

Coverage Guide to Artificial Intelligence (AI)

Artificial intelligence (AI) is revolutionizing the media and entertainment industry, enhancing storytelling, personalizing viewer experience and streamlining production processes with research projecting the global AI media and entertainment market to exceed \$104.4 billion by 2030. Below are highlights and must-see features of NAB Show that showcase AI's transformative impact on the industry.

KEY COVERAGE CONVERSATIONS

[AI, Hollywood and New Worlds of Storytelling](#) – Hollywood writer and producer David Goyer — known for “Blade,” “Foundation” and “The Dark Knight” Trilogy — will explore the new formats of collaborative storytelling that are bridging the gap between AI and traditional entertainment through his latest franchise project "Emergence" and the AI-powered platform Incention.

Sunday, April 6 | 10:00 AM - 11:00 AM PDT | W217-W218

[Writing with Light: The Evolving Craft of Cinematography with Roberto Schaefer](#) – From Quantum of Solace to Finding Neverland, cinematographer Roberto Schaefer has defined the look of iconic films. Now he takes you behind the lens to explore how AI, machine learning and cutting-edge tools are reshaping the language of cinematography while the art of lighting and composition remains timeless.

Sunday, April 6 | 2:00 p.m. - 5:00 p.m. PDT | W224-W225

[DeepSeek and the New Reality: Progress or Pandora's Box](#) – A dive into the commoditization of AI models and the urgent need for media companies to prioritize competitive differentiation at the application layer, ethics and governance, featuring insights from industry leaders like Andy Beach, former Microsoft CTO.

Sunday, April 6 | 2:50 p.m. - 3:35 p.m. PDT | SL9823 Creator Lab Theater B

Safeguarding IP in the Era of AI: From Deepfakes to Digital Deception – A look at how creators, studios and talent can protect their IP from misinformation while leveraging AI, featuring Kathleen Grace, Chief Creative Officer of Vermillio.

Tuesday, April 8 | 11:30 a.m. – 12:30 p.m. PDT

WORKSHOPS: COVER WORKFLOW SOLUTIONS IN ACTION

[Post|Production World](#)'s Expanded AI Track is a deeper dive into practical AI applications in video editing, motion graphics and animation.

Specialized [AI Workshops](#) – Covering AI-driven production workflows, generative content creation and AI-powered analytics. On Saturday, April 5.

- [AI Video Editing Workshop](#) | 9:00 - 11:45 a.m. PDT | S224
- [AI VFX & Motion Workshop](#) | 12:00 p.m. - 2:45 p.m. PDT | S224
- [AI Broadcast TV Workshop](#) | 3:00 p.m. - 5:45 p.m. PDT | S224

Search AI/Machine Learning-related education and workshop [sessions](#) at NAB Show.

ON THE SHOW FLOOR

New! Startup Stage at PropelME and FBRC.ai partnership

PropelME ([West Hall](#)) is NAB Show's dedicated startup hub, featuring companies leveraging AI to transform the broadcast, media and entertainment industry. The new [Startup Stage](#) will feature industry leaders and startup founders discussing advancing technological innovations across two key themes: the [Hybrid Production with AI](#), streamlining workflows from on-set production to post-production, and [Evolving Consumer Experiences](#) distributing, personalizing and enhancing storytelling. Discover emerging solutions at the new [Startup Showcase](#), where brands will take the stage to deliver rapid-fire presentations on how their innovations fit into the broader content ecosystem.

AI Innovation Pavilion

The [AI Innovation Pavilion \(West Hall\)](#) is the central hub on the show floor displaying the latest advancements in AI tech, fostering connections and collaboration among industry leaders. Companies include: [Amazon Web Services](#), [Deepdub.ai](#), [Eluvio](#), [Ittiam Systems](#), [Leaseweb USA, Inc.](#), [Magnifi](#) and [Southworks LLC](#).

Amazon Nova Racing Experience in the AI Innovation Pavilion to take part in a real-time race track demo and personalized sticker studio.

FEATURED EXHIBITORS

[AI/Machine Learning](#) - Featured Exhibitors

- Actus Digital - SL3307
- AKTA Technologies - Wynn Salon Conference Saturday - A
- Alpha Networks - W4109
- Alvalinks - W1361
- Brightcove Inc. - W2309, W2374MR
- Broadpeak - W3331
- Cleeng - W4002
- Happy Scribe - W4201
- Iatakoo, Inc. - SL11316, W3853
- Link Electronics - W4120
- Magnifi - W4433
- Mediagenix - Encore Salon - 1BDR Saturday J, W4023
- Medialoopster - SL8408
- Qvest - W2055
- SMPTE - Society of Motion Picture & Television Engineers - NL5
- Spherex Inc. - W1456

- TVU Networks - W2120
- Veritone, Inc. - W1455
- Vistex, Inc. - W1159
- Voice Interaction - W1350
- Witbe - W2459

[Vision AI](#) - Featured Exhibitors

- Chyron - SL1511, SL2007
- Magnifi - W4433
- Veritone, Inc. - W1455

[Voice AI/Voice Language Recognition/Language Processing](#) - Featured Exhibitors

- Happy Scribe - W4201
- Link Electronics - W4120
- Logituit - W4143AA
- Medialoopster - SL8408
- Veritone, Inc. - W1455
- VoiceInteraction - W1350

Search all AI-related [Exhibitors](#) at NAB Show.

THOUGHT LEADERS AVAILABLE FOR INTERVIEW

The following thought leaders voluntarily agreed to participate in media interviews for pre-show or onsite coverage. Listing does not imply endorsement.

[Eric Shamlin, CEO, Secret Level](#)

Requests for interview: eric@secretlevel.co

Speaking: **Building the Future of Brand Storytelling with Media & Tech Pipelines**

[Dr. Eric Wengrowski, Co-Founder & CEO, Steg.AI](#)

Requests for interview: Brooke Auten, stegai@hokkupr.com, 704-813-2872

Panel Presentation: **Safeguarding Media Integrity From The Growing Threat of Generative AI**

EXPERT QUOTES

The following thought leaders at NAB Show submitted these quotes for journalists to use in publication. Quotes should be attributed to the person listed, not NAB Show. Use of quotes does not imply endorsement.

Michael Kammes, Sr. Director, Innovation, Key Code Media

michael@michaelkammes.com

"AI won't take your job - someone who uses AI will."

Gerard Kunkel, Founder and Managing Partner, Next Media Partners

gerard@nextmediapartners.com

"Conversational AI is advancing beyond basic chatbots into intelligent agents that understand context, personalize interactions, and autonomously engage viewers in real-time. This evolution will transform TV content and advertising into dynamic connection points for highly engaged audiences and consumers. As scripted, unscripted, and live TV become catalysts for one-on-one conversations, the engagement value of television will grow exponentially—creating deeper, more interactive, and personalized viewer experiences."

Leland Krane, CEO, ShotKraft

Lelandkrane@me.com

"Filmmaking is built on technology. AI is the next step in that evolution. Currently, AI is largely driven by technologists rather than domain experts. AI video generation is framed as the end product, a replacement, even though it's nowhere near that capability. Filmmakers should fear AI, we should harness it to automate our process. After all, peeling potatoes by hand doesn't make you a better chef—it just takes time away from cooking."

Download a list of all quotes and thought leaders available for interview [here](#).

Have questions? Contact the NAB Show Media Relations Team at media@nabshow.com.