

Coverage Guide to the Business

Discover the trends shaping content creation, distribution, and consumption—while gaining the insights needed to stay ahead. NAB Show is the premier global gathering where industry leaders, decision-makers and technologists come together to drive the future of storytelling and media innovation. With nearly \$17 billion in business generated annually, it's where pivotal deals are made, partnerships are forged and cutting-edge tools redefine workflows and brand strategies. As global entertainment and media revenues are projected to reach \$3.4 trillion by 2028 ([PwC](#)), NAB Show provides the latest technologies and future-focused strategies to help attendees navigate disruption and accelerate growth in a rapidly evolving landscape.

NEW PROGRAMMING: BUSINESS OF ENTERTAINMENT

At NAB Show, the Business of Entertainment takes center stage. In partnership with *The Ankler*, this all-new track delivers actionable insights, expert analysis and candid conversations with the dealmakers, executives and creators shaping the future of media.

[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

[Navigating the Future of Hollywood: Opportunities in Uncertain Times](#) – A candid conversation on the future of content, production and entertainment in the face of generational shifts in business models and consumer habits.

Monday, April 7 | 11:30 AM - 12:30 PM PDT | W217-W218

[Reality Check: The New Rules of Unscripted TV](#) – Hear valuable insights into the trends, challenges and innovations impacting the ever-evolving unscripted television industry, including short-form content and platforms, monetization strategies in the streaming age and the next frontier of interactive and AI-enhanced storytelling.

Monday, April 7 | 3:00 PM - 4:00 PM PDT | W217-W218

[WWE: The Next Era of Sports Entertainment](#): With WWE entering a bold new chapter, President Nick Khan and Chief Content Officer Paul “Triple H” Levesque are at the helm, shaping its evolution in an ever-changing media and entertainment landscape.

Wednesday, April 9 | 10:30 AM - 11:30 AM PDT | W4543 Main Stage

Search Business of Entertainment [sessions](#) at NAB Show.

OTHER KEY BUSINESS CONVERSATIONS

[Leading in the Moment: Navigating Change with Clarity, Courage and Purpose](#) – Whether you're a CEO, manager or changemaker, discover how to adapt, inspire and lead decisively in an unpredictable world.

Sunday, April 6 | 1:15 PM - 2:00 PM | W213 - W215

[Fireside Chat: The Future of CTV and The Trade Desk's Ventura Streaming TV OS - 2025 NAB Show](#) - The Trade Desk unveils how its Ventura TV OS aims to fix CTV's broken ad ecosystem and unlock a new era of premium

content on the open internet.

Tuesday, April 8 | 9:30 AM - 10:00 AM PDT | W106-W107

[Deloitte Presents...](#) – Gather insights in the media and entertainment industry on evolving business models, monetizing content, talent and upcoming trends.

Tuesday, April 8 | 1:00 PM - 2:00 PM PDT | W4543 Main Stage

ON THE SHOW FLOOR

[PropelME](#): Discover innovative products from early-stage startups shaping emerging trends and groundbreaking solutions poised to transform the industry. Exhibiting companies include: Advanced Image Robotics, Anantadi, AudioShake, BeeYou.tv, bit part, EON Media Corp, Fastah Inc, Flomenco, Frammer AI, Lightcraft Technology, Logituit, MID49 and Voyage Audio. [Check it out at W4143](#).

PILOT Innovation Challenge: Located within [PropelME](#), the winners of this challenge are poised to help broadcasters address some of the key challenges and opportunities likely to be faced over the next 2-3 years. Winners Advanced Image Robotics, Flomenco and Voyage Audio will present their work on the Startup Stage on April 6 at 10:30 a.m. [See full announcement](#).

[Futures Park](#): A dedicated space for emerging technologies and R&D projects, Futures Park will feature groundbreaking developments not yet commercially available from universities, research institutions and companies. [Visit Futures Park in the West Hall](#).

[Sports Business Hub](#): This all-new destination connects innovators in live sports with media companies seeking the next breakthrough. From AI and predictive analytics to fan engagement and wagering apps, this dynamic showcase highlights technologies driving revenue and audience growth. [Stop by W1974](#).

QUOTES & THOUGHT LEADERS AVAILABLE FOR INTERVIEW

The following thought leaders voluntarily agreed to participate in media interviews for pre-show or onsite coverage and submitted the following quotes for journalists to use in publication. Quotes should be attributed to the person listed, not NAB Show. Sharing quotes and inclusion in directory does not imply endorsement.

[Rhea Allen, President & CEO, Peppershock Media](#)

Requests for interview: rhea@peppershock.com

"In today's rapidly evolving media landscape, it's not just about creating great content — it's about making it work for you as a well-paid, confident creative. I'm excited to help creative professionals harness the power of branding, storytelling, and AI to grow their influence and revenue."

[Douglas Montgomery, CEO, Global Connects Media](#)

Requests for interview: douglas.montgomery@globalconnects.media

"The secondary benefits of production are significant, multiples of the original investment. This is why the world's gov'ts are chasing production dollars."

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.