

Global Influence of 2025 NAB Show

Total Attendance



55K

Registered Attendees



26%

International Attendees



53%

First-time Attendees



160+

Number of Countries

Top 5 International Countries Attending

Canada

Brazil

China

United Kingdom

Mexico

Conference Programming and Keynotes

- ▶ Conference Sessions = 550
- ▶ Speakers = 1K+

Media Attendance and Global Exhibitors



Press 1K+



Global Exhibitors

1,050



New Exhibitors 125



International Exhibitors

442

Top Trends for this Year



Artificial Intelligence



Cloud Virtualization



Creator Economy



Sports



Streaming