ATTENDANCE HIGHLIGHTS

OVERVIEW

103,119
TOTAL NAB SHOW REGISTRANTS
Includes BEA registrations

69,325
BUYERS

31,540
TOTAL EXHIBITORS

26,319
INTERNATIONAL NAB SHOW REGISTRANTS from 160+ COUNTRIES

1,789
EXHIBITING COMPANIES

1,013,544
NET SQ. FT.
94,161 m²

1,635
PRESS

Full demographic information on International Buyer attendees on pages 7–9.
**EXHIBITORS**

- All 50 states represented
- 160+ countries represented

**DELEGATIONS ENROLLED**

- 60 delegations enrolled
- 48 countries represented by a delegation

**NEW COUNTRIES REPRESENTED**

- Bhutan, Cape Verde, Democratic Republic of Congo, Eritrea, Guinea, Somalia and Vanuatu

---

**DOMESTIC ATTENDEE BREAKDOWN**

- 43% Pacific Region
- 14% Mountain Region
- 16% Central Region
- 27% New England/Mid and South Atlantic

**REGIONAL ATTENDEE BREAKDOWN**

- 32% Europe
- 27% Asia
- 25% N. America (excluding U.S.)
- 20% S. America
- 3% Australia
- 2% Africa

---

* Indicates more than one delegation
### PRIMARY BUSINESS

**Total Buyer Audience and Data**

**Total Buyers:** 69,325

<table>
<thead>
<tr>
<th>Business Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising/Public Relations/Marketing</td>
<td>5.1%</td>
</tr>
<tr>
<td>Audio Production/Post-Production Service</td>
<td>4.1%</td>
</tr>
<tr>
<td>Broadercasting/Carrier</td>
<td>23.5%</td>
</tr>
<tr>
<td>Cable/MSO</td>
<td></td>
</tr>
<tr>
<td>Internet/Social Media</td>
<td></td>
</tr>
<tr>
<td>Radio (Broadcast)</td>
<td></td>
</tr>
<tr>
<td>Satellite (Radio or Television)</td>
<td></td>
</tr>
<tr>
<td>Telco (Wireline/Wireless)</td>
<td></td>
</tr>
<tr>
<td>Television (Broadcast)</td>
<td></td>
</tr>
<tr>
<td>Content/Channel</td>
<td>13.9%</td>
</tr>
<tr>
<td>Film/TV Studio</td>
<td></td>
</tr>
<tr>
<td>Independent Filmmaker</td>
<td></td>
</tr>
<tr>
<td>Programming Network</td>
<td></td>
</tr>
<tr>
<td>Distributor/Dealer/Reseller</td>
<td>7.0%</td>
</tr>
<tr>
<td>Education</td>
<td>4.4%</td>
</tr>
<tr>
<td>Faith-Based Organization</td>
<td>1.7%</td>
</tr>
<tr>
<td>Healthcare/Medical</td>
<td>0.05%</td>
</tr>
<tr>
<td>Sports: Team/League/Venue</td>
<td>0.8%</td>
</tr>
<tr>
<td>Government/Non-Profit</td>
<td>2.2%</td>
</tr>
<tr>
<td>Manufacturer/Supplier (Hardware)</td>
<td>4.4%</td>
</tr>
<tr>
<td>Performing Arts/Music/Live Entertainment</td>
<td>1.4%</td>
</tr>
<tr>
<td>Systems Integration</td>
<td>4.8%</td>
</tr>
<tr>
<td>Video Production/Post-Production</td>
<td>15.5%</td>
</tr>
<tr>
<td>Video Post-Production Services/Facility</td>
<td></td>
</tr>
<tr>
<td>Video Production Services/Facility</td>
<td></td>
</tr>
<tr>
<td>Web Services/Software Manufacturer</td>
<td>3.7%</td>
</tr>
<tr>
<td>Other</td>
<td>7.0%</td>
</tr>
</tbody>
</table>
## JOB FUNCTION

### Total Buyer Audience and Data

Total Buyers: 69,325

### EXECUTIVE/CORPORATE MANAGEMENT

- CEO/President/Executive Director
- CFO/Finance
- COO/GM/Operations Management
- Station Management

25.7%

### CREATIVE PROFESSIONALS

- Animation/VFX/Motion Graphics Artist
- Camera Operator or Assistant
- Colorist
- Director of Photography
- Director/Producer
- Editor
- Production Designer/Art Director/Crew
- Visual Effects/DI/Post-Production Supervisor
- Other Creative/Content Professionals

23.8%

### TECHNICAL PROFESSIONALS

- Audio/Video/Sound Engineer
- Broadcast Engineer
- Chief Engineer/Engineering Management
- CTO/CIO
- IT/Network Management
- Technical Manager/Director
- Technician

24.2%

### SALES/MARKETING/PROGRAMMING PROFESSIONALS

- Advertising/Marketing
- Chief Content Officer/Programming
- Chief Digital Officer/Digital Strategies
- Chief Sales Officer/GSM/Business Development
- Corporate Communications/PR
- Programming Sales/Acquisition

8.5%

### OTHER

- Consultant
- Educator/Trainer/Coach
- Government Official
- Attorney
- Student
- Other

17.8%
<table>
<thead>
<tr>
<th>PRIMARY BUSINESS</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADVERTISING/PUBLIC RELATIONS/MARKETING</td>
<td>3.9%</td>
</tr>
<tr>
<td>AUDIO PRODUCTION/POST-PRODUCTION SERVICE</td>
<td>3.7%</td>
</tr>
<tr>
<td>BROADERCASTING/CARRIER</td>
<td>34.4%</td>
</tr>
<tr>
<td>Cable/MSO</td>
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<tr>
<td>Internet/Social Media</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Programming Network</td>
<td></td>
</tr>
<tr>
<td>DISTRIBUTOR/DEALER/RESELLER</td>
<td>14.7%</td>
</tr>
<tr>
<td>EDUCATION</td>
<td>2.5%</td>
</tr>
<tr>
<td>FAITH-BASED ORGANIZATION</td>
<td>0.3%</td>
</tr>
<tr>
<td>HEALTHCARE/MEDICAL</td>
<td>0.1%</td>
</tr>
<tr>
<td>SPORTS: TEAM/LEAGUE/VENUE</td>
<td>0.4%</td>
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<tr>
<td>GOVERNMENT/NON-PROFIT</td>
<td>1.3%</td>
</tr>
<tr>
<td>MANUFACTURER/SUPPLIER (HARDWARE)</td>
<td>3.7%</td>
</tr>
<tr>
<td>PERFORMING ARTS/MUSIC/LIVE ENTERTAINMENT</td>
<td>0.6%</td>
</tr>
<tr>
<td>SYSTEMS INTEGRATION</td>
<td>6.3%</td>
</tr>
<tr>
<td>VIDEO PRODUCTION/POST-PRODUCTION</td>
<td>11.7%</td>
</tr>
<tr>
<td>Video Post-Production Services/Facility</td>
<td></td>
</tr>
<tr>
<td>Video Production Services/Facility</td>
<td></td>
</tr>
<tr>
<td>WEB SERVICES/SOFTWARE MANUFACTURER</td>
<td>3.5%</td>
</tr>
<tr>
<td>OTHER</td>
<td>4.8%</td>
</tr>
</tbody>
</table>

International Audience and Data: International Buyers: 18,189
### JOB FUNCTION

**International Audience and Data**

**International Buyers:** 18,189

<table>
<thead>
<tr>
<th>JOB FUNCTION</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXECUTIVE/CORPORATE MANAGEMENT</td>
<td>31.3%</td>
</tr>
<tr>
<td>CEO/President/Executive Director</td>
<td></td>
</tr>
<tr>
<td>CFO/Finance</td>
<td></td>
</tr>
<tr>
<td>COO/GM/Operations Management</td>
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<tr>
<td>Station Management</td>
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<tr>
<td>CREATIVE PROFESSIONALS</td>
<td>14.0%</td>
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<td>Animation/VFX/Motion Graphics Artist</td>
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<tr>
<td>Camera Operator or Assistant</td>
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<td>Colorist</td>
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<tr>
<td>Director of Photography</td>
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<td>Director/Producer</td>
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<td>Editor</td>
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<td></td>
</tr>
<tr>
<td>Visual Effects/DI/Post-Production Supervisor</td>
<td></td>
</tr>
<tr>
<td>Other Creative/Content Professionals</td>
<td></td>
</tr>
<tr>
<td>TECHNICAL PROFESSIONALS</td>
<td>30.1%</td>
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<tr>
<td>Audio/Video/Sound Engineer</td>
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<tr>
<td>Broadcast Engineer</td>
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<tr>
<td>Chief Engineer/Engineering Management</td>
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<tr>
<td>CTO/CIO</td>
<td></td>
</tr>
<tr>
<td>IT/Network Management</td>
<td></td>
</tr>
<tr>
<td>Technical Manager/Director</td>
<td></td>
</tr>
<tr>
<td>Technician</td>
<td></td>
</tr>
<tr>
<td>SALES/MARKETING/PROGRAMMING PROFESSIONALS</td>
<td>10.6%</td>
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<tr>
<td>Advertising/Marketing</td>
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<tr>
<td>Chief Content Officer/Programming</td>
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<td>Chief Digital Officer/Digital Strategies</td>
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<tr>
<td>OTHER</td>
<td>14.0%</td>
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<tr>
<td>Consultant</td>
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<td>Educator/Trainer/Coach</td>
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<td>Student</td>
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<tr>
<td>Other</td>
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</tbody>
</table>
### International Audience and Data

**International Buyers: 18,189**

<table>
<thead>
<tr>
<th>Primary Interest</th>
<th>Percentage</th>
<th>Number of Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acquisition and Production</td>
<td>19.9%</td>
<td>3,619,524</td>
</tr>
<tr>
<td>Post-Production</td>
<td>9.9%</td>
<td>1,734,282</td>
</tr>
<tr>
<td>Content</td>
<td>6.9%</td>
<td>1,290,382</td>
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<tr>
<td>Pro Audio/Sound</td>
<td>6.3%</td>
<td>1,153,873</td>
</tr>
<tr>
<td>Distribution and Delivery</td>
<td>24.5%</td>
<td>4,451,899</td>
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<tr>
<td>Management and Systems</td>
<td>15.4%</td>
<td>2,741,600</td>
</tr>
<tr>
<td>Connected Media</td>
<td>8.8%</td>
<td>1,610,316</td>
</tr>
<tr>
<td>Display Systems</td>
<td>6.4%</td>
<td>1,191,381</td>
</tr>
<tr>
<td>Industry Resources</td>
<td>1.9%</td>
<td>352,066</td>
</tr>
</tbody>
</table>

### Connected Media

- **Authentication** 4.5%
- **Connected/Mobile TV Apps** 12.2% 12.2% = 2,226 Attendees
- **Connected/Hybrid TV** 10.0%
- **Content Discovery Solutions** 6.4%
- **Home Gateway/Connected Home** 5.2%
- **OTT/Interactive TV Applications** 12.8%
- **Set Top Boxes/In Home Equipment** 7.8%
- **Social TV Solutions** 10.9%
- **Second-screen Solutions** 9.8%

### Content

- **Interactive and Cross-platform: TV/Web/Mobile** 15.1% 15.1% = 2,747 Attendees
- **Motion Picture: Film and Documentary** 9.5%
- **Music and Sounds Libraries** 7.9%
- **News/Weather/Traffic Services** 5.6%
- **Radio Programming** 5.8%
- **Stock Footage** 5.0%
- **Television Programming** 12.8%

### Distribution and Delivery

- **Advertising/Analytics/Media** 9.8%
- **Sales Solutions** 9.8%
- **Antennas, Transmitters and Towers** 12.2%
- **Broadband Applications/Infrastructure/Equipment** 12.0%
- **Broadband Connectivity** 12.0%
- **DSL/PON/FTTH** 12.0%
- **Cable Equipment and Headend** 36.3% 36.3% = 6,610 Attendees
- **Content Delivery Network (CDN)** 10.6%
- **DAB/IBOC/HD Digital Radio** 4.6%
- **Digital Cinema** 11.8%
- **DTV/HDTV** 17.6%
- **Encoding** 19.7%
- **Microwave/RF Accessories** 9.0%
- **Mobile Video Distribution Technologies** 11.9%
- **Online Video Platforms** 12.9%
- **Satellite Services** 10.5%
- **Semiconductors/Optical Components** 3.4%
- **Streaming/Webcasting** 17.6% 17.6% = 3,196 Attendees
- **Telepresence/HD Videoconferencing** 5.3%
- **Test and Measurement Equipment/QoS** 9.4%
- **Video on Demand (VOD)** 14.5%

### Display Systems

- **Digital Signage (Hardware and Software)** 12.2%
- **Monitors/TV Sets** 19.4%
- **Tablets** 9.6%
- **Video Display** 16.6%

### Industry Resources

- **Business and Technology Consultants** 8.3%
- **Research/Data Services** 4.5%
- **Trade Publications/Events/Web Sites** 4.0%

### Management and Systems

- **Cloud Computing Solutions** 15.2%
- **Digital Asset Management and Storage** 16.1%
- **Digital Rights Management/Content Protection** 8.4%
- **IT/Network Infrastructure and Security** 12.0%
- **Multicasting** 10.4%
- **Radio Advertising and Media**
  - **Sales Solutions** 4.5%
  - **Radio Automation Systems** 6.3%
  - **Radio Master Control** 5.0%
  - **Search/Metadata Software/Applications** 5.8%
  - **Signal Management and Processing** 6.0%
  - **Television/Newsroom Automation Systems/Master Control** 12.5%
  - **Traffic Scheduling Software/Solutions** 7.4%
  - **Video/Content Servers/Video Processing** 15.0% 15.0% = 2,732 Attendees
- **Workflow Software and Solutions/Systems Integration** 13.8%

### Post-Production

- **Animation and VFX** 12.9%
- **Digital Intermediate** 9.2%
- **Editing** 22.9%
- **Format Conversion** 14.4%
- **Mastering and Duplication** 9.1%
- **Motion Graphics** 11.7%
- **Subtitling and Closed Captioning** 8.5%

### Pro Audio/Sound

- **Audio Editing** 13.0%
- **Audio Mixers** 13.9%
- **Audio Post-Production/Mastering** 10.7%
- **Audio Processing and Effects** 9.2%
- **Audio Production/Recording** 10.0% 10.0% = 1,825 Attendees

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*2015 NAB SHOW DEMOGRAPHICS REPORT*
20th Century Fox
4K Film Festival
8K Imax
A&E Networks
ABC Television Network
Abercrombie & Fitch
Academy of Motion Pictures
Alcatel-Lucent
Aljazeera Network
Allstate Insurance Company
Amazon Studios
AMC Networks
American Airlines
American Forces Network
Apple
Asylum Productions
AT&T
Bangkok Broadcasting Television
BBC Future Media
Beijing Film Academy
Bell Canada
BET Networks
Bloomberg Media Group
Bravo
Brightcove
BSKY Tech Solutions
Cablevision Systems
CABAL+
Cartoon Network Studios
CBS TV
CCTV
Clear Channel Media + Entertainment
Cleveland Cavaliers
CNN
Colorado Film School
Comcast
ConocoPhillips
Cox Broadcasting
Czech-TV
Dell
Digital Storytellers
DirecTV Latin America
Discovery
Dish TV India
Disney — Media Networks
Dreamworks Studios
Dubai Government Media Office
Dutch Productions
El Entertainment TV LA
Edit House Productions
Electronic Arts
ESP
Facebook
Federal Law Enforcement Training Center
Fidelity Investments
Film Chest Media Group
Fox Broadcasting Company
France Televisions
Gaming Arts
Gannett Digital
GE Healthcare
General Dynamics
General Motors
Globo TV Network
Google
Harpo Productions, Inc.
Harvard University
HBO
Hearst Corporation
Hulu
IBM
iMAX
Industrial Light & Magic
Inside Edition
ION Media Networks
Japan Broadcasting Corporation
Johnson & Johnson
Kaiser Permanente
Korean Film Archives
Laika
LIN Television
Lionsgate
Lockheed Martin
Los Angeles Dodgers
Lucasfilm/ILM
Major League Soccer
Marriott Corporation
Mattel
Mayo Clinic Health Systems — Franciscan Healthcare
Media General
MGM Resorts
Microsoft — Xbox Entertainment
MobiTV
MSNBC
MTV
National Football League
National Geographic Channels
National Public Radio
NBC
Netflix
Neulion
New York Times
Nickelodeon
Nike
Nintendo of America
Nippon Television Network Corporation
NTT
Ogivly
Orange
Outdoor Channel
Panama Canal Authority
Pandora
Pappas Films
Paramount
PBS
Penn State College of Communication
Peruvian Govt.
PBA Tour
Pixar
Portable Church Industries
Post-Newsweek Stations, Inc.
RCN Television
Redcam Drones
Reliance Broadcast Network Ltd.
Saatchi & Saatchi
Shanghai Digital Industry Group
Sinclair Broadcast Group
Slacker Radio
Sony Pictures
St. Jude Children’s Research Hospital
Starz Entertainment
Target
Tata Communications
Telecom Italia
Telemundo
Television Academy
Telus
Time Warner
TMZ
Tristar
TV Globo
Twitter
U.S. Air Force
U.S. Army
U.S. Department of State
U.S. Navy
UCLA Film Television & Digital Media
Universal Studios Hollywood
Univision
USC School of Cinematic Arts
Verizon
Voice of America
Walt Disney Company
Warner Bros
Westwood One
Wheel of Fortune
Word of Life Worship Center
XO Communications
Yahoo!
Yamaha Scandinavia
Zappos.com
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