



2024 AUDIENCE PROFILE

NAB||**SHOW**[®]
NEW YORK

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To Our Community,

The 2024 NAB Show New York was a success! The energy was high with standing-room-only sessions and buying teams from major media organizations and broadcast networks. Aptly, the event happened in a New York minute. *But its impact?* Long-lasting and wide-reaching, encompassing not only broadcast, media and entertainment professionals but the growing segment of enterprise markets creating content.

Our exhibitors were elated to see such fearless storytellers -- content creators, tech innovators, business strategists, AV pros and newcomers -- convene in the media capital of the world to network, learn and discover the trends and technologies reshaping our industry, including:

Artificial Intelligence & Machine Learning

AI is transforming media workflows, from enhancing audience engagement to automating content creation and delivery. The role of AI in sports broadcasting, disinformation management and campaign planning was front and center. We tackled the challenge of AI-generated disinformation in political coverage in *Deepfakes, Cheapfakes and Gen AI in the Election* (as part of the timely Election Coverage Summit).

Creator Economy

The creator economy is driving new forms of content monetization and social engagement. How independent creators can leverage digital tools and platforms for success was a large part of our focus. Through sessions like *The Creator Era: How Creators Are Redefining Media, Marketing and Commerce* and product launches like a portable, all-in-one live production and streaming system from Magewell and new lenses (ideal for portrait and travel photographers and filmmakers) from Tamron Americas. Other key exhibitors included *1SourceVideo, AWS, Avid, B&H, Blackmagic Design, Canon, Fujifilm, Panasonic Connect, Quantum* and *Sony/Crispin*.

Live & Virtual Production

Technology is revolutionizing production workflows and storytelling -- from cinema tools for live events to virtual production environments. We went *Behind the Scenes of Virtual Production Unplugged* with AbelCine and The Garage, and got insights on using new production tools for both live and pre-recorded content from Fujifilm in *The Filmmaker's Toolbox*.

Radio, Podcasting & Audio

As the audio industry continues to grow, radio and podcasting is evolving with new technology, data-driven audience engagement and innovative sound design. We dived right in. We also celebrated excellence in radio at the *Marconi Radio Awards* with radio personality *Bobby Bones* who not only hosted, but received the prestigious NAB Distinguished Service Award. Former NAB Joint Board Chair and Salem Media Group CEO Dave Santrella was presented with the National Radio Award.

Sports Media

With evolving sports media rights and production techniques, the sports industry is adapting to new platforms, immersive experiences and fan engagement strategies. From studio to stadium, we covered all the high ground with big-name players like *National Women's Soccer League* EVP and CLO *Bill Ordower* and *Gray Media's* President and Co-CEO *Pat LaPlatney* discussing the explosive growth of women's sports during the *Changing the Game: Evolving Broadcast Rights in Sports* session.

Streaming

As streaming platforms continue to expand, the need for cross-platform measurement, innovative monetization strategies and AI-driven content delivery optimization is increasing. We explored successful growth strategies with Tubi CEO *Anjali Sud* discussing the impact of AI on content streaming in *How Tubi is Surging in the Streaming Wars*.

Broadcasting

The broadcast industry is rapidly evolving to a digital-first approach, using cloud-based systems, AI-driven personalization and live streaming to stay competitive, especially during election cycles when real-time coverage and targeted political ads are in high demand. We examined how broadcasters are adapting to these trends in two standout programs. The Local TV Strategies Conference featured industry leaders like *Valari Staab* (NBCUniversal Local), *Jennifer Mitchell* (CBS News and Stations), *Andy Alford* (Nexstar Media Group), and *Michael Hayes* (Hearst Television) while the Election Coverage Summit hosted *Rep. Yvette Clark* and *New York Times'* national political reporter *Lisa Lerer*.

Collectively, more than **12,000 attendees** (64% of whom were newcomers!) and **250 exhibiting companies** (50 of which were first-timers and 20 of which featured new product launches!) lined the event with palpable partnerships and cutting-edge solutions. Plus, more than **75 educational sessions** aided attendees with the ideas and insights to thrive amidst market shifts. [Check out some of the hottest ones on-demand here!](#)

We look forward to welcoming you back to NAB Show New York when it returns to the Javits Center October 22-23, 2025.



Karen Chupka

Managing Director and Executive Vice President, Global Connections and Events, National Association of Broadcasters



Curtis LeGeyt

President and Chief Executive Officer, National Association of Broadcasters

Attendance Highlights



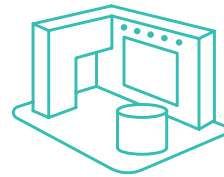
12,275

Total Registrations



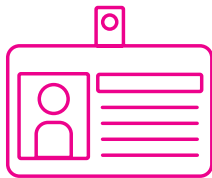
10,269

Buyers



1,699

Exhibit Personnel



199

Press



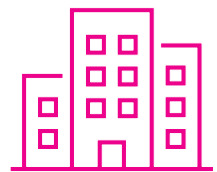
58%

First-Timers



1,182

International



6,566

Total Unique
Companies
Represented

TOP PRODUCT CATEGORY INTEREST

AI/Machine Learning
Cameras & Lenses
Television/Video Production
Editing (Video/Image)
Workflow Software & Solutions/
Systems Integration
Switchers: Production & Routing
Video/Content Servers/
Video Processing
Editing (Audio/Sound)
Audio Mixers
5G

TOP TREND INTEREST

Live Events/Broadcasts: use of cinema tools and techniques in production
Virtual Production: growing use of virtual production to drive cost efficiencies
Artificial Intelligence: deployment of tools across all verticals to save time and increase revenue
Creator Economy: the evolution of brands and personalities and their direct connection to the consumer
Advertising: the impact of OTT/streaming ad models and opportunities for companies to monetize via community/fandom outreach
Audio: the expanding audio marketplace and the impact of new players on traditional audio content producers
In-House Studio: the democratization of content creation evolving the professional, corporate and boutique studio businesses
Workflow Evolution: the transition to IP workflows, particularly SMPTE 2110
Streaming: evolving fast, SVOD and AVOD business models/impact on consumer markets
Immersive Media: reaching new audiences through XR and metaverse experiences

Buyer Profile

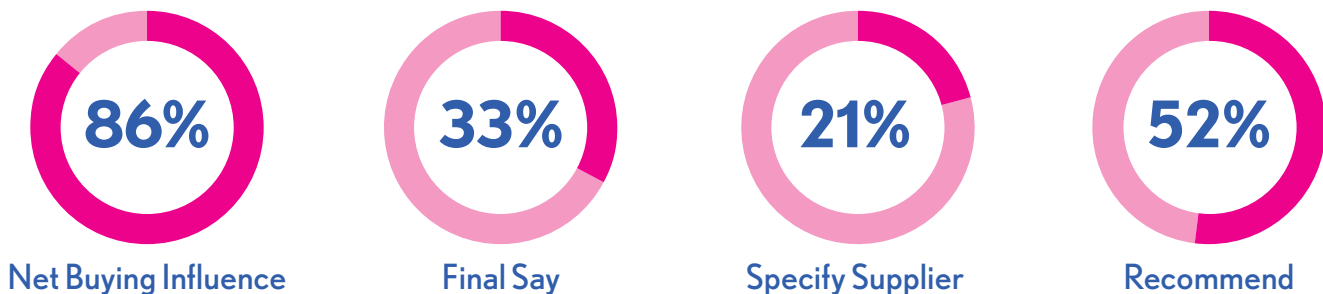
Buyer Roles

NAB Show New York provides an exclusive platform for exhibitors to connect with a highly targeted audience spanning creative, business, technical and c-suite professionals. This audience represents the heart of the city's vibrant media ecosystem, including thousands who are unable to attend Las Vegas due to the unique production demands of NYC.

C-Suite	Creative	Business	Tech	Other
21% of total registrants	26% of total registrants	22% of total registrants	22% of total registrants	10% of total registrants
18% of this group were first-timers	29% of this group were first-timers	22% of this group were first-timers	18% of this group were first-timers	13% of this group were first-timers

Buying Behavior

BUYING INFLUENCE



**Since attendees can have multiple buying roles, the sum of the percentages for specific roles may exceed the Net Buying Influences*

TOTAL BUYING PLANS

72%

Intend to buy or recommend buying in the next 12 months as a result of what they saw at the show

NET PROMOTER SCORES

39

Attendee

42

Exhibitor

AVERAGE TIME SPENT ON SHOW FLOOR

5.3

hours

Industries Represented

New York City is the cultural epicenter of global media innovation, fueling diverse content creation, cutting-edge broadcasting and live production with worldwide reach. Set in the heart of the largest concentration of media companies, production studios and global advertising agencies, NAB Show New York offers unparalleled access to key decision-makers and influential creators shaping the future of the industry.

Advertising & Marketing

18% Total
64% First-timer

Broadcast (TV & Radio)

13% Total
48% First-timer

Colleges & Universities

8% Total
50% First-timer

Corporate/Enterprise

17% Total
67% First-timer

Production & Post (Film/TV)

31% Total
65% First-timer

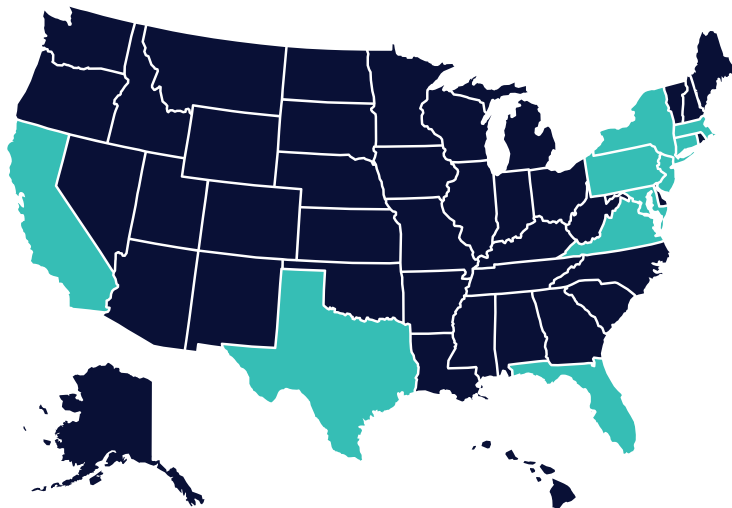
Geographic Breakdown of Buyers

11,093

US Registrants

Top States

New York	Massachusetts
New Jersey	Florida
California	Maryland
Connecticut	Texas
Pennsylvania	Virginia



1,182 (10%)

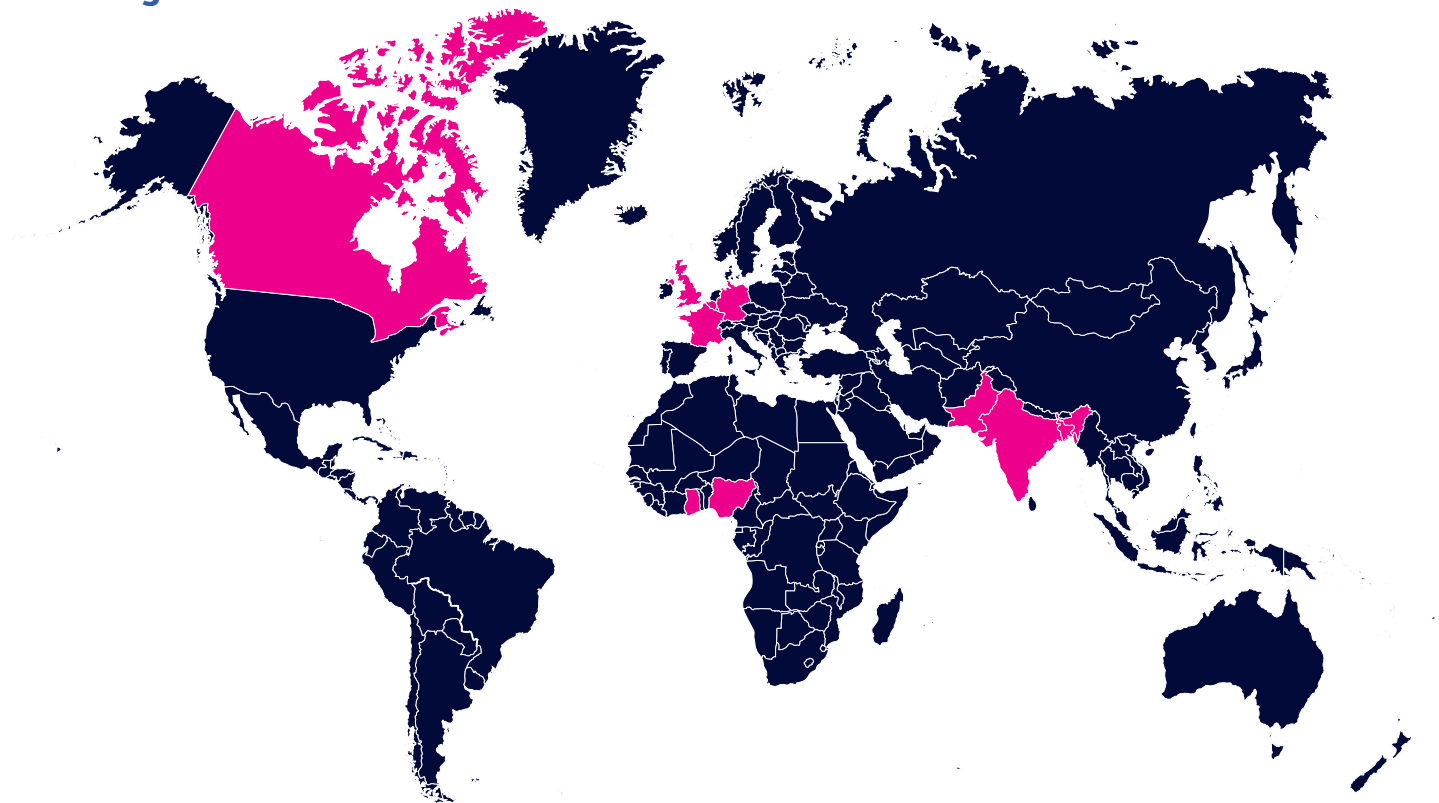
International Registrants

102

Countries/Regions/Territories
Represented

Top Countries/Regions/Territories

Canada	Germany	Pakistan	Bangladesh	Belgium
United Kingdom	Ghana	India	Nigeria	France



Speaker Highlights

Complementing the cutting-edge tools and tech, NAB Show New York stages feature insightful discussions and presentations covering the latest trends and innovation impacting the business:

AI - Creator Economy - Live & Virtual Production - Sports - Radio, Audio & Podcasting - Streaming

- Alexandra Canal, Senior Reporter, Yahoo Finance
- Amit Bagga, SVP, Global Entertainment Engineering, Comcast
- Andrew Reich, Sr Industry Specialist BD, AWS
- Anjali Sud, CEO, Tubi
- Bill Ordower, EVP & CLO, National Women's Soccer League
- Brendan Noone, Head of Media and Entertainment, North America, AWS
- Carin Forman, Global Partner Lead, Media Supply Chain and Archive, Telco, Media and Sports, AWS
- Chris Lennon, Director, Ross Video
- Fabian Westerwelle, VP, Product and Strategy, ABC News
- Jamie Simmons, Senior Director, Content Technology, NBCUniversal Local
- Jeff Cucinell, EVP, Digital Marketing, iHeartMedia
- Jeff Lee, Director of Education & Product Specialization, AbelCine
- Jennifer Mitchell, President, Stations and Digital, CBS News and Stations
- Jeremiah Tachna, VP, Sales, Disney Advertising
- Kathy Haley, Co-Founder & Publisher, TVNewsCheck
- Kendra Russell, Director, Production Operations, XR & Virtual, Warner Bros. Discovery
- Komal Bhukhanwala, Senior Art Director, CBS
- Leah Reis-Dennis, Vice President, Content Strategy and Business Development, Audacy
- Lisa Lerer, National Political Correspondent, The New York Times
- Liz Alesse, VP, ABC Audio, ABC News
- Loic Barbou, Chief Architect, Bloomberg Media
- Matt Kramer, Co-Head, CAA Sports Media Group
- Mike Kralec, SVP, Chief Technology Officer, Sinclair, Inc.
- Mike Vorkunov, Staff Writer, NBA and Basketball Business, The Athletic, New York Times
- Pallavi Reddy, VP of New Media, CNN
- Pamela Bloom, Marketing, Fujifilm
- Patrick Paolini, EVP, Fox Ad Sales, Fox Television Stations
- Patty Jackson, Radio Host, WDAS/iHeartMedia, Inc.
- Peter Kafka, Chief Correspondent, Business Insider
- Rafi Mamalian, AVP, Head of Innovation Lab, Sinclair, Inc.
- Ray Chao, SVP & General Manager of Audio and Video, Vox Media
- Sahand Sepehrnia, EVP of Digital Content Strategy and Business, CBS News, Stations, Entertainment and Sports
- Scott Ehrlich, Chief Innovation Officer, Sinclair, Inc.
- Sonali Pathak, SVP, Business Development & Strategy, NBCUniversal Local
- Steph Lone, Global Director, Media & Entertainment, Games and Sports, AWS
- Valari Dobson Staab, Chairman, NBCUniversal Local
- Yvette Clarke, Congresswoman, U.S. House of Representatives

Global Reach

Rooted in the energy and innovation of New York City, NAB Show New York attracts a dynamic cross-section of industries and media outlets from around the globe. Serving as a magnet for press and media professionals, it garners global media coverage and storytelling through a vibrant mix of perspectives. The show's influence extends across social platforms, driving impactful collaborations and amplifying its reach through engaging cross-platform content.

Media Coverage



199
Total Press/Media



97
First-timers

Countries/regions/territories:

Argentina, Bangladesh, Canada, Chile, Dominican Rep, Ethiopia, Georgia, Ghana, Italy, Japan, Nepal, Nigeria, Pakistan, Peru, Taiwan, Uae, United Kingdom, United States

Outlets:

Axios, Business Insider, CNBC, CNN, Consumer Reports, Filmmaker Magazine, Fox, Front Office Sports, Inside Radio, Morning Brew, NBC Philadelphia, New York Times, postPerspective, RedShark News, Sky News, Sports Video Group, The Athletic, TV Tech, TVB Europe, Yahoo Finance

Media Partners:

American Cinematographer Magazine, AV Technology, AV Technology Europe, BE Extra (BEE), Broadcast + Cable (B&C), Chelsea Film Festival, Church Design Magazine, Church Production Magazine, Computer Graphics World (CGW), Convergencia, eGame Spectrum (Bulgaria), Film and Digital Times, Filmmaker Magazine, ICG Magazine, Immersive Media, InBroadcast, Innovation & Tech Today, LA / NY 411, Mediavision Magazine Russia, Mix Magazine, Multichannel News (MCN), Newline Report, Next TV, Post Magazine, postPerspectives, Pro Audio Spotlight, Pro Lighting Spotlight, Pro Sound News (PSN), Pro Sound News Europe, Production Hub, Radio World, Radio World Engineering (RWE), Red Shark News, Residential Tech Today, Society of Camera Operators, Systems Contractor News (SCN), Technologies for Worship Magazine, TV Technology (TVT), TVB Europe, Videomaker Magazine

Social Media Highlights



686,898
Impressions



2.38%
Engagement Rate
Industry Benchmark <1%



4,537
Follower Growth



20+ posts
from 15+
creators supported
cross-platform collaborations