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FOR IMMEDIATE RELEASE

NAB Show 2025 Powers the Future of Media—All Eyes on Las Vegas for 2026

Las Vegas, NV April 9, 2025 — With over 60,000 media professionals from 160+ countries packing the halls of the Las Vegas Convention Center, NAB Show 2025 delivered an electrifying display of innovation, collaboration, and creativity. Under the banner *Streaming Smarter*, *Creating Better*, *Connecting Deeper*, the show was a spectacular convergence of the most ambitious minds in broadcast, streaming, and digital production.

AI-driven workflows, remote production powered by 5G, ultra-responsive cloud ecosystems, and tools designed for the creator economy lit up the show floor. More than 1,300 exhibitors unveiled cutting-edge solutions that sparked nearly \$17 billion in deals, confirming the NAB Show's unparalleled role as a global launchpad for media technologies.



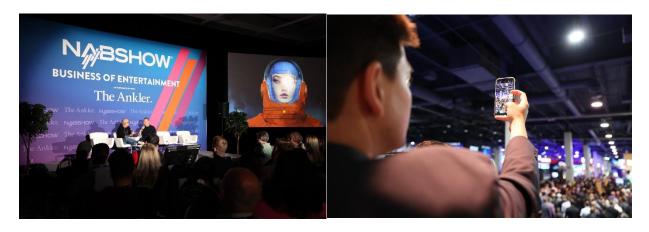
This year's highlights included:

- A live keynote from space featuring NASA astronaut Tracy C. Dyson, marking a first-of-its-kind broadcast in 4K UHD from the International Space Station.
- Breakthroughs in generative AI, with startups in the PropelME Pavilion showing how creators and broadcasters can supercharge personalization and storytelling.
- The Capitalize Zone, where industry leaders tackled the art of monetization in ad-supported streaming and hybrid subscriptions.

Must-see speakers brought vision and edge:

- Rebecca Sirmons, GM of NASA+, joined a powerhouse panel moderated by legendary NASA communicator Bob Jacobs.
- Emmy-winner Bernie Su led a dynamic discussion on evolving viewer experiences with Fastah, Beeyou.tv, and other rising platforms.

From the Creator Lab's gamified content to the Streaming Summit's cross-platform breakthroughs, NAB Show 2025 redefined what's possible—and reminded the world that Las Vegas is where the media industry meets to shape the future.

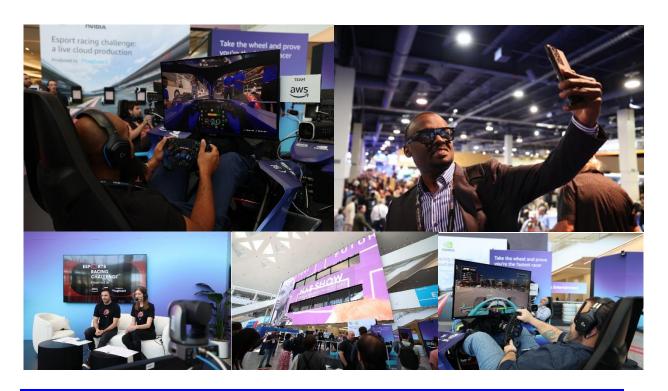


Mark Your Calendars: NAB Show 2026

Returning April 18–22, 2026, the NAB Show will once again transform Las Vegas into a playground for creative technologists, storytellers, and

visionaries. With expanded themes around immersive content, creator-driven platforms, and next-gen audience engagement, NAB 2026 promises to be even bolder.

Get ready to be inspired. Get ready to connect. Get ready for NAB Show 2026.





NAB Show 2025 Showcases AI as the Game-Changer for Media and Creators Alike

Las Vegas, NV April 9, 2025 — NAB Show 2025 wasn't just a tech expo—it was a visionary leap into the future of media, powered by artificial intelligence. From newsroom automation to TikTok-ready video editing, AI emerged as the defining force behind the next wave of storytelling, distribution, and audience engagement.

With over 60,000 attendees and 1,300 exhibitors, the show floor buzzed with demos of AI tools that are streamlining news gathering, enhancing live production, and empowering creators to produce polished, platform-optimized content at lightning speed.

AI Highlights That Stole the Show

- PropelME Pavilion featured 22 startups—80% AI-driven—offering tools for automated editing, real-time metadata tagging, and generative content creation.
- Fabric.ai Partnership brought together innovators like OpenAI, Runway, and ElevenLabs to showcase how AI is transforming workflows from on-set production to post-distribution.
- AI Innovation Pavilion displayed cutting-edge solutions for speech-totext, auto-subtitling, and contextual ad insertion—perfect for creators on TikTok, YouTube, and Instagram.

 PostProduction World's Expanded AI Track offered hands-on workshops for creators to learn how to turn long-form videos into bitesized social clips, generate voiceovers, and optimize content for multiple platforms.

Thought Leadership & Ethical Innovation

- Panels like "Safeguarding IP in the Era of AI" tackled deepfakes and digital deception, while "DeepSeek and the New Reality" explored the ethics of generative models.
- Creators learned how to win the algorithm war and build authentic engagement using AI-powered analytics and personalization tools.

AI Meets the Creator Economy

Whether you're a solo creator or a media enterprise, NAB Show 2025 proved that AI is the ultimate creative partner:

- Auto-clipping highlight reels for social media
- Multi-language dubbing and voice changers for global reach
- Script-to-video conversion for fast, professional storytelling
- Real-time engagement analytics to boost platform performance

🔢 NAB Show 2026: The Future Is Calling

Returning April 18–22, 2026, NAB Show will continue to push boundaries with deeper dives into immersive content, AI-powered personalization, and creator-first innovation.

👉 Join the movement. Shape the future. Be part of NAB Show 2026.





MAB Show 2025 Empowers Influencers with Game-Changing AI Tools and Creator-First Tech

Las Vegas, NV April 9, 2025 — If you're an influencer, content creator, or media visionary building a brand in today's fast-paced digital universe, NAB Show 2025 was made for you. This year's show wasn't just about broadcasting—it was about transforming creators into media powerhouses, thanks to cutting-edge AI innovations, streamlined workflows, and tools designed for the next-gen platforms you dominate: TikTok, YouTube, Instagram, and beyond.

With over 60,000 attendees and 1,300 exhibitors, the Las Vegas Convention Center lit up with solutions that empower creators to make faster, sharper, and smarter content—from auto-subtitled short-form video to AI voiceover generators that sound just like you (but better).

🖳 AI That Works *With* You

- The AI Innovation Pavilion was a creator's playground: explore tools for auto-clipping your live streams, turning long-form YouTube vlogs into Insta-ready reels, and generating multilingual content that reaches global audiences.
- PostProduction World's AI track taught influencers how to use AI for script-to-video conversion, real-time audience engagement analytics, and content optimization that boosts algorithmic performance.



• Demos from Fabric.ai, Runway, and ElevenLabs showed how to simplify editing, personalize voiceovers, and transform behind-the-scenes footage into viral content.

For Every Platform, Every Persona

Whether you're a fashion trailblazer, tech reviewer, or daily vlogger, NAB 2025 proved that AI lets you scale without losing your voice. Highlights for creators included:

- Shoppable video tools to monetize content across social platforms
- Gamified storytelling features to boost follower retention
- Auto-editing plug-ins for mobile-first workflows

○ Influencer Panels That Delivered

- The Creator Lab featured panels on building authentic engagement in the age of AI and protecting your IP when deepfakes and digital clones threaten brand credibility.
- Discussions tackled the ethics of personalization—because even the smartest tools still need your unique voice.

III NAB Show 2026: Your Next Upgrade

If NAB 2025 lit the fuse, then NAB Show 2026 is the launchpad. From April 18–22, the spotlight returns to Las Vegas with even more creator-first solutions. Think immersive content creation, AI-enhanced branding, and tech that bridges content and commerce in real time. Creators aren't just attending anymore—they're leading the charge. Get ready to co-create the future at NAB Show 2026.



NAB Show 2025 Unlocks the Next Level for Gamers, Tech Creators & Streamers

Las Vegas, NV April 9, 2025 — NAB Show 2025 was a playground for gaming influencers, tech innovators, and streaming legends ready to elevate their brand and content creation to epic new heights. With AI as the MVP, this year's event unlocked powerful tools that make producing high-impact video content faster, smarter, and more immersive—whether you're streaming gameplay on Twitch or breaking down the specs of the latest device drop on YouTube.



Over 60,000 attendees and 1,300 exhibitors filled the Las Vegas Convention Center with game-changing ideas and creator-first tech. The message was clear: If you're in gaming or tech media, this is your update patch for the future.

AI Tech That Levels Up Content Creation

- At the AI Innovation Pavilion, creators discovered how to:
 - Auto-edit livestream highlights for YouTube Shorts and Reels
 - **o** Use real-time voice modifiers for character-based streaming
 - o Generate thumbnails and graphics optimized for gamer audiences

- Runway & ElevenLabs showcased new tools for instant dubbing, voice cloning, and script-based video production—perfect for tech reviewers and Twitch creators producing multilingual content.
- PostProduction World's AI track taught influencers how to build channel engagement with adaptive analytics and platform-aware optimization (because each algorithm plays by different rules).

Streamer & Creator Panels That Hit the Mark

- Sessions explored the intersection of AI and gaming, such as building story-driven content from raw gameplay footage, creating custom NPC dialogue, and monetizing branded partnerships via shoppable video tech.
- Discussions with top streaming platforms revealed new ways to gamify engagement, turning viewers into participants and enhancing loyalty.

🦴 Tech Reviews, Hardware Demos & Creator Gear

- Exhibitors debuted gadgets and accessories designed for creators, from plug-and-play production rigs to AI-enhanced mobile editing suites.
- Gaming rigs with 5G low-latency streaming setups gave content creators real-time control of remote feeds and cross-platform distribution.





MAB Show 2025 Summary

Theme: Streaming Smarter, Creating Better, Connecting Deeper

Attendance & Scope:

- Over 60,000 attendees from 160 countries
- 1,300 exhibitors across 2.5 million square feet
- Generated nearly \$17 billion in business deals

Key Highlights

Q Emerging Technologies

- Artificial Intelligence (AI): Dominated the show with tools for automated editing, personalized content, and generative scriptwriting. AWS, Microsoft, and NVIDIA led the charge.
- Streaming & OTT: The Streaming Summit (April 7–8) focused on ultra-low latency, cloud-based production, and FAST channels. Paramount and Roku showcased seamless cross-device delivery.
- 5G & Remote Production: Verizon's Private 5G Network enabled mobile broadcasting and decentralized workflows.
- Sustainability: Energy-efficient broadcasting solutions were spotlighted to meet eco-conscious production demands.

Creator Economy & Engagement

- Creator Lab: Workshops on shoppable ads, gamified content, and interactive formats.
- PropelME Pavilion: Featured 22 startups—80% AI-driven—enhancing production efficiency and viewer personalization.
- User Analytics: Revry and Blackmagic Design presented tools for tracking viewer behavior and optimizing engagement.



Monetization Trends

- Capitalize Zone: Explored dynamic ad insertion, hybrid subscription models, and ROI optimization.
- Amagi's Ad-Tech: Balanced ad frequency with viewer experience, reflecting the rise of ad-supported streaming.

Notable Keynotes & Panels

BEIT Conference Opening Keynote

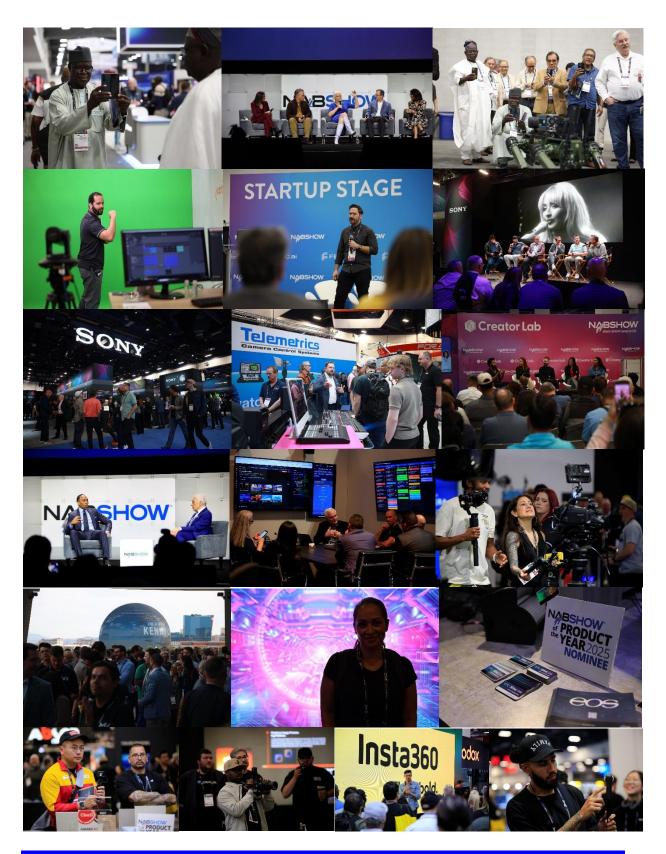
- Live from the International Space Station in 4K UHD
- Panelists included:
- NASA astronaut Tracy C. Dyson
- Rebecca Sirmons, GM of NASA+
- Frank Governale, SVP Production Tech, Paramount
- Moderated by Bob Jacobs, retired NASA exec

AI & Media Innovation Panels

- "Evolving Consumer Experience" panel featured:
- Sandeep Chandak, CEO of Logituit
- Sid Mathur (Fastah Inc.)
- PJ O'Sullivan (Beeyou.tv)
- Omar Ramadan (Blockcast)
- Moderated by Emmy-winner Bernie Su

🔀 BEIT Awards

- Best Paper & Student Paper Awards presented by IEEE BTS
- Topics included generative AI in newsrooms, software-defined broadcasting, and ATSC 3.0 innovations



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