

SKYVIEW NETWORKS

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INDUSTRY LEADER

— In Network Audio —

Celebrates

the

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INNOVATION

&

LEADERSHIP

across the broadcasting
industry.



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RADIO BROADCASTERS' SCHEDULE AT-A-GLANCE

Saturday, April 13

2-6 p.m. | W213-W215
NAB Small and Medium Market Radio Forum + Reception

Sunday, April 14

10-10:50 a.m. | W216-W217
Economic Outlook - TV and Radio: Identifying Opportunities and Concerns

10-10:50 a.m. | TV and Radio HQ
Discussion Den: How to Win the Recruiting/Talent Retention Battle for TV and Radio

11-11:30 a.m. | TV and Radio HQ
Sip-and-Speak: Broadcast Positioning System (BPS) - Why it Matters to Broadcasters

11-11:50 a.m. | TV and Radio HQ
Discussion Den: How Broadcasters Can Win Over Gen Alpha/ Other Generations

11:30 a.m.-12:20 p.m. | W214-W215
AI Strategies for Programmers – How to Leverage AI to Create Winning Content

1-1:45 p.m. | W208-W209
Fireside Chat - D&I in Sports Media and Broadcasting: Redefining Athlete-driven Content

1-1:50 p.m. | TV and Radio HQ
Discussion Den: Marketing Success Stories in Radio

1:30-2:20 p.m. | W214-W215
Why Radio 2024: Do Your Presentations Break Through the Clutter?

1:30-2:20 p.m. | W216-W217
The Most Trusted Source of News: How Local Broadcasters are Combating Misinformation in the Age of AI and Deepfakes

2-2:30 p.m. | TV and Radio HQ
Sip-and-Speak: Managing Talent the Right Way

2-2:50 p.m. | TV and Radio HQ
Discussion Den: Measurement Metrics That Matter for Radio

2:30-3:15 p.m. | W208-W209
Leveraging Generative AI: Balancing Benefits and Risks

3-3:30 p.m. | TV and Radio HQ
Sip-and-Speak: Leveraging Social Media to Increase Engagement

3-3:30 p.m. | TV and Radio HQ
Discussion Den: Veteran Resource Group | Presented by DAV

3-3:50 p.m. | W216-W217
The Future of Ears: Navigating the Podcast Advertising Soundscape

3-3:50 p.m. | W214-W215
Radio Works for Political

3:30-4:15 p.m. | W208-W209
Empowering Inclusion: Content Creators as Social Changemakers

3:45-4:35 p.m. | W208-W209
The C-suite's Big Three – Where are the Next Biggest Opportunities for Broadcasters – And are You Prepared to Take Advantage of Them?

Monday, April 15

9:15-9:45 a.m. | TV and Radio HQ
Sip-and-Speak: Music Licensing - Broadcast Radio and TV

9:30-11 a.m. | Main Stage
NAB Show Welcome

10:30-11 a.m. | TV and Radio HQ
Sip-and-Speak: We're All in Sales: Bridging the Gap Between Sales and Programming

11:30 a.m.-12:20 p.m. | TV and Radio HQ
Discussion Den: M&A's Outlook on TV/Radio – A Look at the M&A Landscape and How to Prepare for Buying and Selling's Impact

11:30 a.m.-12 p.m. | TV and Radio HQ
Sip-and-Speak: Podcasters: What's Your Video Strategy?

1-2 p.m. | Main Stage
NAB Broadcasting Hall of Fame | Presented by Xperi

2:30-3:20 p.m. | W214-W215
DTS AutoStage – Your Station, Your Content, Your Analytics. Together We Define the Future of Radio in the Car

2:30-3:30 p.m. | W208-W209
Leadership Insights: Why Top Broadcast Executives are Staying Committed to DEI

3-3:30 p.m. | TV and Radio HQ
Sip-and-Speak: How to Change or Revitalize Your Station's Brand

3-3:50 p.m. | TV and Radio HQ
Discussion Den: Crystal Awards Finalist Workshop – Advancing Your Brand | Presented by DAV (Invite only)

3:30-4:15 p.m. | W208-W209
Behind the Scenes: How Inclusivity in Media Production Impacts Creative Output

4-5:30 p.m. | TV and Radio HQ
Radio Happy Hour

Tuesday, April 16

9-9:30 a.m. | TV and Radio HQ
Sip-and-Speak: Using Sweepstakes Successfully to Grow Audience and Revenue

9:30-10:30 a.m. | Main Stage
We Are Broadcasters Ceremony

10-10:30 a.m. | TV and Radio HQ
Sip-and-Speak: Beyond Branding: The Spirit of Audio to Drive Sales

10-10:50 a.m. | TV and Radio HQ
Discussion Den: How to Effectively Sell Digital Advertising Solutions

10:45-11:15 a.m. | TV and Radio HQ
Sip-and-Speak: Innovative Solutions to Expanding Limited Studio Space and Improving Workflow

11-11:50 a.m. | TV and Radio HQ
Discussion Den: Rolling the Dice: Sports Betting and Radio

11:30 a.m.-12 p.m. | TV and Radio HQ
Sip-and-Speak: Emergency Disaster Preparation: How Comfortable are You With Your Plan (Do You Have One?)

11:30 a.m.-12:20 p.m. | W216-W217
AI Strategies for Sales, Marketing and Operations – How to Leverage AI to Increase Revenue and Improve Efficiencies

11:30 a.m.-12:20 p.m. | W214-W215
Finding and Developing On-Air Talent: Creating a Winning Program

12-12:55 p.m. | NAB Member Lounge/TV and Radio HQ
Futuri Presents: A Meet-and-Greet with Surprise Guest (NAB members only)

1-1:30 p.m. | TV and Radio HQ
NAB Member Meetup: Ask the CEO (NAB members only)

1:30-2:20 p.m. | W216-W217
Changing the Game: Creating Unique Sports Radio Programming

1:30-2:20 p.m. | W214-W215
Creating Winning Hyperlocal Programming Strategies

2-2:50 p.m. | TV and Radio HQ
Discussion Den: Radio's Point of Purchase Proximity Drives Revenue

2-2:30 p.m. | TV and Radio HQ
Sip-and-Speak: What Does Noncompete Mean With Terrestrial vs. Digital Radio?

3-3:30 p.m. | TV and Radio HQ
Sip-and-Speak: How Radio Can Embrace its Local Market Roots

3-3:50 p.m. | W216-W217
Maximizing Radio Revenue: Monetizing Everything You Create

3-3:50 p.m. | TV and Radio HQ
Discussion Den: Ethnic Audience Broadcasting Trends

3:45-4:15 p.m. | TV and Radio HQ
Sip-and-Speak: Music Licensing for Internet Radio: Learn the Basics

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Xperi technologies create extraordinary experiences that are more immersive and personal for millions of people worldwide.

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MOBILE
Next-Gen Connectivity

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Sip-and-Speak: Innovation from Local Broadcast to Multichannel Measurement

1-1:45 p.m. | W208-W209
Fireside Chat - D&I in Sports Media and Broadcasting: Redefining Athlete-driven Content

1-1:30 p.m. | TV and Radio HQ
Sip-and-Speak: Interactive Sponsorship Bootcamp: Increase Revenue With Proven Broadcast Segments

2:30-3:15 p.m. | W208-W209
Leveraging Generative AI Responsibly: Balancing Benefits and Risks

3-3:30 p.m. | TV and Radio HQ
Discussion Den: Veteran Resource Group | Presented by DAV

3:30-4:15 p.m. | W208-W209
Empowering Inclusion: Content Creators as Social Changemakers

3-3:50 p.m. | W216-W217
How to Create the Next Big Hit: Finding and Adapting Podcasts for TV and Radio

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9:30-11 a.m. | Main Stage
NAB Show Welcome

11:15 a.m.-12:15 p.m. | W214-W215
How to Maximize NEXTGEN TV's Content and Data Potential

11:30 a.m.-12:20 p.m. | TV and Radio HQ
Discussion Den: M&A's Outlook on TV/Radio – A Look at the M&A Landscape and How to Prepare for Buying and Selling's Impact

12:15-12:45 p.m. | Capitalize Zone Theater
Innovative Broadcasting: Unleashing the Power of Live Social Platforms, Multiformat Magic and ROI Mastery in Livestreaming

1-2 p.m. | Main Stage
NAB Broadcasting Hall of Fame | Presented by Xperi

2:30-3:30 p.m. | W208-W209
Leadership Insights: Why Top Broadcast Executives are Staying Committed to DEI

2:30-3:15 p.m. | W216-W217
PILOT NEXTGEN TV Fellowship

3:30-4:15 p.m. | W208-W209
Behind the Scenes: How Inclusivity in Media Production Impacts Creative Output

Tuesday, April 16

9-9:30 a.m. | TV and Radio HQ
Discussion Den: ATSC 3.0 for Station Executives and Managers

9:30-10:30 a.m. | Main Stage
We Are Broadcasters Ceremony

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Sip-and-Speak: Emergency Disaster Preparation: How Comfortable are You With Your Plan (Do You Have One?)

12-12:45 p.m. | Capitalize Zone
How Can We Save Broadcast TV?

12-12:55 p.m. | NAB Member Lounge/TV and Radio HQ
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1-1:30 p.m. | TV and Radio HQ
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1:30-2:20 p.m. | W216-W217
Creating Winning Hyperlocal Programming Strategies

3-3:50 p.m. | W214-W215
The Future of FAST: Lessons Learned and What's Next

3-3:50 p.m. | TV and Radio HQ
Discussion Den: Ethnic Audience Broadcasting Trends

4-5:30 p.m. | TV and Radio HQ
TV Happy Hour

Wishing all attendees an enjoyable and productive NAB Show 2024.

YOU'RE INVITED

Innovation, from Local Broadcast to Multi-Channel Measurement

Sunday, April 14 from 12-12:30 PM
 TV AND RADIO HQ • WEST HALL, LEVEL 2

Join Comscore for a panel discussion with AWS and Graham Media Group where we'll discuss **enriching local broadcast and national audience data via clean rooms** to drive cross-platform audience insights and reach.

Connect with us!



NABSHOW
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Broadcasters on the Main Stage

Join us at the Main Stage in Central Hall to hear from media trailblazers and celebrate the achievement of fellow broadcasters.

NAB Show Welcome

Monday, April 15 | 9:30-11 a.m.

The official 2024 NAB Show broadcaster welcome event:

- State of the Industry Address
- 2024 Insight Award: Soledad O'Brien

NAB Broadcasting Hall of Fame | Presented by Xperi

Monday, April 15 | 1-2 p.m.

- 2024 NAB Television Hall of Fame: "America's Most Wanted"
- 2024 NAB Radio Hall of Fame: Donnie Simpson
- NAB Digital Leadership Award: Sun Sachs

We Are Broadcasters Ceremony

Tuesday, April 16 | 9:30-10:30 a.m.

- NAB Crystal Radio Awards
- NAB Crystal Heritage Award
- TV Chairman's Award: Jennifer Hudson
- Engineering Achievement Awards for Television and Radio: Winston Caldwell and David Kolesar

comscore

PRESENTS

TV and Radio
HQ



The premier networking destination for the television and radio broadcast community at NAB Show, located in the Broadcast District.

W232, West Hall

Sunday, April 14 - Tuesday, April 16
 9 a.m. - 6 p.m.

NAB Member Lounge

Connect with fellow NAB members, host impromptu meetings, relax and enjoy complimentary refreshments.

NAB Sip-and-Speak Series

Brought to you by SoundExchange, join us for a daily series of quick, intimate Q-and-A discussions with today's most influential leaders in broadcasting.

Discussion Den

Join your colleagues for a series of deep-dive discussions and workshops on industry hot topics.

Happy Hour Events

Enjoy complimentary drinks and entertainment while networking with your TV and radio peers.

Radio Happy Hour: Monday, April 15 | 4-5:30 p.m.

TV Happy Hour: Tuesday, April 16 | 4-5:30 p.m.

Broadcasters' Guide to
NABSHOW
 Where Content Comes to Life



A Curated Guide for TV and Radio Professionals at NAB Show



Scan QR code to view full session schedule and descriptions.