

# ISE 2024 Facts & Figures

Full attendance data and  
audience demographics

Fira de Barcelona | Gran Vía  
30 Jan - 2 Feb 2024

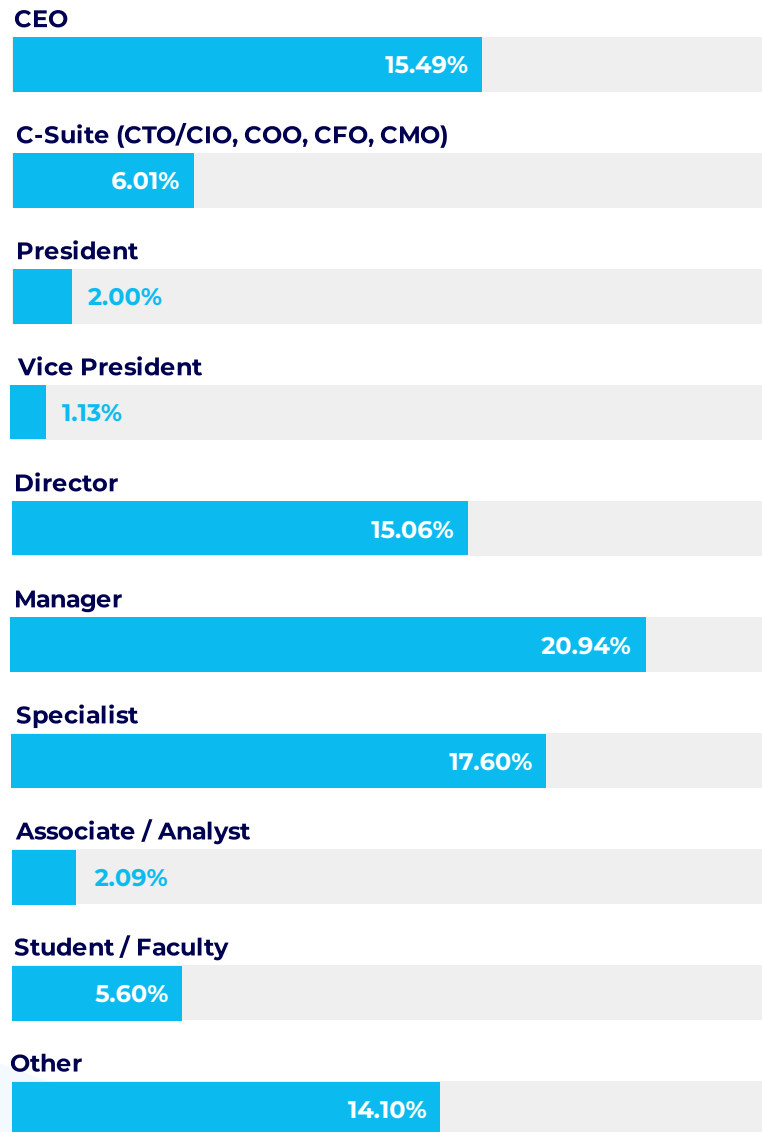
A joint venture  
partnership of





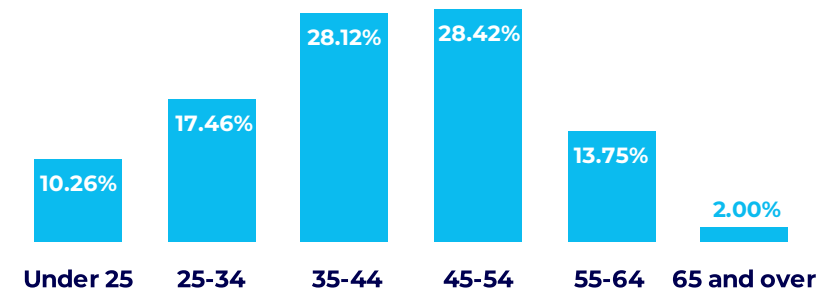
# Attendee Profile

## Job Title



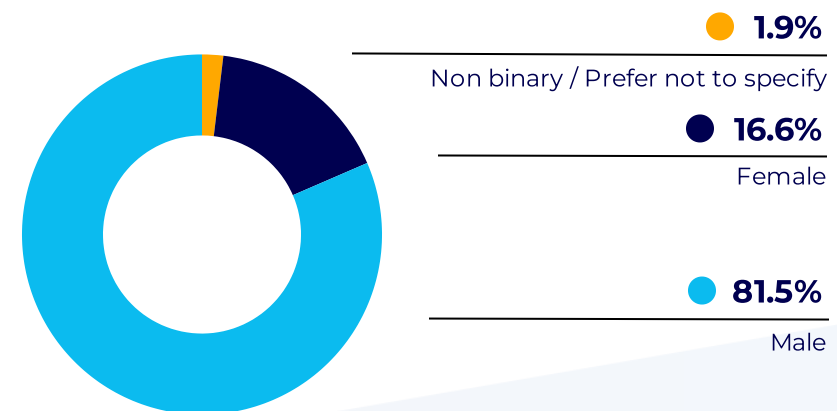
## Attendees by Age

**42** Years Median Age



## Attendees by Gender

The proportion of ISE attendees identifying as other than male continues to increase slowly.



# Attendee Profile

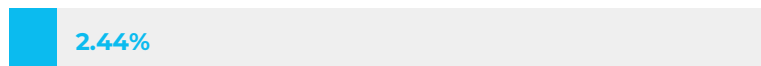
## Spending Power\*



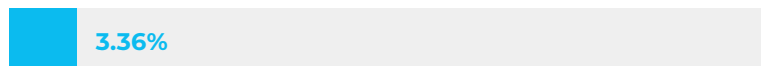
1 out of 4

visitors are currently employed at a company that has an annual expenditure of over €1,000,000 on AV.

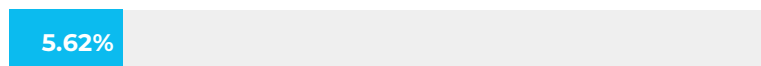
### €50m or more



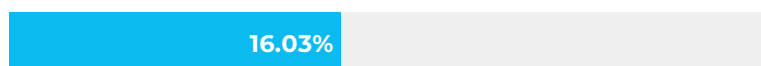
### €25m - <€50m



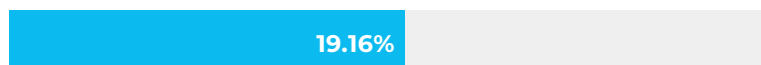
### €10m - <€25m



### €1m - <€10m



### €500,000 - <€1m



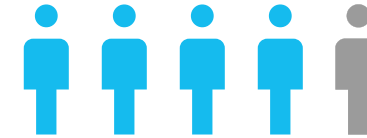
### €100,000 - <€500,000



### Below €100,000



## Purchasing Authority



4 out of 5

visitors reported that they either made the final purchasing decision, influenced the decision or made recommendations for it.

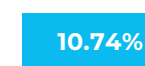
### Authorise purchase (responsible for final decision)



### Recommend specific products or technologies



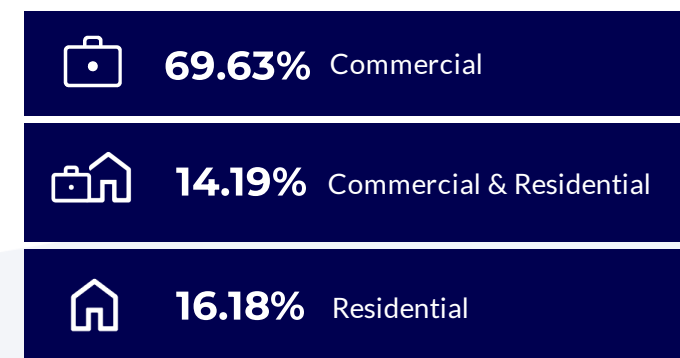
### Influence purchase (but do not make specific recommendations)



### Not sure / Don't know



## Market Focus



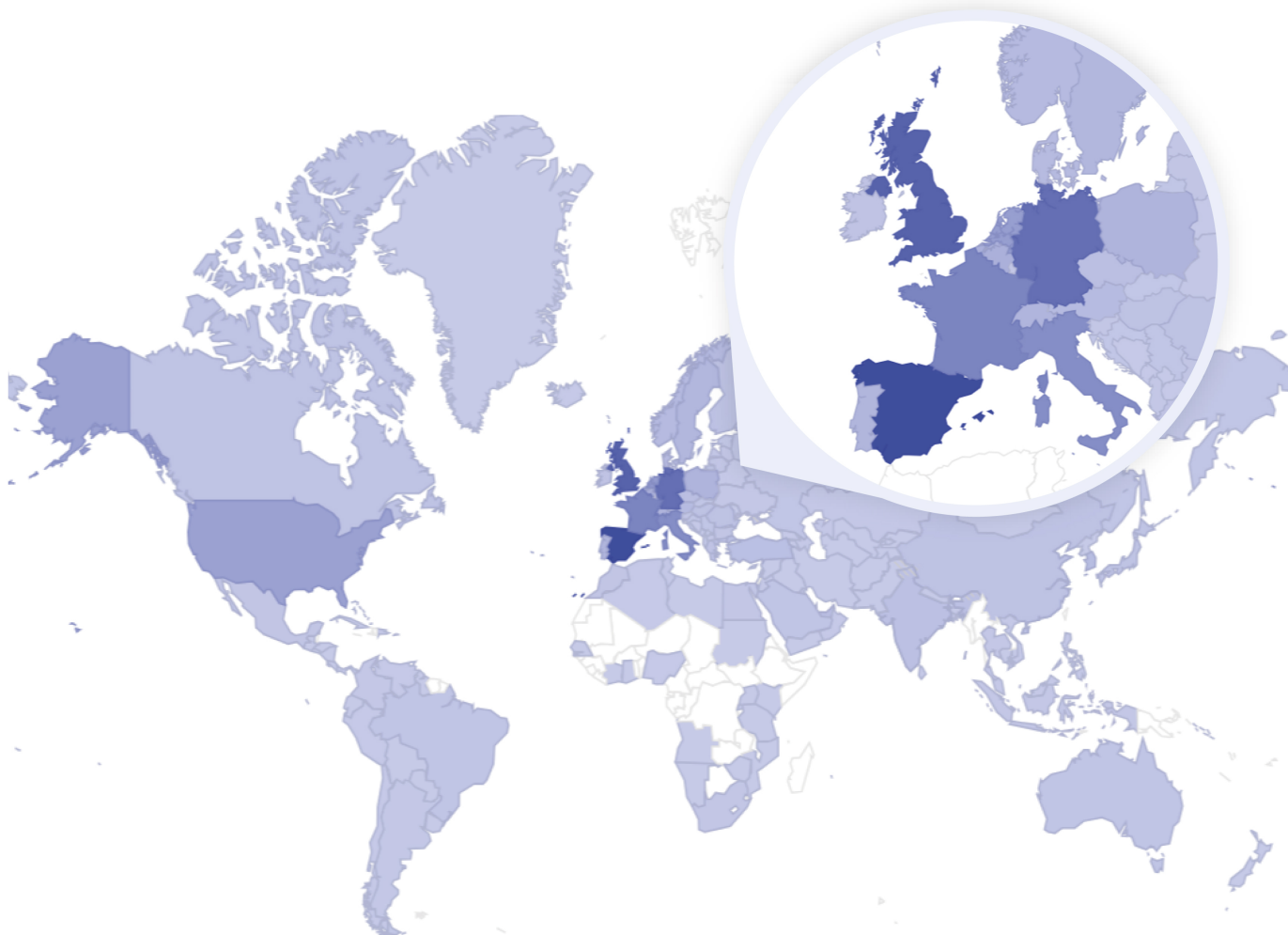
Excluding those who reported not knowing their company's annual AV expenditure.

# Attendee Profile

## Where Do our Attendees Come from?

The following table shows all ISE 2024 attendees (visitors and exhibitors, not including media) by country of origin. A total of **162 countries were represented at ISE 2024**, with the top 30 countries making up over **90%** of the total attendance.

Many countries saw significant increases in attendee numbers, including important AV market territories in northern Europe such as Germany (26.3%), Belgium (31.8%), Poland (40.2%), Switzerland (20.0%), Norway (22.0%), and Austria (27.5%). Owing to the continued relaxation of travel restrictions, there was also a vast increase of 136% in Chinese visitors.



	Country	Ranking 2023	Attendee Count 2024	Percentage
1.	Spain	(1)	23,562	32.32%
2.	United Kingdom	(2)	6,659	9.13%
3.	Germany	(3)	5,257	7.21%
4.	France	(4)	3,945	5.41%
5.	Italy	(5)	3,426	4.70%
6.	China	(8)	3,119	4.28%
7.	Netherlands	(6)	2,496	3.42%
8.	United States of America	(7)	2,323	3.19%
9.	Belgium	(9)	1,467	2.01%
10.	Poland	(12)	1,246	1.71%
11.	Switzerland	(10)	1,158	1.59%
12.	Portugal	(13)	1,092	1.50%
13.	Sweden	(11)	1,025	1.41%
14.	Norway	(14)	866	1.19%
15.	Denmark	(15)	796	1.09%
16.	Austria	(17)	775	1.06%
17.	South Korea	(18)	721	0.99%
18.	United Arab Emirates	(19)	693	0.95%
19.	Czech Republic	(22)	642	0.88%
20.	Turkey	(20)	606	0.83%
21.	India	(28)	546	0.75%
22.	Finland	(18)	462	0.63%
23.	Chinese Taipei	(27)	459	0.63%
24.	Hungary	(26)	452	0.62%
25.	Romania	(24)	449	0.62%
26.	Israel	(15)	446	0.61%
27.	Canada	(28)	399	0.55%
28.	Greece	(29)	388	0.53%
29.	Ireland	(25)	382	0.52%
30.	Japan	(31)	368	0.50%

# Business Focus - AV Channel

## AV Channel or End-User?

ISE 2024 classified all attendees by their primary area of business focus.

## AV Channel Definition

Attendees who stated that they sell or recommend AV solutions to a customer are classified as belonging to the AV channel, which ISE divides into the following company types.

AV Channel	% All Attendees	% First Time Attendees
AV Integration/ Installation	20.42%	9.17%
Distribution/Reselling	11.29%	5.52%
IT Integration/ Installation	6.34%	4.24%
AV Manufacturing	6.24%	4.14%
Rental/ Staging/ Live Events/ Meeting Planning	5.22%	3.66%
Architecture/ Engineering/ Planning/ Design	3.65%	2.65%
Software Development/ Independent Programming	3.00%	2.16%
Others	2.71%	2.20%
Business Consulting	2.35%	1.63%
Video/ Film Production	2.33%	2.20%
Creative/Advertising/PR Agency	1.68%	1.51%
Content Creation/ Management	1.62%	1.35%
Manufacturer Representative/ Independent Representative	1.60%	1.12%
Digital Out-of-Home Networks	1.10%	0.72%
Experience Design Consulting	0.76%	0.50%
<b>Total AV Channel</b>	<b>70.31%</b>	<b>42.78%</b>

## Roles of Channel Attendees

Attendees from the AV channel were asked about their role within their organisation. Multiple answers were allowed.

Skill or Competency Role	% of Channel Attendees
Audio (mixing, engineering)	33.21%
Video (projection mapping, production)	32.69%
Sales / Business Development	28.00%
System Design	27.40%
Project Management	24.81%
Lighting	23.12%
Technology Management	18.61%
Executive / Leadership	18.10%
Programming	16.99%
IP / Network Management	16.93%
Marketing	14.13%
Cabling / Wiring	14.09%
User / Technical Support	12.50%
Administration/ Leadership	10.34%
Staging / Rigging	8.85%
Construction / Fabrication	7.64%
Architecture	7.02%
UX/ CX Design	6.09%
Facilities Management	5.38%

## Sectors Served by Channel Attendees

These are the market sectors for which channel attendees provide solutions or systems. Multiple answers were allowed.

Sector	Proportion of channel attendees
Corporate offices / Collaboration spaces	43.99%
Auditoriums / Theatres / Entertainment Venues	41.41%
Retail Sales Floor / Kiosks	32.39%
Classrooms or Learning Spaces	31.48%
Museums / Themed Attractions	29.90%
Stadiums or Sports Arenas	29.57%
Restaurants / Dining Facilities	28.63%
Audio / Video Production Rooms for Broadcast	27.59%
Waiting Areas / Lobbies	22.25%
Control rooms for Monitoring Production, Output, or Security	21.00%
Houses of Worship	18.18%
Guest rooms in Hotels or Similar Facilities	17.99%
Individual Homes	16.69%
Train stations / Airports / Other Travel Hubs	15.96%
Multi-Household Residences	11.41%
Casinos / Arcades	10.99%
Cruise Ships	9.31%
Examination or Patient Procedure Rooms (Medical)	8.38%
Superyachts	8.12%

# Business Focus - End-User

## End-User Definition

Attendees who stated that were looking for AV solutions for use within their own company are classified as AV users.

End-Users	% of Attendees	% First Time Attendees
Entertainment (includes cinemas, theatres, museums, theme parks)	6.50%	13.09%
Education	5.48%	11.15%
Broadcast/ Media	3.50%	6.33%
Others	3.19%	6.46%
Retail	1.98%	3.90%
Finance/ Legal/ Real Estate	1.76%	3.33%
Sports/ Venues (includes arenas, convention centres)	1.55%	3.01%
Government/ Military	1.26%	2.30%
Hospitality (hotels, restaurants, bars, casinos, cruise ships)	1.07%	2.21%
Energy/ Utilities	0.91%	2.06%
Transportation (land, sea, air)	0.79%	1.53%
Hospital/ Healthcare (public or private)	0.79%	1.66%
Non-AV/ Consumer Goods Manufacturing	0.63%	1.25%
Religious Organisation	0.26%	0.55%
<b>Total End-Users</b>	<b>29.69%</b>	<b>58.81%</b>

## Roles of End-User Attendees

End-user attendees were asked about their role within their organisation. Multiple answers were allowed.

Skill or Competency Role	% of End-Users
Video (projection mapping, production)	39.52%
Audio (mixing, engineering)	36.55%
Lighting	25.11%
Project Management	22.11%
Technology Management	21.96%
System Design	19.37%
IP / Network Management	14.58%
User / Technical Support	14.15%
Executive / Leadership	13.63%
Programming	12.49%
Cabling / Wiring	11.85%
Marketing	11.07%
Staging / Rigging	10.98%
Administration/ Leadership	10.49%
Sales / Business Development	8%
Facilities Management	7.15%
Construction / Fabrication	6.19%
Architecture	6.12%
UX/ CX Design	5.52%

## Sectors Served by End-User Attendees

These are the market sectors that the end-user attendees are involved in. Multiple answers were allowed.

Sector	Proportion of End-User attendees
Auditoriums / Theatres / Entertainment Venues	36.74%
Audio / Video Production Rooms for Broadcast	30.86%
Corporate offices / Collaboration spaces	26.37%
Classrooms or Learning Spaces	23.15%
Stadiums or Sports Arenas	14.50%
Retail Sales Floor / Kiosks	13.80%
Control rooms for Monitoring Production, Output, or Security	13.31%
Museums / Themed Attractions	12.74%
Waiting Areas / Lobbies	11.53%
Restaurants / Dining Facilities	10.47%
Individual Homes	6.77%
Guest rooms in Hotels or Similar Facilities	6.28%
Houses of Worship	5.63%
Train stations / Airports / Other Travel Hubs	5.00%
Multi-Household Residences	3.79%
Casinos / Arcades	3.25%
Examination or Patient Procedure Rooms (Medical)	3.23%
Cruise Ships	2.30%
Superyachts	2.06%

# Technology Focus

## The Solutions that Attendees are Looking For

This table highlights the broad spectrum of technologies specified to be of interest to ISE channel and end-user attendees.

See pages 6 and 7 for the types of company included within these definitions.

The technologies are arranged here into broad groupings that roughly reflect the Technology Zones on the ISE show floor.

Technology	Proportion of channel attendees	Proportion of end-user attendees
<b>Audio</b>		
Audio Systems & Acoustics	48.05%	42.96%
Audio Processing	37.73%	32.72%
Audio Guiding & Interpretation	21.23%	20.23%
<b>Content Production &amp; Distribution</b>		
IP & Network Distribution	26.85%	20.70%
Streaming Media	22.34%	25.74%
Media Distribution	20.87%	19.65%
VR / AR / Mixed Realities	21.34%	25.97%
Image Processing	18.91%	20.92%
Content Creation & Management	16.84%	18.81%
<b>Digital Signage &amp; Dooh</b>		
Digital Signage	38.67%	24.79%
Interactive Display	26.32%	20.05%
Large-Scale Display	22.52%	17.30%
Digital Cinema	21.34%	23.17%
<b>Lighting &amp; Staging</b>		
Lighting & Lighting Control	27.60%	26.82%
Show Control	13.93%	14.54%
Rigging & Staging	12.96%	15.18%

Technology	Proportion of channel attendees	Proportion of end-user attendees
<b>Multi-Technology</b>		
Control Systems	36.48%	26.35%
Video Projection & Display	35.14%	35.76%
Projection Screens	26.96%	25.11%
Cabling, Connectors & Signal Management	28.81%	23.29%
Wireless Communication	26.36%	24.86%
Furniture, Racks, Cases & Mounts	16.78%	13.33%
<b>Residential &amp; Smart Building</b>		
Home Automation	18.87%	10.74%
Home Cinema	19.18%	12.53%
Smart Building	18.88%	14.25%
Building Management	16.90%	13.89%
Security & Access Control	12.37%	10.45%
Energy Management	11.48%	10.49%
HVAC Control	8.68%	5.39%
Power Conditioning & Management	9.20%	7.45%
Paging and Evacuation Systems	6.53%	2.90%
<b>Unified Communications &amp; Education Technology</b>		
Conferencing & Collaboration	28.30%	21.49%
Presentation Systems	21.17%	17.68%
Education Technology	19.31%	18.82%
Unified Communications & Collaboration	14.63%	9.71%



## Expert Speakers

### 363 Expert Speakers

A total of 363 expert speakers took part in ISE's programme of conferences, presentations and panel discussions.

## ISE Conference Programme

Produced by AVIXA and CEDIA, eight conferences were held at ISE 2024, covering key vertical markets served by the AV industry:

Content Production and Distribution Summit

Control Rooms Summit

Digital Signage Summit

Live Event Summit

Smart Building Conference

Smart Home Technology Conference

Smart Home Technology Stage

Sustainability Workshop (New for ISE 2024)

Running across two half-days, the European / Latin American AV Summit, produced by ISE, explored AV-related opportunities for co-operation and business development between these two regions.

## Keynotes

### 3 Keynote Addresses



#### Seeing through the Eyes of Others: Redefining the Art of Storytelling

On the opening day, multi-Academy Award-winning director and activist Sharmeen Obaid-Chinoy used examples of her work to illustrate how AV technologies can put the viewer at the heart of the story.



#### Breaking Boundaries with Creative AI

On the second day, digital artist Jeroen van der Most discussed how artificial intelligence in art can affect our relationships with art, with technology and with the world around us. He also gave two live performances of 'Bee Barcelona', a work created specially for ISE, on the Fira's new South Access welcome screen.



#### Making 'Structures of Being'

The Keynote programme concluded on the Thursday, with a presentation by the digital artist Sofia Crespo and her creative partner Feileacan Kirkbride McCormick. This was a behind-the-scenes look at the creation of the ISE-sponsored projection mapping that had taken place at Casa Batlló in central Barcelona the previous weekend.

## AVIXA

AVIXA hosted a series of free-to-attend Tech Talks in English and Spanish to complement the conference programme. The association also presented Xchange LIVE, a range of interactive sessions with thought leaders and industry experts; as well as hosting events organised by various AVIXA Councils.

## CEDIA

CEDIA's Smart Home Technology Conference comprised nearly 60 hours of professional development, covering areas such as technical installation and design, business excellence, and future trends.

In addition, free-to-attend events on the Smart Home Technology Stage addressed key issues facing the residential technology industry.

## Partner Events

The Talent & Knowledge Summit returned to ISE for a third year, while the ISE Partner Programme, the Plug and Play Stage and AVL Summit24 by Afial all appeared at ISE for the first time.

ISE would like to express its thanks to all of the partners who contributed to the conference and talks programme or hosted their own events.

## Media Representatives

This year, a total of 634 international media editors and journalists from 36 countries attended the event. This is an increase on the 593 representatives who attended last year's event.

At ISE, there was a 7% increase in the number of media representatives covering the show. The largest contingent, 49%, came from Spain.

Country	Media Representatives	Proportion of Total
Spain	308	48.58%
United Kingdom	110	17.35%
Germany	45	7.10%
United States of America	36	5.68%
Italy	26	4.10%
France	26	4.10%
Poland	15	2.37%
Netherlands	7	1.10%
Morocco	6	0.95%
Turkey	4	0.63%

## Media Coverage and Reach

In the three-week period 24 January to 9 February, ISE 2024 was the subject of **13,658 online editorial articles**, with a combined reach of **1.387 billion**.

Of these articles, **1,880** were created by ISE Media Partners, with a reach of **29.34 million**.

In the same period, Tier 1 media (national newspaper/business media) coverage of ISE 2024 comprised **612 online editorial articles**, **79 print articles**, **70 radio features** and **53 TV features**.

## ISE Website Reach

During the period from 1 October to late February, the iseurope.org website attracted over **3.4 million page views from 529,000 users**.

## ISE Show App Reach

Throughout the event the ISE app had **67,853 users**. They generated **4.5 million screen views** during that period.

## Social Media impressions and Reach

During the week of ISE 2024, **4,707 posts** using the hashtag #ISE2024 were sent on X (formerly Twitter), with a total of **867,455 impressions** and a potential reach of **10.94 million**.

ISE's own social posts, across LinkedIn, Facebook, X, Instagram and YouTube, gathered **1.15 million impressions** during the same period.

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