# NAB 2024 Event in Las Vegas Highlights Growing Interest in Artificial Intelligence



The NAB 2024 event, held in Las Vegas, prominently featured artificial intelligence (AI) as its central theme. Futuresource Consulting reported that over half of the attendees this year were first-time visitors, highlighting the growing interest in AI across the broadcast, video, and entertainment sectors. The NAB 2024 show was described as highly exciting and engaging by the firm.

Additionally, Futuresource released an official post-show report, which consolidates insights on the myriad of product launches, technological innovations, and major announcements made during the event. The comprehensive report is available for free download on their website.

Rob Lane, an experienced writer and editor specializing in audiovisual (AV) technology, provided the report's summary. Lane has a long history of contributing to prominent AV publications and has been the editor of various magazines since the 1990s. He currently runs Bigger Boat PR and continues to write for leading B2B publications in the UK and the US.