



2025 NAB Show: What's New This Year

With more hands-on activations, in-depth discussions and cutting-edge technology on display, the 2025 NAB Show is the ultimate destination for professionals looking to stay ahead in the rapidly evolving media and entertainment landscape. The Show delivers unparalleled insights, education and networking opportunities surrounding the five key trends that are making the biggest impact on the industry: Artificial Intelligence (AI), Cloud Virtualization, the Creator Economy, Sports, and Streaming.

Exciting New Features and Experiences

- **Sports Innovation at NAB Show**
 - [Sports Summit](#) – The Future of Sports Rights and Fan Experience – A three-day program examining how technology is revolutionizing the fan experience and unlocking new revenue streams.
 - [Sports Business Hub](#) (West Hall) – A dedicated space where industry leaders discuss emerging revenue models and engagement strategies.
 - [AWS F1 Simulators](#) (West Hall) – A hands-on activation allowing attendees to experience the thrill of high-performance racing technology.

- **Business and Content Strategies**
 - [Business of Entertainment Track](#) – Developed in partnership with The Ankler, this two-day program covers media dealmaking, content bundles, new advertising models and the evolving creator economy. Open to all attendees with an Exhibits Pass.
 - [Expanded CineCentral](#) (North Hall) – More than 20 new hands-on workshops and craft clinics led by top filmmakers and equipment manufacturers.
 - [Expanded Creator Lab](#) (South Hall) – An area designed for all things creator economy bringing online creators together with advanced tools and technologies to elevate their storytelling, grow audiences and build brands.
 - [Expanded Post|Production World](#) – Now featuring new tracks on Extended Reality (XR) and Corporate Storytelling.

- **Emerging Technology and Startups**
 - [AI Innovation Pavilion](#) (West Hall) – A hub for cutting-edge AI solutions, featuring live demos, networking events and discussions on automation and content generation.

- Startup Stage at PropelME (West Hall) – A platform for early-stage media startups to pitch ideas to investors and industry leaders.
- Premiere Park (West Hall) – A dedicated space for first-time Exhibitors to showcase their innovations.
- **Special Attractions & Activations**
 - Project of the Year Awards – Recognizing groundbreaking projects in Acquisition, Production, Operations and Delivery. Winners announced at the Product of the Year Awards Ceremony on Tuesday, April 8.
 - All Access Registration Package – Includes premium conference sessions and partner programs such as *Post|Production World*, *Streaming Summit*, *Programming Everywhere* and *#GALSNGEAR CONNECT Women’s Leadership Summit*.

Join us in Las Vegas from April 5-9, 2025 (Exhibits: April 6-9) at the Las Vegas Convention Center to explore the future of media, entertainment, and technology!

Reach out to our NAB Show Media Relations Team at media@nabshow.com.