

Coverage Guide to Creator Economy

As content production, distribution and monetization continue to evolve, NAB Show brings together broadcasters and Hollywood with creators, influencers and digital entrepreneurs to collaborate on the future of entertainment. In the coming years, the creator economy is expected to include 50-million people and reach nearly \$500 million – approaching 25% of the overall global value of the entertainment industry (Goldman Sachs). Below are highlights and must-see features at NAB Show that showcase the creator economy.

KEY COVERAGE CONVERSATIONS

State of the Creator Economy: Gain valuable insights into the trends, challenges, and opportunities driving the creator economy from industry leaders. Explore the strategies and innovations shaping the future of this rapidly evolving space.

Sunday, April 6 | 10:00 AM - 10:30 AM PDT | SL9823 Creator Lab Theater A

Old Meets New: Creators and the Future of Media: Creators are redefining media, innovating content, expanding distribution and monetizing across traditional and new platforms.

Monday, April 7 | 11:30 AM - 12:00 PM PDT | SL9823 Creator Lab Theater A

The Power of Positivity: Building the World's Largest Digital Scripted Studio - Dhar Mann Studios: Learn actionable strategies to scale content, engage audiences and grow in the booming creator economy from Forbes 2024 Top Creator, Dhar Mann..

Tuesday, April 8 | 3:00 PM - 3:30 PM PDT | W4543 Main Stage

CONFERENCES HIGHLIGHTING CREATORS

Programming Everywhere: Content Creators Transcending Fragmentation explores how creators are breaking down traditional silos to connect with audiences across platforms.

Sunday, April 6, 2025 | Encore Las Vegas

Sports Summit: Today's College Athletes: The Business of "Me" examines how athletes are embracing the creator economy to grow their personal brands and revenue streams.

April 6 -8, 2025 | Las Vegas Convention Center

Broadcast Management Track: Cross-Platform Content Wins - Radio and Podcast Success Stories reveals how broadcasters are using creator-led strategies to achieve success across formats.

April 5 - 8, 2025 | Las Vegas Convention Center

ON THE SHOW FLOOR

[The Creator Lab](#) explores cutting-edge insights and hands-on learning on topics including:

- [Winning the Algorithm War](#): Strategies to grow audiences and navigate evolving algorithms.
Sunday, April 6 | 3:30 PM - 4:00 PM PDT | SL9823 Creator Lab Theater A
- [AI as Your Creative Partner](#): Integrating AI tools to elevate content production and streamline workflows.
Monday, April 7 | 3:30 PM - 4:00 PM PDT | SL9823 Creator Lab Theater A
- [The Power of Authenticity](#): Leveraging user-generated and employee-generated content to build loyal audiences.
Tuesday, April 8 | 11:30 AM - 12:00 PM PDT | SL9823 Creator Lab Theater A
- [Creators at Enterprise Scale](#): With social media audiences exceeding TV viewership, brand marketers are leveraging creative talent and influencer partnerships to navigate the social platform-dominated attention economy.
Tuesday, April 8 | 2:50 PM - 3:20 PM PDT | SL9823 Creator Lab Theater A
- [Ask Me Anything: Internet's Biggest Scripted Creator Dhar Mann and CEO Sean Atkins Take Your Questions](#).
Tuesday, April 8 | 4:30 PM - 5:00 PM PDT | SL9823 Creator Lab Theater A
- [Adobe Classroom](#): From understanding the basics in Adobe Premiere Pro to creating motion graphics and visual effects in After Effects, learn how to leverage Adobe Firefly and Generative AI in video workflow as well as leverage Camera to Cloud and Frame.io for more effective collaboration across video projects with clients and colleagues.

KEY SPEAKERS

- [Sean Atkins](#), CEO, Dhar Mann Studios
- [Cassandra Bankson](#), CEO, CBLLC
- [Tinashe Chaponda](#), CEO, Sosani
- [Tyler Chou](#), founder & CEO, Creators Attorney
- [Dhar Mann](#), founder, Dhar Mann Studios
- [Brit Starr](#), chief marketing officer, CreatorIQ
- [Thai Randolph](#), board member & interim CEO, Rock The Bells
- [Rene Ritchie](#), creator liaison, YouTube

Search Creator Economy related education [sessions](#) at NAB Show.

FEATURED EXHIBITORS

- Adobe - SL1523MR, SL1723MR, SL1726MR, SL1923MR, SL1926MR, SL2023MR, SL2026MR, SL2027MR, SL2210, SL9923 Creator Lab Activation
- B&H - N2439, N3205MR, N2427
- Blackmagic - SL216, SL8016
- Canon U.S.A. - N2103, N263BLMR
- DJI -
- Fujifilm/Fujinon - N1239, N1439, N3201MR
- Insta360 - N2261
- Nikon - N2038

- Sony Electronics Inc. - Diamond 3&4, N254LMR, N256LMR, N258LMR, N260LMR, N439

Search all [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.

[Juliana Broste, Travel Filmmaker & Host, Traveling Jules](#)

Requests for interview: jules@travelingjules.com

Speaking:

- [Content Creator Masterclass](#)
- [Vertical Video for the Win](#)
- [Flying Solo: Being a Crew of One](#)
- [Crafting Your Undeniable Personal Brand](#)
- [Gearing Up](#)
- [On-Camera Confidence](#)
- [Doing It For the Gram: How to Instagram with Style and Ease](#)

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.

Ryan Grams, Filmmaker & Founder, Studio Upgrade

ryan@studioupgrade.com

"Content creation isn't just about making videos—it's about building trust, authority, and impact in a digital-first world. The biggest challenge today isn't access to technology; it's knowing how to use it effectively. At Studio Upgrade, I help creators, thought leaders, and brands build professional-grade studios and workflows that make high-quality content creation effortless. My goal is to cut through the noise, simplify the process, and empower people to create with confidence, consistency, and clarity. The future belongs to those who can show up on camera—and own it."

Ryan Schram, Founder & Managing Director, Particle Wave

ryan.schram@gmail.com

"We have reached 'Social Singularity:' According to eMarketer, 2025 is the year that social media audiences will officially surpass TV audiences, signaling a historic shift in how people consume media and how brands connect with consumers. At the same time, "Broadcasting" isn't a dirty word; today, it's 'Broader-casting.'" Expanding the narrative of the NAB Show with initiatives like Creator Lab could not be more important as "audio everywhere" and "video everywhere" (e.g. platform and transmission-agnostic) is top of mind for content creators, media companies, and platforms alike."

Maxim Jago, Futurist, Filmmaker, Author

info@maximjago.com

"Creativity is not a simple linear process. By focusing on the "Third State" of Action, "Flow", to drive creators towards genuinely novel work, we can establish a positive symbiotic relationship for AI (synthetic) and human (organic) minds."

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.