



The Streaming Experience

Curated by Dan Rayburn

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From Netflix and Hulu to new services by Disney and Apple, consumers now have many choices of where to get their video fix. But what are the *REAL* differences between these services from a quality, content and cost standpoint?

The Streaming Experience

In the largest showcase of its kind, NAB Show attendees will have the opportunity to get hands-on with more than 40 streaming video platforms and devices, curated by Dan Rayburn. Join your industry peers in this living room environment and experience nearly every live and on-demand streaming service on the market today. From smart TVs and streaming boxes to phones and tablets, you can test the services side-by-side and get your questions answered. See and compare:

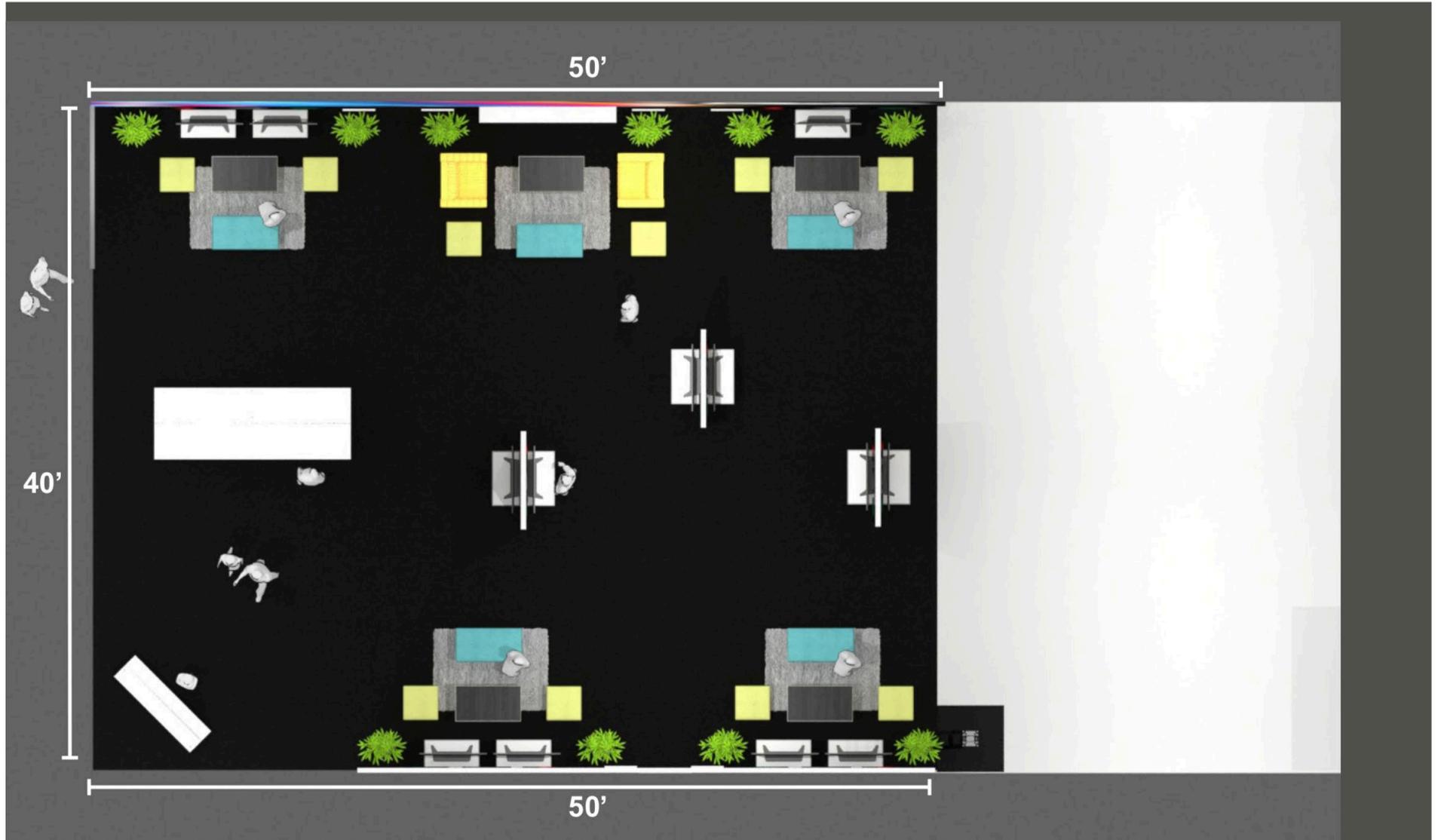
- Video quality: compression, HDR and 4K
- Content bundling strategies
- Video delivery: low-latency and QoS
- Ad formats: pre/post roll in live and SVOD
- Connected TV advertising
- Playback and UI/UX

Streaming Experience

The Streaming Experience will feature hardware from Amazon, Apple, Roku, Xbox, PlayStation, LG, TCL, and Samsung -- all showcasing dozens of streaming apps including: Disney+, Apple TV+, Netflix, Amazon Prime Video, Hulu, CBS All Access, YouTube TV, AT&T TV, Sling TV, ESPN+, HBO Now, Showtime, Epix, Discovery, Fubo TV, Acorn TV, IMDb TV, Tubi, WWE, MLB.TV, NHL.TV, NBA TV, MLS, DAZN, FOX Sports, NBC Sports, The Roku Channel and many others. New services from HBO Max, Peacock and Quibi will also be showcased, depending on their launch dates.



The Streaming Experience



Sponsorship Opportunities (starting at \$10k)

- Inclusion of hardware/platforms/services on all devices and demo stations
- Living room area dedicated to one company/platform
- Use of area for private media and partner demos
- Ability to collect user feedback via on-site surveys
- Copy of data for all scanned attendees entering the Streaming Experience
- Multiple levels of branding onsite and online
- Option of staffing the area with your own employees
- Scheduled demos and giveaways for attendees
- Other custom content/platform integrations



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