

NABSHOW[®]

**2025 NAB Show
Broadcasters' Guide**



NAB Show: Shaping the Future of Media and Entertainment

This curated guide offers a comprehensive look at the sessions and events designed to inspire and ignite the next wave of storytelling innovation in broadcast media. Your roadmap to the 2025 NAB Show starts here!

Navigating NAB Show

You can find all broadcast-focused content and exhibits in these key areas:

WEST HALL

- TV and Radio HQ
- Main Stage and Awards
- Show Floor

MAPS:

- [West Hall, First Floor](#)
- [West Hall, Second Floor](#)

TV AND RADIO HQ

PRESENTED BY XPERI

The official home for the television and radio broadcast community at NAB Show.

HQ Hours: Sunday, April 6 – Tuesday, April 8 | 9 a.m.-6 p.m.

INSIDE HQ:

Located in West Hall, W231-W232

- **NAB Member Lounge** - Connect with fellow NAB members, host impromptu meetings, relax and enjoy complimentary refreshments.
- **TV and Radio Happy Hour** | *Powered by Futuri*
Enjoy complimentary cocktails and entertainment while networking with your TV and radio peers.
Entertainment by KOAS-FM's DJ Thump!



West Hall Second Floor Meeting Rooms

Enjoy a curated conference experience featuring educational sessions designed for television and radio broadcasters.

FEATURED CONFERENCES AND PROGRAMS:

- **Premium Conference**
 - o Broadcast Management
 - o Sports Summit
 - o TV and Radio Roundtables
 - o NAB Sip-and-Speak Series | *Brought to you by SoundExchange*
 - o NAB Small and Medium Market Radio Forum
- **Focus on Leadership Speaker Series**
- **Community Exchange**
- **Broadcast Engineering and IT Conference**
- **#GALSNGEAR CONNECT Women's Leadership Summit**

Explore all conferences and workshops [here](#).



MAIN STAGE AND AWARDS

Join us at the [Main Stage](#) in West Hall to hear from media trailblazers and celebrate the achievements of broadcast innovators.

NAB Show Welcome | Monday, April 7 | 10 a.m.

The official 2025 NAB Show welcome event:

- Fireside Chat with ESPN host Stephen A. Smith and Mike McVay
- 2025 Insight Award Recipient - Delilah

We Are Broadcasters | Tuesday, April 8 | 10 a.m.

- TV Chairman's Award – Penn and Teller
- Engineering Achievement Awards for TV and Radio
- Digital Leadership Award





SHOW FLOOR

The 2025 NAB Show is where business, technology and storytelling converge. Connect with brands shaping the future of the industry and showcasing the latest technology and solutions.

- [Radio Exhibitors](#)
- [All Exhibitors](#)

Exhibit Hall Hours:

Sunday, April 6 | 10 a.m.-6 p.m.

Monday, April 7 | 9 a.m.-6 p.m.

Tuesday, April 8 | 9 a.m.-6 p.m.

Wednesday, April 9 | 9 a.m.-2 p.m.

TV and Radio Sessions Schedule-at-a-Glance

Saturday, April 5

2-6 p.m. | W213-215

[Small and Medium Market Radio Forum and Reception](#)

Sunday, April 6

9-11 a.m. | W213-W214

[Focus on Leadership Speaker Series](#) | Hosted by the NAB Leadership Foundation

10-10:40 a.m. | W231-W232

Sip-and-Speak Series: [Radio Markets "Spread Their Wings" to Big Profits](#)

10-10:50 a.m. | W233

TV and Radio Roundtables: [Cross-Platform Content Wins - Radio and Podcast Success Stories](#)

10-11 a.m. | W224-W225

[Digital Sales for Broadcast: Navigating the Minefield for Success!](#)

11:30 a.m.-12:20 p.m. | W233

[The Local Advertising Buying Landscape: What are Clients Buying, and How are Radio-Sellers Succeeding or Missing Out?](#)

12-12:40 p.m. | W231-W232

Sip-and-Speak Series: [Creating Your Faculty-Broadcaster Talent Pipeline](#)

1-1:40 p.m. | W231-W232

Sip-and-Speak Series: [Talent Development/Managing Talent Across Platforms](#)

1:15-2 p.m. | W213-W214

[Leading in the Moment: Navigating Change with Clarity, Courage and Purpose](#)

1:30-2:15 p.m. | W233

TV and Radio Roundtables: [Managing the Bottom Line](#)

2-2:40 p.m. | W231-W232

Sip-and-Speak Series: [Radio's Resilience and Opportunities in Today's Audio Landscape](#)

2:15-3 p.m. | W213-W214

[AI's Potential to Revolutionize Accessibility](#)

2:30-3:15 p.m. | W233

TV and Radio Roundtables: [Measurement Metrics that Matter for Radio](#)

2:45-3:30 p.m. | W1768 Theater 1

[Engaging Audiences through On-Air Talent](#)

3-3:40 p.m. | W231-W232

Sip-and-Speak Series: [Consider Shorter Stop Sets](#)

3:30-4:15 p.m. | W233

TV and Radio Roundtables: [Rebranding and Revitalizing Your Station Brand](#)

4:15-5 p.m. | W231-W232

Sip-and-Speak Series: [Meet & Greet the Next Generation of Broadcasters](#)

Monday, April 7

9-9:40 a.m. | W231-W232

Sip-and-Speak Series: [Using Social Media to Develop Community](#)

10-11:30 a.m. | Main Stage

[NAB Show Welcome](#)

10-10:40 a.m. | W233

TV and Radio Roundtables: [How to Perfect Your Syndication Approach and Strategies](#)

10:30-11:15 a.m. | W231-W232

Sip-and-Speak Series: [Keeping Radio and TV Stations connected in Emergencies](#)

11:30 a.m.-12:15 p.m. | W231-W232

Sip-and-Speak Series: [Election 2026: Ensuring Radio's Success in the Midterms with a Winning Political Advertising Strategy in 2025](#)

11:30 a.m.-12:15 p.m. | W233

[What Makes Digital Sales Training Successful for Radio?](#) | Presented by Marketron

12:30-1:15 p.m. | W231-W232

Sip-and-Speak Series: [Developing for ATSC 3.0 Through the PILOT NEXTGEN TV Fellowship](#)

12:30-1:15 p.m. | W224-W225

[The Future of Sports Rights: Negotiating in the Age of New Media](#)

1:15-2 p.m. | W213-W214

[Leading in the Moment: Navigating Change with Clarity, Courage and Purpose](#)

1:30-2:20 p.m. | W233

[Beyond the Mic: Hiring, Accessibility, and Authentic Representation in Audio Media](#)

1:30-2:20 p.m. | W224-W225

[FAST Play: How Free Ad-Supported Streaming is Changing Sports Broadcasting](#)

2:15-3 p.m. | W213-W214

[From Idea to Impact: Go-To-Market Strategies for Expanded Community Reach](#)

2-2:40 p.m. | W231-W232

Sip-and-Speak Series: [Music Licensing – Broadcast Radio and TV](#)

2-2:45 p.m. | W224-W225

[Navigating the Legal Landscape of Sports Rights Deals Post Venue and Sunday Ticket Litigation](#)

3-3:40 p.m. | W231-W232

Sip-and-Speak Series: [Podcasting Trends/Strategies – Tapping into Growth](#)

3-3:45 p.m. | W233

TV and Radio Roundtables: [Mergers and Acquisitions Outlook in Broadcasting](#)

4-5:30 p.m. | W231-W232

[TV and Radio Happy Hour](#) | Powered by Futuri

Tuesday, April 8

9-9:40 a.m. | W231-W232

Sip-and-Speak Series: [Guestbooking Strategies – How to Book Guests and Prep Them for the Best Content](#)

10-10:40 a.m. | W231-W232

Sip-and-Speak Series: [High School Sports Revenue Success: A Case Study](#)

10-11 a.m. | Main Stage

[We Are Broadcasters](#)

10:30-11:15 a.m. | W224-W225

[Beyond Broadcast: The Role of AI, Data Analytics and Personalization](#)

11-11:40 a.m. | W231-W232

Sip-and-Speak Series: [Using Sweepstakes to Drive Engagement](#)

11:15 a.m.-12 p.m. | W224-W225

[Today's College Athletes: The Business of "Me"](#)

11:30 a.m.-12:20 p.m. | W233

[Winning Radio and Podcast Marketing Strategies](#)

1-1:45 p.m. | W231-W232

[NAB Member Town Hall: Ask the CEO](#)

(NAB members only)

1:30-2:30 p.m. | W217-W218

[Mentoring & Inspiring Women present Next Generation Trailblazers: A Developing Vision for the Future](#)

1:45-2:30 p.m. | W224-W225

[The Future of Live Sports Production: Innovation in Real-Time Broadcasting](#)

2-2:40 p.m. | W231-W232

[Programmatic Trends, Growth, and the Future with Local](#) | Presented by Revive Media

2:45-3:30 p.m. | W1768 Theater 1

[From Generative AI to Music Licensing: The Impact of Copyright Law & Policy on Broadcasting in 2025](#)

3-3:30 p.m. | Main Stage

[The Power of Positivity: Building the World's Largest Digital Scripted Studio - Dhar Mann Studios](#)

3-3:40 p.m. | W231-W232

Sip-and-Speak Series: [Music Licensing for Internet Radio](#)

3-3:45 p.m. | W233

[Amplifying Success: Lessons from Bobby Carter and the Tiny Desk Concert Series for Radio and Podcasting](#)

3-4 p.m. | W217-W218

[Sports Radio and Podcasting - Where are the Big Revenue Opportunities?](#)

Wednesday, April 9

10:30-11:30 a.m. | Main Stage

[WWE: The Next Era of Sports Entertainment](#)