



ATTENDEE GUIDE

Experience the future of AI with AWS at NAB Show 2026

Create. Connect. Captivate.



Las Vegas Convention Center,
West Hall Booth W1701
April 19–22, 2026





Create. Connect. Captivate.

Experience the future of media and entertainment with AWS at NAB Show 2026.

See innovative demonstrations in booth W1701, get your game on at the Cloud Court Challenge in the West Hall lobby, explore Amazon technology at the Amazon Entertainment Loft on the 2nd floor, be inspired at one of our many leadership sessions, or request a meeting with us onsite.

Request a meeting with an AWS expert now

- [AWS booth experience](#)
- [Cloud Court Challenge](#)
- [Amazon Entertainment Loft](#)
- [Speaking engagements](#)
- [AWS Theater](#)
- [Events](#)





AWS booth experience: NAB Show 2026

Visit us at booth W1701.



Visit the AWS main booth in the West Hall and experience demos across four main areas: Content Creation, Media Lifecycle Management, Multiplatform Distribution, and Revenue Generation. Each area has multiple demos that will provide solutions you can start implementing after the event.

Additionally, watch our podcast streaming live shows and talk to our experts in the Builder Zone with service teams like AWS Elemental Media Services, Storage, Amazon CloudFront, Amazon Nova, and the Unified Operations Management team.

[Schedule a meeting or booth tour](#)





Cloud Court Challenge

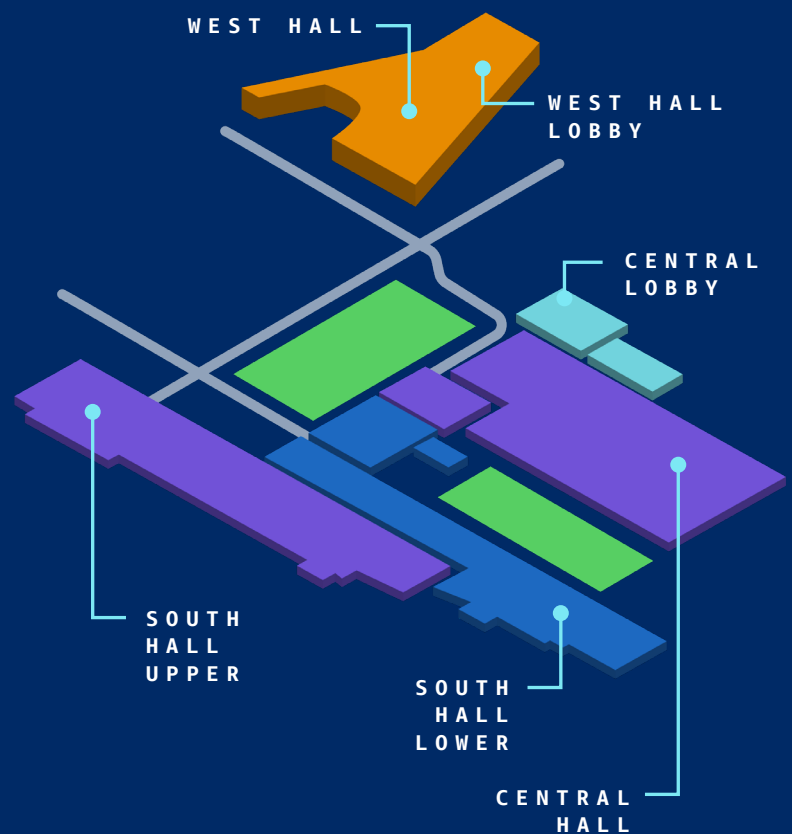
A digital basketball experience in the West Hall lobby



Get your game on!

Show off your free throw form in the West Hall lobby. AWS and Maple Leaf Sports & Entertainment (MLSE) are bringing an AI-enabled, digital basketball shooting experience to NAB Show 2026. Attendees can take three free throw shots that are instantly analyzed by MLSE's biomechanical engine to generate a personalized digital player card with their shooting stats and visual persona. In this hands-on experience, participants will learn how the latest AWS AI and cloud technologies deliver real-time shooting insights that help professional basketball players and coaches perfect their technique through detailed data analysis and computer vision.

Experience the Cloud Court Challenge in the West Hall lobby, Sunday through Wednesday, during expo hours.





Amazon Entertainment Loft

Location: W235LMR, West Hall, Level 2



Stop by and explore the new Amazon Entertainment Loft on the 2nd floor concourse overlooking the AWS booth.

Walk through four rooms to see how Amazon products and services work together and run on AWS. You can watch Amazon Fire TV demonstrating new capabilities in Prime Video streaming entertainment, sports, and games—or play games on Amazon Luna. Stop by to network, play the latest games, and talk with Amazon subject matter experts.

Entertainment Loft

Delivering smiles, on demand





Speaking engagements

Hear from AWS experts at sessions throughout NAB Show 2026.

Main Stage, North Hall, N141

APRIL 20 | 12:45 PM - 1:45 PM

Streaming the Future: FOX's Cloud Transformation Journey with AWS

What does it take to completely reinvent a media powerhouse? In 2019, FOX Corporation made a bold decision: leave decades of legacy infrastructure behind and reimagine everything. Partnering with Amazon Web Services (AWS), FOX didn't just migrate to the cloud—the company transformed how news, sports, and entertainment content gets created, produced, and distributed.

The results? Game-changing. FOX evolved its Media Cloud Live platform into a unified cloud platform that now powers content operations across FOX Sports, FOX News, FOX Entertainment, Tubi, and FOX Television Stations—delivering a streaming powerhouse that's brought two Super Bowls to millions of viewers and recently launched FOX One in 2026. This isn't just infrastructure—it's innovation at scale.

But FOX didn't stop at streaming excellence. The company is now harnessing artificial intelligence, like using the new [AWS Elemental Inference](#) service, to revolutionize its operations—reducing costs, accelerating workflows, and unlocking creative possibilities that weren't imaginable just years ago. From live sports to breaking news, AI is becoming the secret weapon that keeps FOX ahead of the curve.

Join AWS and FOX for an exciting conversation about what's possible when you combine cloud scale, streaming reliability, and cutting-edge AI.

[View session](#)



Chris Zeimer
Industry Leader,
Broadcasting & Streaming, AWS



Mayur Srinivasan
Senior Vice President, Digital Content
Platform, FOX Corporation



Whil Reliford
Senior Vice President, Media Services,
FOX Corporation



Ricardo Perez-Selsky
Sr. Director, Digital Production
Operations, FOX Sports





Speaking engagements

Hear from AWS experts at sessions throughout NAB Show 2026.

Sports Summit: W3643, Sports Theater

APRIL 21 | 2:00 PM - 2:45 PM

The Fan Experience Reimagined

As fan behavior evolves across generations and geographies, leagues, teams, and media partners are rethinking what it means to deliver a compelling sports experience. From immersive in-venue innovations to personalized digital engagement and second-screen interactivity, the modern fan journey now extends far beyond the game itself. This session explores how emerging technologies, new content formats, and data-driven insights are redefining how sports organizations attract, engage, and retain audiences in an increasingly competitive entertainment landscape.



Shelby Williams
Head of Integrated Sports Marketing,
AWS



Alyssa Meyers
Senior Reporter, Sports Marketing,
Marketing Brew

Sports Summit: W3643, Sports Theater

APRIL 21 | 3:45 PM - 4:15 PM

How the PGA TOUR Teed Up Automated Broadcast Production

In this session you'll learn how the PGA TOUR was able to automate live broadcast production utilizing events driven by the ShotLink Scoring Platform and agentic AI. Discover how real-time shot data and player performance metrics trigger intelligent production decisions, enabling the TOUR to scale coverage across multiple courses simultaneously while maintaining broadcast quality. We'll discuss the technical architecture that connects scoring events to automated camera selection, graphics generation, and highlight creation—transforming how golf is produced and delivered to millions of fans worldwide.



Jason Dvorkin
Head of Americas Business
Development, AWS



Michael Raimondo
VP of Broadcast Technology,
PGA TOUR





Additional sessions

Hear from AWS experts at sessions throughout NAB Show 2026.

OTT.x Roundtable, Sterling Club

APRIL 19 | 8:00 AM - 11:00 AM

Cloud-Native Streaming at Scale: JioStar's Journey with AWS Edge Services

Join AWS and JioStar to hear about how one of the world's fastest-growing streaming platforms achieved a groundbreaking milestone: delivering seamless streaming experiences to 70 million peak concurrent viewers during the Cricket World Cup in India. This session will reveal the architectural innovations and cloud orchestration strategies that enabled JioStar to scale unprecedented viewership while maintaining exceptional quality of service.

Discover how JioStar leveraged AWS Elemental Media Services and Amazon CloudFront to build a robust, cloud-native streaming infrastructure capable of handling massive traffic spikes. We'll dive into the evolution of JioStar's video quality optimization journey, exploring the technical decisions and AWS media services used that transformed its streaming capabilities over the years. Also, learn how JioStar used CF to deliver exceptional performance to end users across locations, networks, and devices.



Chris Zeimer
Industry Leader,
Broadcasting & Streaming, AWS



Akash Saxena
Chief Technology Officer,
JioStar

Programming Everywhere: W213–W214

APRIL 19 | 1:00 PM - 1:45 PM

AI and Content's Next Generation

AI has enabled unprecedented production efficiency, empowering everyone from individual content creators to enterprise-level producers. Undaunted AI adopters share how it can shorten production cycles, turbocharge marketing, and enhance creativity without compromising content integrity or endangering audience trust.



Samira Panah Bakhtiar
General Manager, Media &
Entertainment, Games, and Sports
AWS



Jon Accarrino
Founder,
Ordo Digital



Dana Neves
Senior Operating Officer,
Gray Media



Gabby Redfern
Group Director, Content Services,
Sky



Steve Ascher
EVP,
A+E Factual Studios





AWS Theater

Hear from AWS technical leaders, AWS customers, and AWS Partner Network (APN) companies about how they are transforming media and entertainment in the cloud.

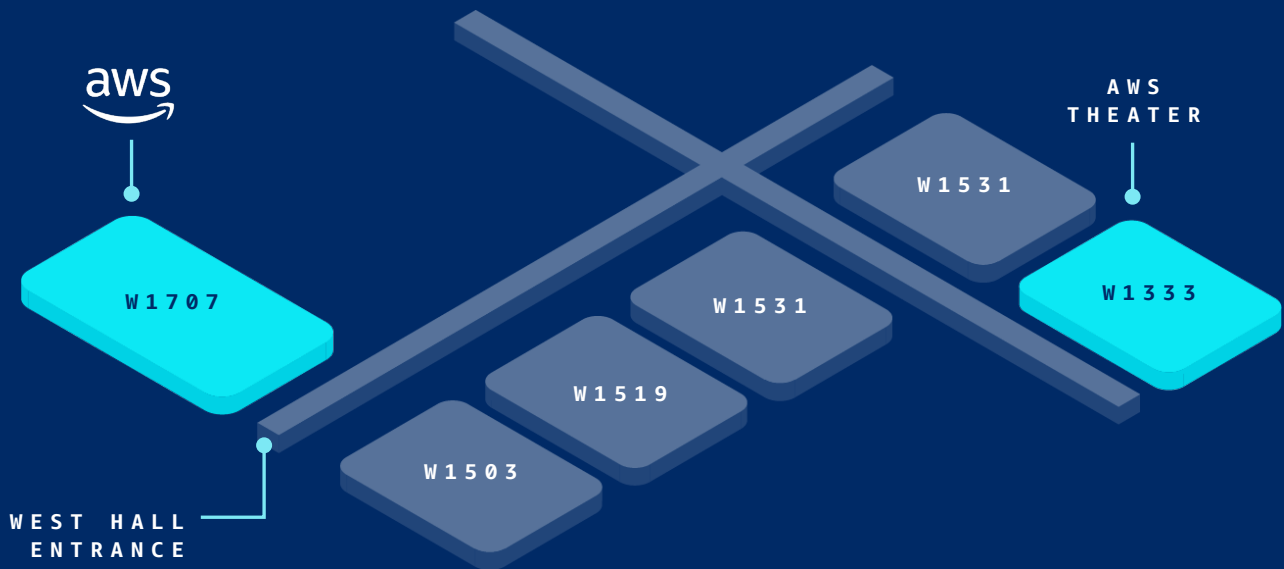
Sessions will cover key industry topics including live cloud production, generative and agentic AI for M&E, monetization, and more. These sessions are a great way to upskill yourself on AWS solutions, find new opportunities, and speed adoption and deployment. No advanced registration required.



Find all the sessions on the [AWS Theater schedule](#)

AWS Theater & Builder Lab

Location: W1333





AWS Elemental Inference Networking Reception at NAB

Booth W1707

APRIL 20 | 5:00 PM

Join the AWS Elemental team for an exclusive networking reception at NAB Show 2026, where innovation meets opportunity.

Connect with industry experts and fellow media professionals and learn details on AWS Elemental Inference, our groundbreaking new service designed to transform how you leverage AI in media workflows. Whether you're looking to explore cutting-edge solutions for content creation, streamline your production pipelines, or simply engage in meaningful conversations with leaders shaping the future of media technology, this reception offers the perfect setting to expand your network and gain insights that will accelerate your organization's journey.

[Register now](#)

Women in Media: Walk the Floor

Booth W1701

APRIL 21 | 4:00 PM

Join Women in Media: Walk the Floor at NAB Show 2026—an inspiring guided show floor tour connecting women in media and tech.

At 4 PM, gather at the AWS West Hall booth and set off to explore curated AWS partner exhibits, where you'll hear from industry leaders on cutting-edge innovations. The experience ends at the Amazon Entertainment Loft for hands-on interaction with the latest features from Prime Video, Amazon Luna, and Fire TV. Plus, enjoy a champagne toast celebrating women shaping the future of media.

[Register now](#)





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[Learn more](#)