/COO/Executive Director | |
| CTO/CIO/CFO | |
| Station Management | |
| Other Corporate Management | |
| Creative Professionals..... | 17% |
| Animation/VFX/Motion Graphics Artist | |
| Camera Operator or Assistant | |
| Colorist | |
| Creative/Content Management | |
| Director of Photography | |
| Director/Producer | |
| Editor | |
| Production Designer/Art Director/Crew | |
| Programming/Content Development | |
| Visual Effects/DI/Post-Production Supervisor/Producer | |
| Other Creative/Content Professionals | |
| Technical Professionals..... | 26% |
| Audio/Video Engineer | |
| Broadcast Engineer | |
| Educator/Trainer/Coach | |
| Engineering Management | |
| IT/IS/Corporate MIS | |
| Technical Management | |
| Technician | |
| Sales and Marketing Professionals..... | 12% |
| Advertising/Marketing | |
| Corporate Communications/PR | |
| Sales/Business Development | |
| Other | 8% |
| Consultant | |
| Finance/Investment | |
| Government Official | |
| Legal | |
| Student | |

TOTAL 100%

Product Interest: INTERNATIONAL BUYER ATTENDANCE



Acquisition and Production

| | |
|---|-------|
| 3D Stereoscopic Equipment | 29% |
| Cameras and Lenses | 37% |
| Capture Accessories, Devices and Software | 21% |
| Digital News Solutions | 17.5% |
| Film and Tape | 13% |
| Lighting and Grip | 19% |
| Mobile/Vehicle Production | 16% |
| Motion Capture/Virtual Production | 11% |
| Motion Picture/Film Production | 14% |
| Set Design/Props/Furniture and Fixtures | 7.5% |
| Workflow Software and Solutions | 21% |

Content

| | |
|---|-------|
| Advertising and Commercials | 12% |
| Interactive and Cross-platform: TV/Web/Mobile | 12% |
| Motion Picture: Film and Documentary | 9% |
| News/Weather/Traffic Services | 6.5% |
| Online Content Aggregators/Syndicators/Publishers | 6.5% |
| Radio Programming | 5% |
| Short-form Programming | 3% |
| Social Networking/UGC | 6% |
| Sports/Sportscasting | 6% |
| Stock Footage | 4% |
| Television Programming | 14.5% |
| Videogames | 4% |

14.5% = 2,214 attendees

Distribution and Delivery

| | |
|---|-------|
| Advertising/Analytics/Media Sales Solutions | 8% |
| Antennas, Transmitters and Towers | 12% |
| Broadband Applications/Infrastructure/Equipment | 12% |
| Broadband Connectivity: DSL/PON/FTTH | 8% |
| Cable Equipment and Headend | 8% |
| Content Delivery Network (CDN) | 9% |
| Digital Cinema | 11% |
| DTV/HDTV | 21.5% |
| Encoding | 19% |
| Fiber | 12% |
| IPTV/IP Video/Broadband Video | 21% |
| Microwave/RF Accessories | 9% |
| Mobile TV/Video Management Platforms/Applications | 13% |
| Mobile Video Distribution Technologies | 11% |
| Online Video Platforms | 10% |
| Satellite Services | 11% |
| Semiconductors/Optical Components | 3% |
| Set Top Boxes/Customer Premise Equipment | 8% |

21% = 3,206 attendees

| | |
|--|-------|
| Software/Applications/Middleware | 44% |
| Streaming/Webcasting | 16% |
| Test and Measurement Equipment/QoS | 10.5% |
| Video on Demand (VOD) | 14% |
| Web-enabled Devices | 7% |
| Web site Development | 6% |
| Wireless Applications/WiFi/Wi-Max Infrastructure/Equipment | 11% |

Display Systems

| | |
|---|-------|
| Digital Signage (Hardware and Software) | 15% |
| Projectors and Projection Screens | 13% |
| Stereoscopic/Autostereoscopic 3D | 14.5% |
| TV Sets/Monitors | 22% |
| Video Display | 22% |

Industry Resources

| | |
|---|------|
| Business and Technology Consultants | 8.5% |
| Research/Data Services | 4% |
| Sales and Marketing Support Tools | 6.5% |
| Trade Publications/Events/Web sites | 4% |

Management and Systems

| | |
|---|-----|
| Digital Asset Management and Storage | 21% |
| IT/Network Infrastructure and Security | 13% |
| Multicasting | 10% |
| OTT/Interactive Television Applications | 7% |
| Search/Metadata Software/Applications | 8% |
| Signal Management and Processing | 8% |
| Software/Applications/Middleware | 44% |
| Television/Newsroom Automation Systems/Master Control | 14% |
| Video/Content Servers/Video Processing | 17% |
| Workflow Software and Solutions/Systems Integration | 15% |

44% = 6,717 attendees

Post-Production

| | |
|--|------|
| Animation and VFX | 16% |
| Digital Intermediate | 13% |
| Editing | 28% |
| Format Conversion | 20% |
| Mastering and Duplication | 12% |
| Motion Graphics | 15% |
| Music and Sound Libraries | 10% |
| Subtitling and Closed Captioning | 9.5% |
| Workflow Solutions | 18% |

Pro Audio

| | |
|---------------------------------------|-----|
| Audio Editing | 14% |
| Audio Mixers | 16% |
| Audio Post-Production/Mastering | 13% |
| Audio Processing and Effects | 11% |
| Audio Production/Recording | 12% |

12% = 1,832 attendees

Radio

| | |
|---|----|
| Advertising and Media Sales Solutions | 5% |
| DAB/IBOC/HD Digital Radio | 7% |
| Radio Automation Systems | 8% |
| Radio Master Control | 7% |

Telepresence and Telecollaboration

| | |
|--|------|
| Telepresence/HD Videoconferencing Hardware/Software | 7.5% |
| Telepresence/HD Videoconferencing Services/Integration | 5% |
| Telecollaboration Equipment/Systems | 4% |
| Unified Communications Equipment/Systems | 4% |

TOTAL 100%

2011 Attending Company Sample List

| | | |
|--|--------------------------------|---|
| 20th Century Fox | Discovery Communications | MGM Studios |
| 3ALITY Digital | Disney Interactive | Microsoft |
| 3net | Dreamworks Animation | MobiTV |
| A&E Television Networks | Dubai Radio & Television | MSNBC |
| ABC Television Network | Dutch Media Hub | MTV Networks |
| Academy of Television Arts & Sciences | E! Networks | National Geographic Channel |
| Adidas | Eastman Kodak | National Park Service |
| African Academy of Motion Pictures | Edit House Productions LLC | National Public Radio |
| Agence France-Presse | Electronic Arts | NBC Universal |
| AirTran Airways | ESPN | Netflix Inc. |
| Alcatel-Lucent | ESPN Radio | NeuLion |
| Aljazeera Network | Evolved Games | New York Times |
| Amazon Media Inc. | Facebook | NFL Films & NFL Network |
| Amazon.com | Fidelity Capital | NHK Japan Broadcasting Corp. |
| AMC / ART | Film Chest | Nickelodeon Animation Studio |
| American Airlines | Food Network | Nintendo of America |
| American Express | Fox Interactive Media | Nippon Television Network |
| American Forces Network | Fox Networks Group | NTT |
| Anheuser-Busch Inc. | Fox Television Stations Inc. | NYSE |
| AOL | France Telecom | Ogilvy & Mather |
| Apple Inc. | FX Networks | Orange |
| Asylum FX | Gaming Network | Outdoor Channel |
| AT&T | Gannett Broadcasting | Pappas |
| AT&T Creative Media Solutions | GE Healthcare | Paramount Pictures |
| Bangkok Broadcasting TV Co. Ltd. | General Dynamics | Post-Newsweek Stations Inc. |
| BBC World News | Globo TV Network | Qwest Communications |
| Belgacom TV | Goodby, Silverstein & Partners | Rainbow Media |
| Bell Canada | Google | RCN Television |
| Best Buy | HARPO Studios | Reliance Broadcasting |
| BET | Harvard Law School | Saatchi & Saatchi LA |
| Bloomberg Television News | HBO | Seimens IT Solutions |
| Bravo | Hearst-Argyle Television | Shanghai Shentong Cartoon Company |
| Brightcove | Hulu | Sinclair Broadcast Group |
| Broadcom Corp. | IBM | Skype |
| BSkyB | IMAX | Sony Pictures Entertainment |
| Cablevision | INA | STARZ Entertainment |
| Cameron-Pace Group | Industrial Light & Magic | Tata Communication |
| CANAL+ | Inside Edition | Telecom Italia Media Broadcasting |
| Cartoon Network Studios | Intel | Telemundo |
| CBS Digital Interactive | Internet Broadcasting | Telus |
| CBS Television Stations | ION Media Networks | Time Warner Cable |
| CCTV | Japan Broadcasting Corp. | Trinity Broadcasting Network |
| Chicago Public Schools | JC Penney | Tristar Studios |
| Clear Channel Radio | Johnson & Johnson | TV Brasil |
| Cleveland Cavaliers | Jump Studios | TV Globo |
| CNN – Turner Broadcasting | Karl Storz Endoscopy | Twitter |
| Comcast Entertainment Group | Laika | UCLA Film & Television |
| ConocoPhillips | Latin American Pay Television | Universal Studios Home Entertainment |
| Cox | Lifetime Networks | U.S. Army |
| Current TV | LIN Television | USC School of Cinematic Arts |
| Czech Television | Lionsgate | Verizon |
| Debmar Mercury | Lockheed Martin | Voice of America |
| Dell | Los Angeles Times | Wal-Mart Television |
| Department of Homeland Security | Lowe's Companies | Walt Disney Studios |
| Digitas | Lucas Works | Warner Bros Studios |
| DirecTV | Major League Baseball | Westwood One |
| Dish TV India Ltd. | MATTEL | XO Communications |
| | McDonald's Corp. | YAHOO! |
| | Mayo Clinic | |
| | McGraw-Hill | |
| | Media General Inc. | |

Every industry employs audio and video to communicate, educate and entertain. They all come together at the NAB Show for creative inspiration and next-generation technologies to help breathe new life into their content.

Content Creation



Content Management



Content Commerce



Content Distribution & Delivery



Content Consumption



NAB Show Exhibit Sales Contact Information

800 622 3976 / 202 595 1953

exhibit@nab.org / advertising@nab.org

www.nabshow.com