



2025 NAB Show Overview

NAB Show is the premier destination for leaders in media and entertainment. It gathers global decision makers and provides them with the insights, tools and technologies that enable storytelling at scale.

Where: Las Vegas Convention Center | South, West and North Halls

When: April 5-9, 2025 (Exhibits April 6-9)

Website: NABShow.com

Description:

The 2025 NAB Show, the premier global event for broadcast, media and entertainment professionals, returns to the Las Vegas Convention Center from April 5-9, with Exhibits running April 6-9. As the ultimate destination for industry leaders, NAB Show provides unparalleled insights, tools and technologies – including highly interactive demonstrations, discussions and hands-on learning opportunities – to empower storytelling. With an expected 63,000 attendees from over 160 countries, including a growing number of first-time participants, the event will feature 1,150+ Exhibitors across 670,000 sq. ft., showcasing the latest innovations in AI, streaming, sports broadcasting, cloud virtualization and the creator economy.

New for 2025, NAB Show introduces the Business of Entertainment track produced in partnership with The Ankler, the Sports Summit: The Future of Sports Rights and Fan Experience and the AI Innovation Pavilion, where cutting-edge artificial intelligence solutions take center stage. PropelME's Startup Stage will connect emerging companies with investors, while CineCentral expands its hands-on workshops for filmmakers. Additional highlights include the news Sports Business Hub, AWS F1 simulators and the prestigious Product and new Project of the Year Awards. With more than 550 sessions led by hundreds of speakers NAB Show remains the industry's leading platform for knowledge-sharing, networking and the discovery of groundbreaking advancements shaping the future of media.

Pronunciation: "N-A-B" Show – short for National Association of Broadcasters. (NOT "nab") **Tag**

Us: @NABShow and #NABShow2025

Top Trends:

- Artificial Intelligence. Check out AI-related [sessions here](#).
- Creator Economy. Check out creator economy-related [sessions here](#).
- Sports. Check out sports-related [sessions here](#).
- Cloud Virtualization. Check out cloud virtualization related [sessions here](#).
- Streaming/OTT. Check out Streaming/OTT related [sessions here](#).

Global Brand Attendance:

The 2024 NAB Show attracted more than 26,000 unique companies between exhibitors and attendees, with 213 of these companies spanning the 2023 Fortune 500 and the Global Fortune 500 Lists.

- **Media/Entertainment:** 20th Century Studios, ABC, Apple TV, CBS, Disney+, Fox, iHeart Radio, NBC, Netflix, Peacock, Prime Video, SKY, Snapchat, Sony Pictures Entertainment, TikTok, Tubi, United Talet Agency, XBOX, YouTube
- **Brands/Industries:** Airbnb, Amazon, American Express, Deutsch Bank, Google, Johnson & Johnson, Mattel, Mayo Clinic, Meta, Microsoft, NASA, Nike, Nvidia, SpaceX, Starbucks, Ticketmaster, Toyota, United Nations, Walmart, Yelp, Zoom
- **Sports:** Cricket Australia, Dallas Cowboys, Madison Square Garden, MLB Network, MLS, NFL, PGA, Phoenix Suns, Premier League, Real Madrid, T-Mobile Arena, WWE

NAB Show Facts and Figures	2025 (expected)
Attendance	63,000 total registrants 160 countries <ul style="list-style-type: none"> 26% international
Exhibitors	1,150+ Exhibitors <ul style="list-style-type: none"> 125 new Exhibitors
Total Net Sq. Ft.	670,000 sq. ft.
Total Sessions	550+ sessions

Thought Leaders/Industry Heavyweights:

- [Gotham Chopra](#), founder, Religion of Sports
- [Sarah Foss](#), CTO, Audacy
- [Nick Khan](#), president, WWE
- [Paul “Triple H” Levesque](#), chief content officer, WWE
- [Jeff Groth](#), ACE, editor, Joker
- [David Goyer](#), writer/producer, Blade/Foundation/The Dark Knight
- [Pat LaPlatney](#), president & co-CEO, Gray Television
- [Dhar Mann](#), founder, Dhar Mann Studios
- [Kevin Mayer](#), co-founder and co-CEO, Candle Media
- [Jason McCourty](#), athlete/host, NFL Network
- [Tracy Perlman](#), SVP player operations, NFL
- [Stephen A. Smith](#), host, ESPN

Download a list of thought leaders available for interview and quotes for coverage in the [Experts Directory](#), sortable by trend.

Thought leaders listed have agreed to participate in media interviews for pre-show or onsite coverage. Listing does not imply endorsement.

Download the [New Product Guide](#) to assist with coverage, sortable by trend.

Information provided by Exhibitors. Not a complete list. Listing does not imply endorsement.

Questions:

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