2017 DEMOGRAPHICS REPORT

October 18–19, 2017
Javits Convention Center
New York City

Co-located with Audio Engineering Society
“We’ve exhibited at this Show now for several years, and we’ve seen it grow from strength to strength since the takeover by NAB, and the rebrand to NAB Show NY. Capturing visitors from the local and national top broadcasters, radio, post production, media and entertainment facilities, it’s one not to miss!”

Lauren Carter-Jones
Adder Technology

“NAB Show New York has always been a fantastic opportunity to mix with a good variety of customers in a relaxed and unhurried environment. The format and location of the Show allow us to have really valuable conversations with both new and existing customers, as well as a chance to listen and learn how we might apply our solutions to the challenges they are facing.”

Craig Newbury
Vice President of Sales & Marketing (Worldwide)
Wohler Technologies, Inc.
Attendee Highlights

TOTAL REGISTRANTS

- 2015: 12,055
- 2016: 13,063
- 2017: 14,220

18% GROWTH

TOTAL BUYERS

- 2015: 7,206
- 2016: 8,111
- 2017: 8,775

22% GROWTH
Attendee Highlights

76% are unique to NAB Show New York
(did not attend the 2017 NAB Show)

119 countries represented
54% under the age of 40

57% first-timers

234 registered press
New for 2018

**ADDED EXPOSURE** — Need more space to demo your product or service? Invest in a spot on our Demo Stage to spread your innovation to the masses.

**A STRONGER FIRST IMPRESSION** — We’re building off the new onsite experience we started in 2017 with the help of your survey feedback. You can look forward to an easy registration process, expanded networking space and more.

“"As an international representative, NAB Show New York has become an important part of our marketing strategy. Our presence in New York always delivers great results. I would encourage all international and U.S. companies of media, entertainment and technology not to miss this exhibition.”

Jose Maria Noriega
FLUOTEC
Buying Power

- 88% authorize, specify or recommend a purchase
- 66% plan to buy within 12 months of the event
- 33% plan to buy from companies they didn’t know about before the event

Buyer Job Function

- 25% Executive/Corporate Management
- 30% Creative Professionals
- 11% Programming Professionals
- 23% Technical Professionals
- 11% Other

Buyer Product Interest

- Acquisition & Production: Interested 30%, Plan to buy 30%
- Post-Production: Interested 32%, Plan to buy 32%
- Connected Media: Interested 15%, Plan to buy 15%
- Pro Audio/Sound: Interested 25%, Plan to buy 25%
- Distribution & Delivery: Interested 22%, Plan to buy 22%
- Display Systems: Interested 28%, Plan to buy 28%
- Management & Systems: Interested 15%, Plan to buy 15%
Primary Business

Broadcast/Content Owner/Channel: 26%
Audio/Video Production & Post-Production: 27%
Manufacturer (Hardware/Software)/ Dealer/Distributor/ Systems Integrator: 20%
Other: 11%
Advertising/Public Relations/Marketing: 4%
Government/Non-Profit: 4%
Education: 6%
Enterprise (Healthcare/Faith-Based/Retail/Etc.): 2%

“I’m pleased with the turnout and types of attendees that participate in NAB Show New York — it’s one I want to be at. Along with network broadcasters, we see many additional account opportunities for users of professional broadcast-quality video and audio equipment that are in the regional area. The New York location makes this a destination show, and co-location with AES gives us a stronger opportunity to grow our business. NAB knows how to market and promote a show, making NAB Show New York a worthy investment!”

Robert McAlpine
CEO, Cobalt Digital
Exhibitors

308 exhibiting companies
25% first-time exhibitors
66,000 net square feet

New and noteworthy brands:
- AWS
- B+H
- Blackmagic Design
- Canon
- ChyronHego
- Evertz
- EVS
- Grass Valley
- IBM
- JVCKENWOOD
- LiveU
- Panasonic
- Ross Video
- Sony
- Vitec Group
- Vizrt
Education

TRANSFORMATIONAL TOPICS COVERED AT NAB SHOW NEW YORK 2017
(sampling of 50+ sessions)

Business
• Future of Cybersecurity
• Reinventing the Ad: Succeeding in Brand Storytelling
• Journalism in the Age of “Fake News”
• Joining the Competitive OTT Landscape

Creative
• The Role, Art and Craft of the A Camera Operator
• The Pursuit of Fame in Podcasting
• Recreating Queens through Sound and Music
• Creating Brand Experiences in VR

Technology
• Artificial Intelligence: A World of Solutions
• The SmallSat Revolution
• The ATSC 3.0 Standard

NOTABLE THOUGHT LEADERS AT NAB SHOW NEW YORK 2017
• Sinclair
• FOX Television Stations
• Publicis Media
• Creative Artists Agency
• Mashable
• DraftKings
• ESPN Films
• Ericsson
Education

KEY VISIONARIES SHARED INSIGHTS AT NAB SHOW NEW YORK 2017

Business
- Valari Dobson Staab, President, NBC Owned Television Stations
- Dave Lougee, President and CEO, TEGNA Inc.
- Christopher Ripley, President and CEO, Sinclair
- Ken Werner, President, Warner Bros. Domestic Television Distribution
- Mort Marcus, Co-President, Debmar-Mercury
- Joe Dorrego, Executive Vice President and Chief Financial Officer, FOX Television Stations
- Frank Friedman, President, Local Investment, Publicis Media
- Jae Goodman, Chief Creative Officer and Co-Head, Marketing, Creative Artists Agency
- Mark Lazarus, Chairman, NBC Broadcasting & Sports, NBC Universal
- Eric Korsh, President, Mashable Studios

Creative
- Jim Chory, Executive Producer and Co-Head, Marvel Television
- Jeph Loeb, Executive Producer and Head, Marvel Television
- Ram Devineni, Comic Book Author and Filmmaker, Priya’s Shakti
- Libby Geist, Vice President and Executive Producer, ESPN Films
- David J. Thompson, SOC, Camera Operator, “Silver Linings Playbook,” “Hunger Games,” “I Am Legend”
- Alton Glass, Director, “The Confidant,” “Marco Polo”
- Leslie Bloome, Foley Artist, “Manchester by the Sea,” “A Place Beyond the Pines”
- Andrew Goldberg, Chief Creative Officer, General Electric
- Jeff Muhlstock, SOC, A Camera Operator, Steadicam Operator, Cinematographer, TNT/DreamWorks, IATSE Local 600

Technology
- Paul Liberman, Chief Operating Officer and Co-Founder, DraftKings
- Gary Davis, Chief Consumer Security Evangelist, McAfee
- Xiaomei Wang, CEO, Thinker and Visionary, InsightZen LLC
- Peter Guglielmino, CTO, Media & Entertainment, IBM
- Matthew Goldman, Senior Vice President, Technology, TV & Media, Ericsson
- Sandy Ashendorf, EVP, Content Distribution, EPIX
- Mike Antonovich, CEO, Eutelsat Americas
- Alan Young, COO, Crystal
- Doug Lung, Vice President, Broadcast Technology, NBC Stations, Western Region at NBC
- Roger Franklin, President and CEO, Crystal
Why New York?

**CO-LOCATED** with the Audio Engineering Society International Convention

2,000+ AES attendees took advantage of co-location perks and visited the NAB Show New York exhibits.

**MORE ONE-ON-ONE TIME FOR NETWORKING**
75% rate this as extremely/very important and are extremely/very satisfied with the opportunities.

**AN INCLUSIVE EXPERIENCE FOR YOUR TEAM**
With conference stages interspersed seamlessly throughout the exhibit hall, your personnel can take advantage of the high-quality education with minimal impact on your booth staffing.

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Bringing Together a Diverse Community

NAB Show New York reflects its home in the media capital of the world — it’s a dynamic and immersive experience connecting the next generation of storytellers to the technology and innovation fostering new content strategies to inform, educate and entertain.
CONTACT US

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