

# NAB RESOURCE GUIDE

NAB associate members get a complimentary listing in the NAB Online Resource Guide. Please select the categories of products and/or services your company offers from the selection below.

## ADTECH/MARTECH

- ☐ Advertising and Media Sales Solutions
- ☐ Audience Measurement
- ☐ Business Intelligence Platforms
- ☐ Data Analytics
- ☐ Digital Rights Management
- ☐ Online Community Platforms
- ☐ Predictive Analytics
- ☐ Programmatic Advertising
- ☐ Recommendation Engines
- ☐ Search/Metadata Software/Applications
- ☐ Social TV Solutions

## AI/MACHINE LEARNING

- ☐ AI/Machine Learning
- ☐ Vision AI
- ☐ Voice AI/Voice Language Recognition/  
Language Processing

## ASSET MANAGEMENT AUTOMATION AND PAYOUT

- ☐ Automation Tools
- ☐ Digital Asset Management
- ☐ Digital News Solutions
- ☐ Television/Newsroom Automation Systems/  
Master Control

## AUDIO PRODUCTION, PROCESSING AND NETWORKING

- ☐ Intercoms
- ☐ Microphones
- ☐ Mixers/Consoles
- ☐ Music and Sound Libraries
- ☐ Post-Production/Mastering
- ☐ Processing and Effects
- ☐ Production/Recording

## CAMERAS, CAMERA SUPPORT CONTROL AND ACCESSORIES

- ☐ Cameras and Lenses
- ☐ Capture Accessories, Devices and Software
- ☐ Metadata Capture
- ☐ Promoters

## CLOUD COMPUTING AND STORAGE

- ☐ Cloud Computing Solutions
- ☐ Storage

## CONTENT

- ☐ Creator Economy
- ☐ Programming
- ☐ Sports/Sportscasting

## DIGITAL SIGNAGE AND DISPLAY SYSTEMS

- ☐ 8K/4K
- ☐ Digital Cinema
- ☐ Digital Signage (Hardware and Software)

## GRAPHICS, EDITING, VFX AND SWITCHERS

- ☐ Animation and VFX/3D Graphics
- ☐ Editing (Audio/Sound)
- ☐ Editing (Video/Image)
- ☐ Mastering and Duplication
- ☐ Metaverse
- ☐ Motion Graphics
- ☐ NFT
- ☐ Switchers: Production

## INFRASTRUCTURE/IT NETWORKING AND SECURITY

- ☐ Authentication
- ☐ Back up Networks/Disaster Recovery
- ☐ Biller Subscriber Management
- ☐ Blockchain
- ☐ Broadband Applications/Infrastructure/  
Equipment
- ☐ Broadband Connectivity (GPON, VDSL, FTTX)
- ☐ Content Protection/Security
- ☐ Edge Networking
- ☐ IT Networking/Infrastructure and Security
- ☐ IOT
- ☐ SAAS
- ☐ Semiconductors/Optical Components
- ☐ Switchers: Routing

## LIGHTING AND GRIP

- ☐ Lighting and Grip

## MEDIA SUPPLY CHAIN AUTOMATION AND MANAGEMENT

- ☐ Content Discover Solutions
- ☐ Format Conversion
- ☐ Home Gateway/Connected Home
- ☐ Traffic and Scheduling Software/Solutions  
(SSP, DMP, DSP)
- ☐ Workflow Software and Solutions/  
Systems Integration

## MONITORING AND MEASURING TOOLS

- ☐ Signal Monitoring
- ☐ Subtitling and Closed Captioning
- ☐ Test and Measurement Equipment/QoS

## PRODUCTION

- ☐ 360 Capture/Production
- ☐ Design Services
- ☐ Digital Intermediate
- ☐ GreenTech/Sustainability
- ☐ Motion Picture/Film Production
- ☐ Pre-Visualization Products
- ☐ Set Design/Props/Furniture and Fixtures
- ☐ Stock Footage
- ☐ Television/Video Production
- ☐ UHD TV - 4K/HDR

- ☐ Video Content/Video Processing
- ☐ Volumetric Capture/Virtual Production

## PROFESSIONAL SERVICES

- ☐ Consultant - Business
- ☐ Consultant - Technical/Engineering
- ☐ Education
- ☐ Insurance
- ☐ International Association
- ☐ Law Firm
- ☐ Music Licensing
- ☐ Non-Profit
- ☐ Production Services
- ☐ Research/Data Services
- ☐ State Association
- ☐ Station Broker

## RADIO

- ☐ DAB/IBOC/HD Digital Radio
- ☐ Radio Automation Systems
- ☐ Radio Master Control
- ☐ Visual Radio

## REMOTE PRODUCTION

- ☐ Mobile/Vehicle Production
- ☐ Mobile Video Distribution Technologies
- ☐ Telecollaboration
- ☐ Telepresence/HD Video Conferencing

## STREAMING

- ☐ AVOD
- ☐ Connected/Mobile TV Apps
- ☐ Connected TV/OTT/Hybrid/IPTV
- ☐ Encoding
- ☐ Multicasting
- ☐ Multiplatform Screen Solutions
- ☐ Streaming Media Devices
- ☐ Streaming Platforms
- ☐ SVOD

## TRANSMISSION

- ☐ 5G
- ☐ Antennas, Transmitters and Towers
- ☐ Cable Equipment and Headend
- ☐ DTV/HDTV
- ☐ Mobile Video Distribution Technologies
- ☐ Remote Transmission
- ☐ RF Transmission
- ☐ Satellite Services/Satellite TV/Satellite Radio

If you have any questions, please email  
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