2016 POST-SHOW REPORT
Show Overview

145 Exhibitors
From 16 countries and regions

12,500 sqm

8,256 Professionals
From 50 countries and regions

15,170 Visits

NAB Show is the world's largest digital media and entertainment platform produced by National Association of Broadcasters. Each year NAB Show attracts digital media and entertainment professionals around the world who are anxious to learn, purchase and network with technologies to improve their workflow. Over 1,750 companies will showcase their technologies and services to more than 103,000 industry professionals from over 160 countries. Additionally, NAB Show hosts the most comprehensive education program led by industry visionaries and technical experts.

The first-ever international NAB Show launches successfully in China! The entire show consists of trade show floor, top-notch conference, hands on training, and VR Film showcases, with the theme of “Transmedia, Cross Platform, Cross Device”. The innovators and thought leaders that are shaping the future of the media and entertainment industry in Asia experienced a world class exhibition and a full range of leading edge technologies across the broadcast, film, cable and digital sectors. In a media and entertainment industry sector that is growing quickly and already leading in many respects, this event could not be more timely and it promises to be “THE go-to” event for Asia in the near future.

Transmedia, Cross-Platform, Cross-Device

Maryann Brandon
Oscar Nominated Editor, Producer

6 Experts
25 Sessions
Share the creative thinking, production and post-production secrets of world famous movies.

Press
87

News Release
220

Senior Executives Attendees
46.51%

Online Viewers
120万
Attendees Demographic

Industry Analysis

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcasting</td>
<td>19.86%</td>
</tr>
<tr>
<td>Multimedia</td>
<td>15.80%</td>
</tr>
<tr>
<td>New Media/OTT</td>
<td>11.43%</td>
</tr>
<tr>
<td>Film</td>
<td>7.06%</td>
</tr>
<tr>
<td>Advertising</td>
<td>3.25%</td>
</tr>
<tr>
<td>Attractions/Theme Park</td>
<td>3.56%</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>5.97%</td>
</tr>
<tr>
<td>Retailer</td>
<td>2.75%</td>
</tr>
<tr>
<td>Live Events</td>
<td>7.87%</td>
</tr>
<tr>
<td>Smart Manufacturing</td>
<td>1.12%</td>
</tr>
<tr>
<td>Government</td>
<td>2.62%</td>
</tr>
<tr>
<td>IT</td>
<td>9.74%</td>
</tr>
<tr>
<td>Live Sports</td>
<td>8.96%</td>
</tr>
</tbody>
</table>

Position Analysis

<table>
<thead>
<tr>
<th>Position</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board Member</td>
<td>4.31%</td>
</tr>
<tr>
<td>CEO/Owner</td>
<td>4.75%</td>
</tr>
<tr>
<td>C-Level Executives</td>
<td>1.44%</td>
</tr>
<tr>
<td>Vice President</td>
<td>2.21%</td>
</tr>
<tr>
<td>Department Manager</td>
<td></td>
</tr>
<tr>
<td>Administrator</td>
<td>3.18%</td>
</tr>
<tr>
<td>Director/Senior Manager</td>
<td>9.36%</td>
</tr>
<tr>
<td>Manager/Department Manager</td>
<td>8.72%</td>
</tr>
<tr>
<td>Analyst</td>
<td>0.80%</td>
</tr>
<tr>
<td>Engineer</td>
<td>9.76%</td>
</tr>
<tr>
<td>Content Creators/Developers</td>
<td>1.00%</td>
</tr>
<tr>
<td>Technicians</td>
<td>1.60%</td>
</tr>
<tr>
<td>Service Technicians</td>
<td>2.77%</td>
</tr>
<tr>
<td>IT/Management System Specialist</td>
<td>1.30%</td>
</tr>
<tr>
<td>System Integrators</td>
<td>1.34%</td>
</tr>
<tr>
<td>Customer Service</td>
<td>2.41%</td>
</tr>
</tbody>
</table>

Partners Feedback

It’s my honor to produce Film+Cloud Computing Open Forum with NAB Show Shanghai. Doing an open forum at the trade show floor is a successful trial for both of us. The attendees not only understand the technology, but also get educated and impressed by how art will be driven by technology. The speakers not only deliver their speech on site, but also get to know all aspects of the trade show. We wish NAB Show Shanghai will be better and better!

Quantum Cloud Future (Beijing) Information Technology Co. Ltd.

Attende Feedback

I visited the trade show floor, also attended the conference. The entire show was organized very well, and I learned quite a lot from it. We are very looking forward to attend more events organized by you. We also wish to utilize this opportunity learn from all professionals at this industry.

—Huawei
Attendee Primary Area of Interest

### Interest Analysis

<table>
<thead>
<tr>
<th>Area of Interest</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acquisition and Production</td>
<td>28.58%</td>
</tr>
<tr>
<td>IT and Management System</td>
<td>23.09%</td>
</tr>
<tr>
<td>Display System</td>
<td>21.26%</td>
</tr>
<tr>
<td>Online Video</td>
<td>22.99%</td>
</tr>
<tr>
<td>VR/AR Software and Hardware</td>
<td>27.27%</td>
</tr>
<tr>
<td>Customized Advertising Solutions</td>
<td>14.54%</td>
</tr>
<tr>
<td>Interactive TV Applications</td>
<td>16.38%</td>
</tr>
<tr>
<td>IoT and Broadcasting</td>
<td>18.08%</td>
</tr>
<tr>
<td>Post Production/Pro-Audio Effect</td>
<td>23.13%</td>
</tr>
<tr>
<td>Distribution&amp;Delivery/Mobile Internet</td>
<td>14.24%</td>
</tr>
<tr>
<td>Outdoor/Mobile Media</td>
<td>12.50%</td>
</tr>
<tr>
<td>OTT Technology and Equipment</td>
<td>8.16%</td>
</tr>
<tr>
<td>Drone</td>
<td>18.58%</td>
</tr>
<tr>
<td>New Media Content Optimal System</td>
<td>15.01%</td>
</tr>
<tr>
<td>Smart Terminal Hardware</td>
<td>11.53%</td>
</tr>
<tr>
<td>Live Event Integrated System</td>
<td>15.81%</td>
</tr>
</tbody>
</table>

### International Attendees

- **50 Countries and Regions**

- **South Korea Visiting Group**

- **International Attendees**

- **Evaluate Show**
  - 4.76%

- **Purchase**
  - 17.62%

- **Collect Market Info**
  - 34.76%

- **Contact Wholesaler and Resaler**
  - 10.48%

- **Seek Partner**
  - 21.43%

- **Compare Suppliers/Competitors**
  - 10.95%
Exhibitor

145 Exhibitors
16 Countries and Regions
12,500sqm

Exhibitors Feedback

A very successful show. We also introduce some new products at this show. The organizer is very responsible for their exhibitors. We show our deep appreciation to them. We will be still working with NAB Show Shanghai in 2017, and we already decided to expand our exhibit space two times than this year.

The organizer of NAB Show Shanghai is very organized. Even though it is the first show in China, the environment and order have been the best in all domestic show. We also have introduced our new product, such as 400 Gbps HyperLane, and other new products supporting 4K/60 4:4:4 signal, and further support 8K and even higher audio standard and format. Thanks for the organizer’s efforts. We have decided to join 2017 NAB Show Shanghai to showcase more forward looking technologies and products.

The conference during the trade show is very informative and full of high quality speakers, not only expanding exhibitors and users horizon, but also let us know the industry and technology trends happened globally. We benefit from working with new clients, integrators and manufacturers by attending this trade show. Thank you very much for helping us and we wish the NAB Show Shanghai great success in the future.

Thanks for NAB Show Shanghai Organizing Committee’s careful arrangement and organization, our show is very successful. The whole show’s influence and public relations has been great. The organizer also has taken very good care of exhibitors’ needs. The most important part is our company benefits lots from this trade show not only from product promotion, commercial partnership, our company has very high return on investment. Thus, we would like to show deepest appreciation to the organizer. We will be working with the organizer to create a better 2017 NAB Show Shanghai.
The three-day NAB Show Shanghai conference featured an enhanced program focused on topics such as broadcast, cable, film, virtual reality, over the top content and 4K/ultra-high-definition television. Speakers from NAB included Christ Ornelas, Chief Operation Officer, Sam Matheny, Chief Technology Officer, in addition to high ranking government officials from SARFT, innovators and business leaders all over the world from reputable companies, such as IMAX, Hollywood, Cablelabs, CNN, ABC, and etc. all share their insights and successful practices with attendees.

**Global Broadcasters Conference**

**The Exploration and Trends of 4K and UHD**

**Global VR/AR Industry Conference-Technology Application**

**Entertainment + Ecosystem**

**Global VR/AR Industry Conference-Content Creation and Development**

**Global Filmmaker Conference**

**Global Cable Operator Conference**

---

Jim Chabin
President of Advanced Imaging Society

NAB Show Shanghai is full of energy and positive vibe. I have learnt quite a lot at the conference and get to hear different perspective from different countries. I am very looking forward to 2017 NAB Show Shanghai.

Michael Uslan
Originator and Producer of Batman Series

Very glad to attend 2016 NAB Show Shanghai and share my view with attendees in Asia market. Thanks for inviting me here and I am very looking forward to 2017 NAB Show Shanghai.

Demetri Portelli
Stereography/Cinematography/Directing

The Shanghai conference in 2016 had excellent, informative and detailed presentations with a nice broad range of topics. There was a good mix of specific application seminars surrounded by more general presentations which helped us keep a global view of the evolving technical and creative industries present. The facilities and accommodations were excellent for foreign travellers and the location in Shanghai fantastic.

Chris Lammers
Chief Operating Officer, Cablelabs

I was delighted to participate in the 2016 NAB Show Shanghai – a most valuable opportunity. The event was well-represented with international speakers – one of my key objectives. The Kerry Putong hotel was a successful venue – both the quality of the facilities and the professional support were excellent.

---

The Shanghai conference in 2016 had excellent, informative and detailed presentations with a nice broad range of topics. There was a good mix of specific application seminars surrounded by more general presentations which helped us keep a global view of the evolving technical and creative industries present. The facilities and accommodations were excellent for foreign travellers and the location in Shanghai fantastic.

---

Michael Uslan
Originator and Producer of Batman Series

Very glad to attend 2016 NAB Show Shanghai and share my view with attendees in Asia market. Thanks for inviting me here and I am very looking forward to 2017 NAB Show Shanghai.

Demetri Portelli
Stereography/Cinematography/Directing

The Shanghai conference in 2016 had excellent, informative and detailed presentations with a nice broad range of topics. There was a good mix of specific application seminars surrounded by more general presentations which helped us keep a global view of the evolving technical and creative industries present. The facilities and accommodations were excellent for foreign travellers and the location in Shanghai fantastic.

Chris Lammers
Chief Operating Officer, Cablelabs

I was delighted to participate in the 2016 NAB Show Shanghai – a most valuable opportunity. The event was well-represented with international speakers – one of my key objectives. The Kerry Putong hotel was a successful venue – both the quality of the facilities and the professional support were excellent.

---

The Shanghai conference in 2016 had excellent, informative and detailed presentations with a nice broad range of topics. There was a good mix of specific application seminars surrounded by more general presentations which helped us keep a global view of the evolving technical and creative industries present. The facilities and accommodations were excellent for foreign travellers and the location in Shanghai fantastic.

---

Michael Uslan
Originator and Producer of Batman Series

Very glad to attend 2016 NAB Show Shanghai and share my view with attendees in Asia market. Thanks for inviting me here and I am very looking forward to 2017 NAB Show Shanghai.

Demetri Portelli
Stereography/Cinematography/Directing

The Shanghai conference in 2016 had excellent, informative and detailed presentations with a nice broad range of topics. There was a good mix of specific application seminars surrounded by more general presentations which helped us keep a global view of the evolving technical and creative industries present. The facilities and accommodations were excellent for foreign travellers and the location in Shanghai fantastic.

Chris Lammers
Chief Operating Officer, Cablelabs

I was delighted to participate in the 2016 NAB Show Shanghai – a most valuable opportunity. The event was well-represented with international speakers – one of my key objectives. The Kerry Putong hotel was a successful venue – both the quality of the facilities and the professional support were excellent.
Speakers The names below are arranged randomly

Global Broadcasting Executive Conference

Chris Ornelas
Chief Operating Officer, National Association of Broadcasters (USA)

Wenhua, Ding
Member of Chinese Academy of Engineering (China)

Steven Bushong
SVR, ABC/Disney (USA)

Marc Lourdes
Director of CNN Asia Digital (USA)

Zeqiang Li
Deputy Chief Engineer of Shanghai Media Group (China)

Kedong Yuan
Deputy Director of Technical Department, Zhejiang Broadcasting Group (China)

Gongmei Xu
Investment Director at Alibaba Film Group (China)

Liang Hong
General Manager of Public Relations at Fosun Group (China)

Zhixin Liu
Deputy Director of Creative College at Shanghai Theatre Academy

Xiaoqing He
President of Shanghai Film College of Shanghai University

David Uslan
Partner, Uslan Entertainment (USA)

Tiger Kang
Sales Director, ARRI Group (China)

Maryann Brandon
Oscar Nominated Editor, Producer, USA

Global VR/AR Industry Conference-Content Creation and Development

Chunawang Jiang
Vice President, Shanghai Broadcasting Producing Association (China)

Jim Chabin
President, Advanced Imaging Society (USA)

Chuck Peil
Founder, ReefFX (USA)

Salar Shana
Co-Founder and Creative Director, World VR Forum (Switzerland)

James Fong
CEO of Jaunt China (China)

Eugene Chung
Founder and CEO of Penrose Studios (USA)

Global Filmmaker and Producers Conference

Sammy Yang
EVP, TVBS (China-Taiwan)

Katy Templeman-Holmes
Director, Solution & Broadcast, Harman (USA)

Bob Sharp
Global Sales Director, Harman (USA)

Jonathan Mortimer
Vice President, SimplyLive (USA)

Wei Xia
CEO, Brutel Inc. (China)

Michael Uslan
Producer, Batman Begins Series (USA)

Melissa Cobb
Head of Studio and Chief Creative Officer, Oriental Dreamworks (USA)

Yi Hu
Deputy General Manager of Migu Video Technology Co., Ltd. (China)

Gabrielle Kelly
Global Media Expert, Fulbright Scholar in Media (Asia), Professor USC School of Cinematic Arts in Steenwitzing (USA)

Xu Ke
President of Shanghai Hippo Animation Design Co. & Ltd (China)

Matej Michalko
Founder and CEO, DECENT (Switzerland)

Yi Lu
China Marketing Manager, Christie Digital (China)

Demetri Portelli
3D Stereographer, Billy Lynn’s Long Halftime Walk (Canada)

The Exploration and Trends of 4K and UHD

Baichuan Du
Deputy Director of Technology Committee, SARFT (China)

Sam Matheny
Chief Technology Officer, NAB (USA)

Yao Wang
President of Technical Committee (China)

Robert Song
Vice President, APAC Sales & Operations (China)

Robert Li
CEO, Adinnova (China)

David Zhou
CEO, Adinnova (China)

Global VR/AR Industry Conference-Technology Application

Neal David Hartman
Director and President, the CineGlobe Film Festival at CERN the European Particle Physics (Switzerland)

Ken Wheatly
Director, Asia Business Development, Christie Digital (USA)

Global Cable Operators Conference

Xiaojie Wang
Director General, Technology Department, State Administration of Press, Publication, Radio, Film and Television (SARFT) (China)

Jiuping Liu
General Manager of Oriental Cable Networks Co. Ltd. (China)

Qiuyang Wang
Chairman of Hubei Broadcasting Networks (China)

Entertainment+ Ecosystem

Amy Delouise
Future Media Concepts Inc.

Andy Serwer
Editor-in-Chief, Yahoo! Finance (USA)

Andy Huang
President, OTV CLOUD (USA)

Jennifer Shwerin
Senior Director, T-Mobile Media (Beijing, China)

Katy Templeman-Holmes
Director, Solution & Broadcast, Harman (USA)

Ricky Chau
Vice President, Asia Pacific Region, Level 3 Communications (China-Hong Kong)

Sean Li
Director, Technical Solution Group for Media BU, APJ at Akamai Technologies (China)

Dr. Hai Tao Song
Founder of Idealeons Technology Co. Ltd. (China)

Heng Wen
Deputy Chief, Beijing Seven-Dimension Vision Tech Company (China)

John Morris
Commercial Advisor, Factory 42 (UK)

Emily Smith
Director of Marketing and Business Development, Atlantic Productions and Alchemy VR (UK)

Sarah Ellis
Head of Digital Development, Royal Shakespeare Company (UK)

Anrick Bregman
Director, Unit 9 (UK)

Dave Black
Co-Founder and Commercial Director, Mixed Immersion (UK)

Marc Goodchild
Co-founder and Chief Creative Officer, Gingersnap Studios (UK)

Joergen Geeds
CEO, Freedom 360 (USA)

Bob Sharp
Director, Solution & Broadcast, Harman (USA)

Marc Goodchild
Co-Founder and Commercial Director, Mixed Immersion (UK)

Anrick Bregman
Director, Unit 9 (UK)

Dave Black
Co-Founder and Commercial Director, Mixed Immersion (UK)

Marc Goodchild
Co-founder and Chief Creative Officer, Gingersnap Studios (UK)

Joergen Geeds
CEO, Freedom 360 (USA)
TCDIC and FMC co-produced China Post Production Conference held from 2016.12.06 to 2016.12.07. Seven experts in production and post production field delivered 25 high quality training session. Oscar nominated editor Maryann Brandon delivered keynote on 2016.12.06 to tell the audience the editing challenges behind the Star War 7. Attendees had a chance to learn from the experts to maximize creativity and efficiency with the industry’s commonly utilized tools and software without going abroad.

Concurrent Events

Dynamic Cube (International) VR Film Festival

In order to meet the demands of VR content creators and VR hardware manufacturers, and to further improve the production standard and appreciation standard, TCDIC introduced Dynamic Cube (International) VR Film Festival during 2016 NAB Show Shanghai, and gave out best VR films awards during the show. During the VR film festival, more than 100 VR films showcased at the VR theatre at the showfloor. The World VR Forum, partner of TCDIC, also conducted deep case analysis of 10 best VR films of the world. Through Dynamic Cube International Film Festival, the organizer introduced the frontier technology to the China market, and help the attendees to learn to assess the quality of VR content. The organizer also arranged seminar to help attendees to learn the production and post production skills of VR content.

Contending Content of Dynamic Cube (International) Virtual Reality Film Festival

<table>
<thead>
<tr>
<th>Title</th>
<th>Producer</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearl</td>
<td>Google Spotlight Story</td>
<td>U.S.A.</td>
</tr>
<tr>
<td>La Peri</td>
<td>France</td>
<td>France</td>
</tr>
<tr>
<td>China</td>
<td>Summit Splendid Studio</td>
<td>China</td>
</tr>
<tr>
<td>Famine returns to Shanghai</td>
<td>Ninja</td>
<td>China</td>
</tr>
<tr>
<td>our shanghai</td>
<td>Motion Magic</td>
<td>China</td>
</tr>
<tr>
<td>Children of the wild</td>
<td>ZDF – Terra X</td>
<td>Germany</td>
</tr>
<tr>
<td>The world of the blind</td>
<td>Beijing Sight Media Co., Ltd.</td>
<td>China</td>
</tr>
<tr>
<td>Detective360</td>
<td>Flight 360</td>
<td>China</td>
</tr>
<tr>
<td>CALIFORNIA HIGHWAY</td>
<td>Martin Heller</td>
<td>U.S.A.</td>
</tr>
<tr>
<td>Flyover China in VR</td>
<td>LEYOIL 360 VR</td>
<td>China</td>
</tr>
<tr>
<td>The Scary Night</td>
<td>Motion Magic</td>
<td>China</td>
</tr>
<tr>
<td>Bosch360</td>
<td>Les Poissons Volants</td>
<td>France</td>
</tr>
<tr>
<td>Native New Beaters</td>
<td></td>
<td>U.S.A.</td>
</tr>
</tbody>
</table>
Mainstream Media includes:

Media Coverage

7 Televisions 30 Paper Media 49 Online Media 3 Radio Station 1.2 M Daily Online Viewer
See You in 2017!

Exhibit, Advertising and Sponsorship
Ice Lee Email: blee@nabshowshanghai.com M:13127833707

Media and Conference
Joanne Yin Email: jyin@nabshowshanghai.com M:13472703060
Special Acknowledgement:
Ministry of Culture
Publicity Department of Shanghai Municipal Government
Shanghai Culture, Radio, Film and TV Administration Bureau