

Coverage Guide to Broadcast

The 2025 NAB Show highlights strategies to navigate broadcast industry challenges, optimizing revenue and leveraging emerging technologies to keep content relevant and engaging in an ever-evolving media landscape. Below are highlights and must-see features of NAB Show that showcase the broadcasting industry.

KEY COVERAGE CONVERSATIONS

We Are Broadcasters: Includes the presentation of the Digital Leadership Award, Engineering Achievement Award for Radio and Television, and more.

Tuesday, April 8 | 10:00 AM - 11:00 AM PDT | W4543 Main Stage

TV:

BPS Project Update, Leader-Follower Deployment, and eLoran Demo: Share up-to-date information on deployment, new feature development, and testing of BPS.

Saturday, April 5 | 11:45 AM - 12:15 PM PDT | W222-W223

Sip-and-Speak Series: Developing for ATSC 3.0 Through the PILOT NEXTGEN TV Fellowship: PILOT Fellows from Howard University, University of Missouri and University of Minnesota demonstrate the NEXTGEN TV applications they conceptualized and developed during the PILOT Fellowship, with support from Amazon Web Services (AWS).

Monday, April 7 | 12:30 PM - 1:15 PM PDT | W231-W232: TV and Radio HQ

Mergers and Acquisitions Outlook in Broadcasting: This in-depth discussion with experts in the broadcasting M&A will cover trends and discuss what companies on either side of the process can do to best prepare for a successful transaction and transition.

Monday, April 7 | 3:00 PM - 3:45 PM PDT | W233

Radio:

Cross-Platform Content Wins - Radio and Podcast Success Stories: Learn how radio and podcasting leaders successfully repurpose their content strategically across radio, podcasts, digital, social media and more to capture audiences and boost revenue.

Sunday, April 6 | 10:00 AM - 10:50 AM PDT | W233

The Latest AI Strategies for Radio/Podcasting Marketing and Programming: A panel of experts offer real takeaways and strategies for radio and podcasts to implement AI in cost-effective and holistic ways.

Monday, April 7 | 1:30 PM - 2:20 PM PDT | W233

Amplifying Success: Lessons from Bobby Carter and the Tiny Desk Concert Series for Radio and Podcasting: Join Bobby Carter, the mastermind behind NPR's iconic Tiny Desk Concerts, for an insightful session about how the series has become a cultural phenomenon. Discover how radio and podcasting can draw inspiration from the Tiny Desk model to create engaging, authentic content that resonates with audiences.

Tuesday, April 8 | 3:00 PM - 3:45 PM PDT | W233

Sports:

[\(Re\) Building a Sports Business on Local Broadcast:](#) Sports are back on broadcast, prompting a number of critical questions: How do OTA sports affect retransmission consent fee negotiations? How are station groups tackling production on their newly made contracts with professional leagues and teams?

Sunday, April 6 | 1:15 PM - 2:00 PM PDT | Beethoven, Encore Hotel

[Super Bowl LIX Streaming Insights: How FOX Delivered Unprecedented Scale, Low Latency, and Exceptional Quality:](#) This presentation will detail the strategies and technical execution that made Super Bowl LIX streaming possible.

Monday, April 7 | 2:45 PM - 3:45 PM PDT | W106-W107

[Sip-and-Speak Series: High School Sports Revenue Success: A Case Study:](#) Join MediaAlabama and EAB Media and Marketing Group as they discuss how they increased their ad revenue ten-fold through unique programs around their high school sports coverage.

Tuesday, April 8 | 10:00 AM - 10:40 AM PDT | W231-W232: TV and Radio HQ

[Sports Radio and Podcasting - Where are the Big Revenue Opportunities?:](#) With so much sports content available, where are the next opportunities for growth and what strategies are companies using to get ahead of the competition.

Tuesday, April 8 | 3:00 PM - 4:00 PM PDT | W217 - W218

See all [broadcast-related sessions here](#).

CONFERENCES, WORKSHOPS & TRACKS HIGHLIGHTING BROADCASTING SOLUTIONS

[Broadcast Engineering & IT Conference \(BEIT\):](#) Explore the future of broadcast technology when BEIT brings together industry leaders to explore cutting-edge advancements — emphasizing the evolution of technology across radio, television, digital and the broader media and IT ecosystem.

[TechConnect '25:](#) A partnership between NAB Show and Public Media Venture Group (PMVG), *TechConnect '25* tackles numerous technology issues of interest to public media professionals.

[Broadcast Management Track:](#) Explore the latest strategies, technologies and business models shaping the future of broadcast leadership, revenue growth and audience engagement.

[SBE Ennes Workshops:](#) The Society of Broadcast Engineers (SBE) hosts two-days of Ennes Workshops: [RF 101 Bootcamp](#) and [Media Over IP Essentials](#).

[NAB Small and Medium Market Radio Forum:](#) The Small and Medium Market Radio Forum covers the most critical topics for small and medium market radio stations. Participate in engaging roundtable conversations on the hottest industry topics from AI implementation to programming to revenue generation.

FEATURED EXHIBITORS

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.

[Samuel Tatum, Jr., SVP, National Audio Sales, Integrated Marketing & Partnerships, Urban One Inc.](#)

For interview requests: statum@urban1.com

Speaking: [Winning Radio and Podcasting Marketing Strategies](#)

[Joe D'Angelo, Senior Vice President of Broadcast Radio and Digital Audio, Xperi](#)

For interview requests: Allyse Sanchez, allyse.sanchez@xperi.com, 925-548-2535

Booth # W2757.

[Fabio Gattari, APAC Sales, Etere Pte Ltd.](#)

For interview requests: marketing@etere.com

Speaking: [How to Create a Visual Radio Product on a Limited Budget and Without Extra Human Resources](#)

[Francisco Montero, Co-Managing Partner, Fletcher, Heald & Hildreth, PLC](#)

For interview requests: montero@fhhlaw.com

Speaking: [Mergers and Acquisitions Outlook in Broadcasting](#)

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.

Fred Engel, Principal - FETC, Triveni Digital

For interview requests: fred@fredengelconsulting.com

“ATSC 3.0, now widely referred to as NEXTGEN TV, offers a wide array of viewer enhancements, but it also provides for the delivery of secure data, in a highly robust fashion, for a number of purposes. Expanding on previous, award winning work done by PBS North Carolina, Device Solutions Inc, and Triveni Digital, we are presenting on another important application, to use ATSC 3.0 to support wildland fire management operations.”

John Lawson, President, America's Emergency Network, LLC

For interview requests: jlawson@convg.com

“The broadcasting industry wrings its hand about its declining market share for news. Yet it's allowed almost eight years to go by since many companies held out the promise of Advanced Emergency Alerting to secure FCC approval of ATSC 3.0. Disaster after disaster proves the need for a geo-targeted alert system that provides a lifeline when cellular and the electric grid go down. But very few companies have even tried to use the technology that is uniquely theirs to fill that enormous need: NextGen Broadcasting.”

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.