

BROADCASTERS ARE INNOVATING FOR THE FUTURE



Local radio and TV reach more Americans than all other mediums combined.

And broadcasters are deeply committed to investing in technology to ensure this immense audience of listeners and viewers has the TV and radio they love, when and where they want it.

This week, new technologies that are shaping the way Americans stay informed and entertained are on display at the NAB Show. Broadcasters from around the world will strategize and share new ideas to help stations better serve our audiences, delivering the best service on as many different platforms as possible.

We are the pioneers.

We are the innovators.

We are broadcasters.

WeAreBroadcasters.com/Innovating

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 **NAB**[®]
NATIONAL ASSOCIATION OF BROADCASTERS