



**integrated  
systems  
europe**

4-7 FEB 2025 • BARCELONA

# ISE 2025 FACTS & FIGURES

Full attendance data and  
audience demographics

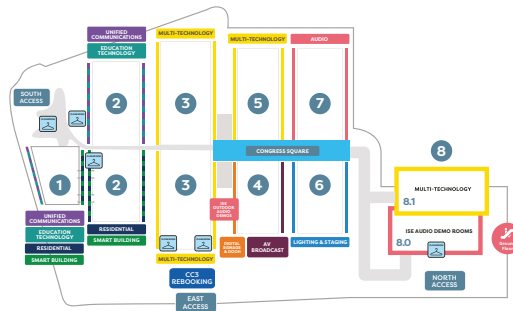
Fira de Barcelona Gran Vía  
4-7 February 2025



# KEY METRICS

Integrated Systems Europe is the world-renowned annual tech show for the systems integration and audiovisual industry. The 2025 edition took place at Fira de Barcelona Gran Via, Spain, on 4 – 7 February and occupied eight halls (Halls 1-8, including the new Hall 8.1) as well as Congress Square. The key metrics in this Facts and Figures document come from the ISE delegate registration system.

## Show Floor Summary



## Total Stand Space

**92,000 m<sup>2</sup>**

### Exhibitor Stands

**75,164 m<sup>2</sup>**

### Show Features and Stages

**16,836 m<sup>2</sup>**

## Exhibitors

**1,605**

## Visits

### Total Visits

**185,700**

### Visits per day

04 February **49,981**

26.9%

05 February **59,049**

31.8%

06 February **49,716**

26.8%

07 February **26,954**

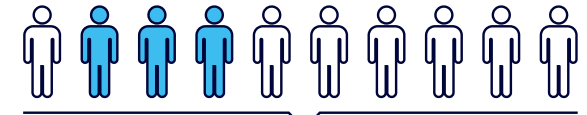
14.5%

Daily visits on Tuesday, Wednesday, Thursday, and Friday all achieved record numbers for those respective days at any edition of ISE.

On average, attendees spent **2.2 days** at ISE 2025.

## Attendee Summary

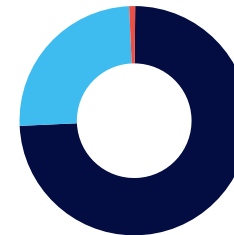
**28,801** First Time Visitors



**85,351** Attendees

This number is the highest of any ISE edition so far. Among all attendee groups 28,801 people (33.7%) visited ISE for the first time.

## Attendee Types



**61,882 (72.53%)**

Visitors

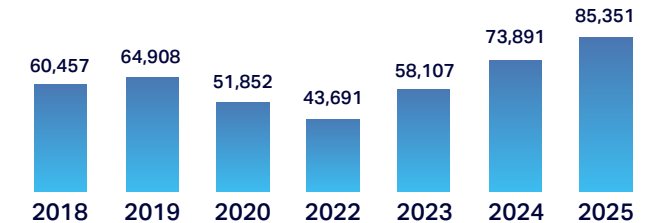
**22,758 (26.66%)**

Exhibitor personnel

**711 (0.81%)**

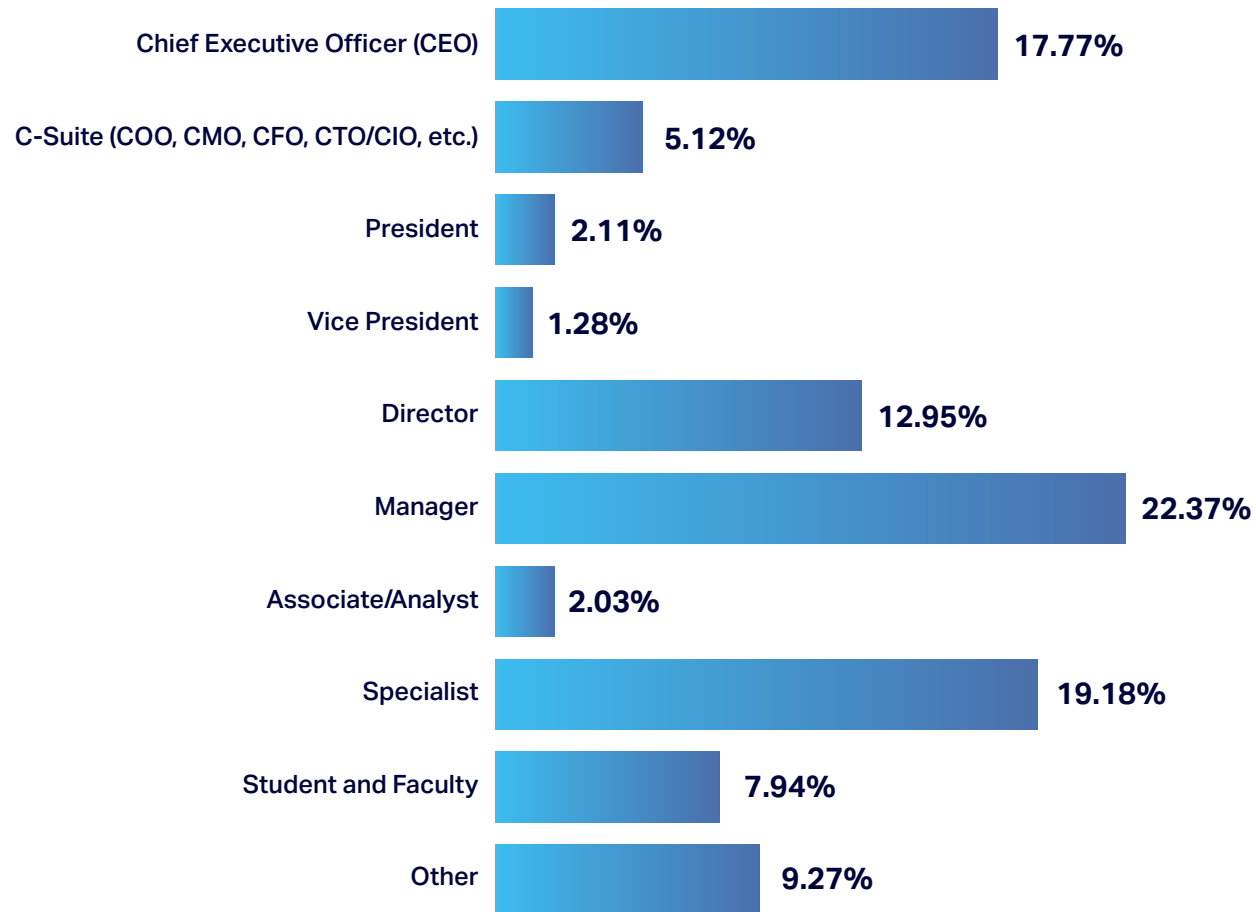
Media Representatives

## Annual Attendee Trend

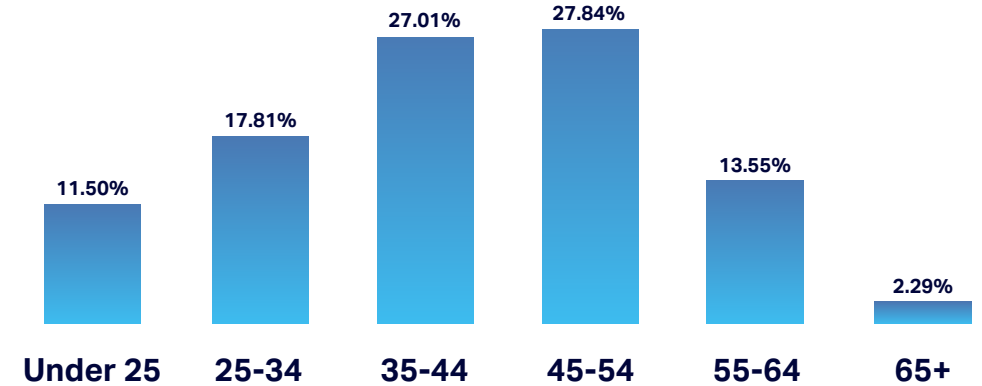


# ATTENDEE PROFILES

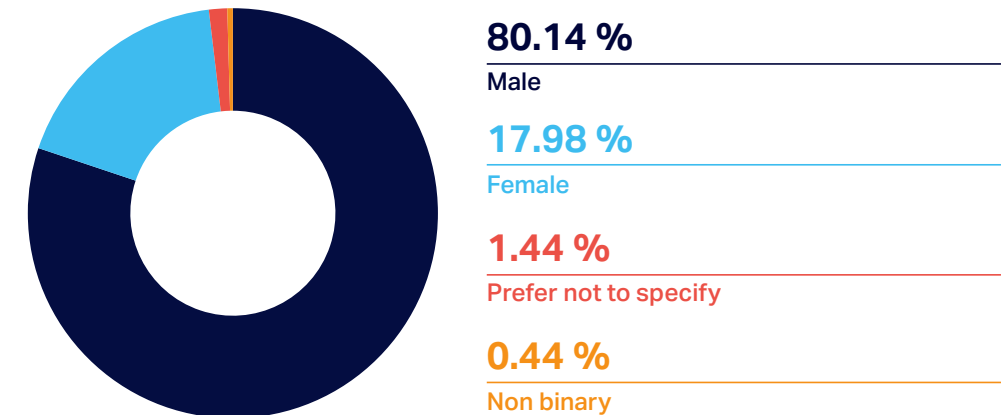
## Job Title



## Attendees by Age



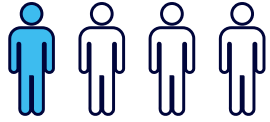
## Gender



The proportion of female ISE attendees has increased by 1.3% compared to 2024.

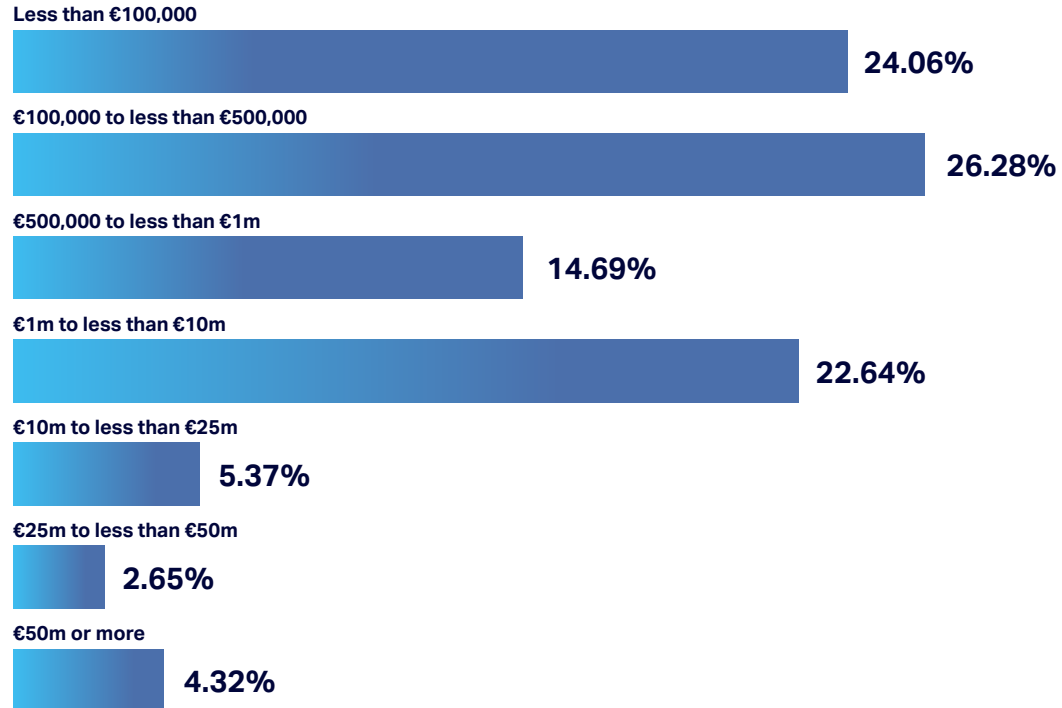
# ATTENDEE PROFILES

## ● 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.

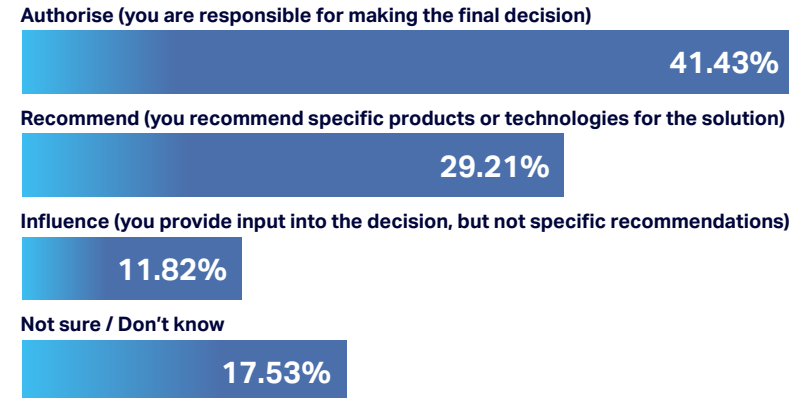


## ● Purchasing Authority

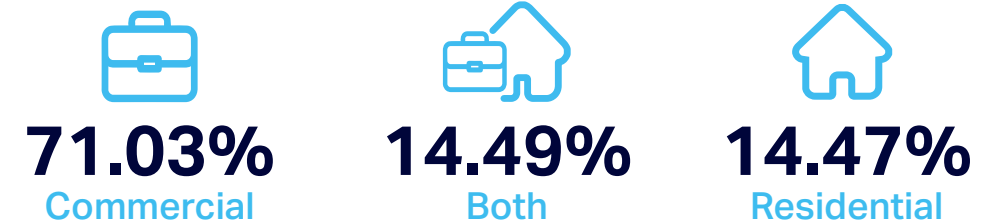


**4** out of **5**

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



## ● Market Focus

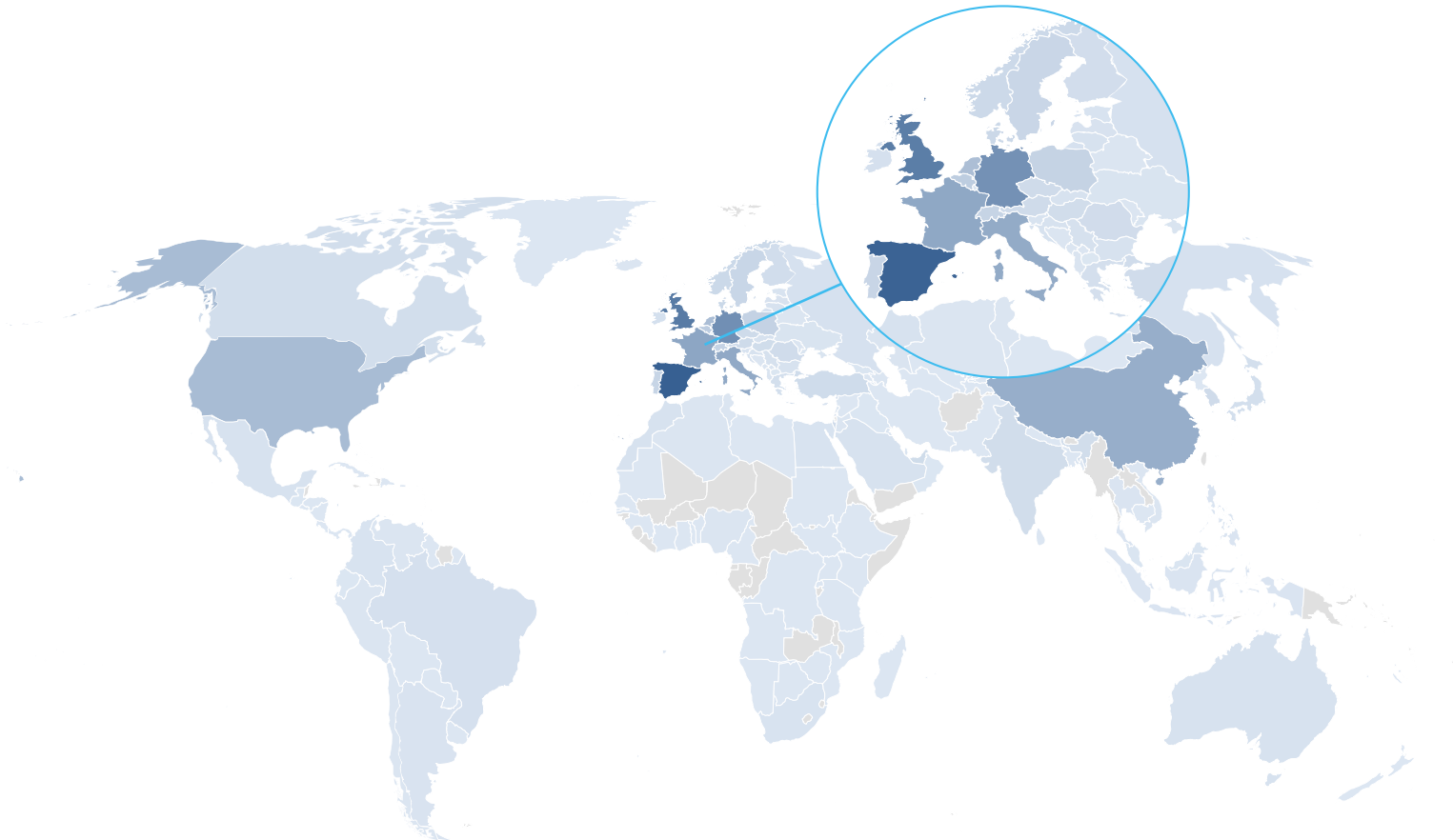


\* Excluding those who reported not knowing their company's annual AV expenditure.

# ATTENDEE PROFILES

## ● Where Do our Attendees Come from?

The following table shows all ISE 2025 attendees (visitors and exhibitors, not including media) by country of origin. A total of 168 countries were represented at ISE 2025, with the top 30 countries making up over 90% of the total attendance. Many countries saw significant increases in attendee numbers, including important European AV market territories such as host country Spain (18.4%), UK (8.4%), Germany (10.7%), France (9.1%), Italy (19.8%), The Netherlands (9.8%), Belgium (17.7%), Switzerland (8.0%), Denmark (20.3%), Turkey (13.2%), as well as other territories including China (20.5%) and USA (21.7%).



## ● Top 30 Countries

Country	Ranking 2025	Ranking 2024	Attendees	%
Spain	1	(1)	27,886	32.94%
United Kingdom	2	(2)	7,215	8.52%
Germany	3	(3)	5,818	6.87%
France	4	(4)	4,303	5.08%
Italy	5	(5)	4,104	4.85%
China	6	(6)	3,758	4.44%
United States of America	7	(8)	2,828	3.34%
The Netherlands	8	(7)	2,740	3.24%
Belgium	9	(9)	1,727	2.04%
Poland	10	(10)	1,338	1.58%
Switzerland	11	(11)	1,251	1.48%
Portugal	12	(12)	1,153	1.36%
Sweden	13	(13)	1,068	1.26%
Denmark	14	(15)	958	1.13%
Norway	15	(14)	897	1.06%
Austria	16	(16)	775	0.92%
Czech Republic	17	(19)	745	0.88%
South Korea	18	(17)	713	0.84%
United Arab Emirates	19	(18)	711	0.84%
Turkey	20	(20)	686	0.81%
Romania	21	(25)	650	0.77%
Israel	22	(26)	643	0.76%
Hungary	23	(24)	635	0.75%
India	24	(21)	614	0.73%
Finland	25	(22)	580	0.69%
Canada	26	(27)	525	0.62%
Greece	27	(28)	492	0.58%
Japan	28	(30)	491	0.58%
Chinese Taipei	29	(23)	457	0.54%
Ireland	30	(29)	419	0.49%

# BUSINESS FOCUS – AV CHANNEL

## AV Channel Definition

ISE defines all attendees either as belonging to the AV channel or as end-users. Attendees who stated that they sell or recommend AV solutions to a customer are classified as belonging to the AV channel.

## ● Business Type

AV Channel	% of All Attendees	% First Time Attendees
AV Manufacturing	25.22%	17.99%
AV Integration / Installation	13.07%	10.18%
IT Integration / Installation	12.30%	13.73%
Architecture / Engineering / Planning / Design	9.18%	9.11%
Software Development / Independent Programming	8.71%	9.37%
Distribution / Reselling	5.34%	6.58%
Manufacturer Representative / Independent Representative	4.79%	6.55%
Business Consulting	4.49%	5.57%

AV Channel	% of All Attendees	% First Time Attendees
Digital Out-of-Home Networks	3.56%	4.22%
Content Creation / Management (includes artists, graphic designers, projection mapping, writers)	2.98%	4.06%
Video / Film Production	2.42%	2.72%
Rental / Staging / Live Events / Meeting Planning	2.01%	2.12%
Experience Design Consulting (includes UX / CX design, acoustical design)	1.92%	2.73%
Creative / Advertising / PR Agency	1.08%	1.32%
Others	2.92%	3.76%
<b>Total AV Channel</b>	<b>71.60%</b>	<b>65.88%</b>

# BUSINESS FOCUS – AV CHANNEL

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

## ● Roles of Channel Attendees

Skills or Competency Role	% of Channel Attendees
Executive / leadership	41.10%
Sales / business development	28.08%
Video (projection mapping, production)	27.29%
Audio (mixing, engineering)	27.25%
Project management	26.21%
System design	24.81%
Lighting	19.83%
Technology management	18.75%
Marketing	16.64%
Programming	15.93%
IP / Network management	14.49%
Administration/ leadership	13.47%
Cabling / wiring	13.43%
User / technical support	12.16%
Construction / fabrication	7.35%
Staging / rigging	7.35%
Architecture	6.88%
UX / CX design	5.67%
Facilities management	4.84%

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

## ● Sector Served by Channel Attendees

Sector	% of Channel Attendees
Auditoriums / Theatres / Entertainment venues	39.20%
Corporate offices / Collaboration spaces	39.20%
Retail sales floor / Kiosks	30.43%
Classrooms or learning spaces	28.26%
Stadiums or sports arenas	27.93%
Museums / Themed attractions	27.02%
Restaurants / Dining facilities	26.61%
Audio / video production rooms for broadcast	26.26%
Waiting areas / lobbies	20.69%
Control rooms for monitoring production, output, or security	19.53%
Houses of worship	16.52%
Guest rooms in hotels or similar facilities	16.23%
Individual homes	15.04%
Train stations / Airports / Other travel hubs	14.40%
Multi-household residences	10.34%
Casinos / arcades	9.76%
Cruise ships	8.01%
Examination or patient procedure rooms (medical)	6.96%
Superyachts	6.66%

# 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 end-users.

## ● Business Type

End-Users	% of All Attendees	% First Time Attendees
Education	24.72%	27.31%
Entertainment (includes cinemas, theatres, museums, theme parks)	14.97%	14.78%
Retail	12.60%	11.98%
Broadcast / Media	10.19%	8.47%
Sports / Venues (includes arenas, convention centres)	5.34%	5.01%
Hospitality (hotels, restaurants, bars, casinos, cruise ships)	5.13%	5.03%
Government / Military	4.03%	3.42%
Finance / Legal / Real Estate	3.96%	3.85%

End-Users	% of All Attendees	% First Time Attendees
Hospital / Healthcare (public or private)	3.19%	3.28%
Transportation (land, sea, air)	3.05%	3.13%
Energy / Utilities	2.64%	2.80%
Non-AV / Consumer Goods Manufacturing	1.38%	1.32%
Religious Organisation	1.36%	1.46%
Others	7.44%	8.18%
<b>Total End-User</b>	<b>28.40 %</b>	<b>34.12%</b>

The number of end-users attending ISE 2025 increased by 27.4% to 26,340 when compared to 2024.



# BUSINESS FOCUS – END-USER

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

## ● Roles of End-User Attendees

Skills or Competency Role	% of End-User Attendees
Video (projection mapping, production)	33.99%
Audio (mixing, engineering)	31.59%
Executive / leadership	29.95%
Project management	24.55%
Lighting	23.09%
Technology management	21.53%
System design	18.93%
Programming	14.26%
Marketing	13.81%
User / technical support	13.61%
IP / Network management	13.52%
Administration / leadership	13.45%
Cabling / wiring	12.99%
Staging / rigging	10.28%
Sales / business development	9.33%
Facilities management	7.49%
Architecture	6.32%
Construction / fabrication	6.15%
UX / CX design	5.10%

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

## ● Sectors Served by End-User Attendees

Sector	% of End-User Attendees
Auditoriums / Theatres / Entertainment venues	34.59%
Audio / video production rooms for broadcast	27.12%
Corporate offices / Collaboration spaces	23.50%
Classrooms or learning spaces	20.29%
Stadiums or sports arenas	15.08%
Museums / Themed attractions	12.06%
Retail sales floor / Kiosks	11.46%
Control rooms for monitoring production, output, or security	11.03%
Waiting areas / lobbies	9.83%
Restaurants / Dining facilities	9.37%
Individual homes	6.68%
Guest rooms in hotels or similar facilities	5.80%
Houses of worship	4.96%
Train stations / Airports / Other travel hubs	4.39%
Multi-household residences	4.33%
Casinos / arcades	2.87%
Examination or patient procedure rooms (medical)	2.49%
Cruise ships	2.01%
Superyachts	1.73%

# TECHNOLOGY INTERESTS

## ● The Solutions that Attendees are Looking For

This table highlights the broad spectrum of technologies that AV channel and end-user attendees have told us they are interested in.

See pages 6 and 8 for definitions of AV channel and end-user attendees.

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

Technology	% of Channel Attendees	% of End-User Attendees
<b>Audio</b>		
Audio Guiding & Interpretation	18.85%	16.48%
Audio Processing	31.09%	27.84%
Audio Systems & Acoustics	41.62%	37.55%
<b>AV Broadcast</b>		
IP & Network Distribution	22.19%	17.25%
Media Distribution	16.72%	16.50%
Streaming Media	16.65%	19.89%
VR / AR / Mixed Realities	16.46%	19.71%
Image Processing	14.73%	16.17%
Content Creation & Management	14.10%	15.30%
<b>Digital Signage &amp; Dooh</b>		
Digital Signage	31.71%	19.23%
Interactive Display	20.12%	14.54%
Large-Scale Display	17.98%	13.76%
Digital Cinema	17.28%	18.64%
<b>Lighting &amp; Staging</b>		
Lighting & Lighting Control	23.11%	24.45%
Show Control	11.18%	11.85%
Rigging & Staging	10.17%	12.78%

Technology	% of Channel Attendees	% of End-User Attendees
<b>Multi-Technology</b>		
Control Systems	30.25%	22.50%
Video Projection & Display	28.44%	29.53%
Projection Screens	20.34%	19.19%
Cabling, Connectors & Signal Management	22.78%	19.95%
Wireless Communication	21.16%	20.56%
Furniture, Racks, Cases & Mounts	12.65%	9.96%
<b>Residential &amp; Smart Building</b>		
Home Automation	15.59%	7.94%
Home Cinema	14.97%	9.21%
Smart Building	15.57%	11.06%
Building Management	13.77%	10.54%
Security & Access Control	10.08%	8.32%
Energy Management	9.98%	8.29%
Power Conditioning & Management	7.52%	5.97%
HVAC Control	7.28%	3.56%
Paging and Evacuation Systems	4.96%	2.18%
<b>Unified Communications &amp; Education Technology</b>		
Conferencing & Collaboration	22.95%	16.95%
Presentation Systems	16.52%	13.26%
Education Technology	14.77%	14.92%
Unified Communications and Collaboration	11.39%	7.40%

# CONTENT PROGRAMME

ISE 2025 saw the show's largest and most wide-ranging content programme to date, in terms of both pay- and free-to-attend sessions. The programme of six vertical sector Summits was complemented by Track sessions covering five technology megatrends; a Day Pass ticketing structure encouraged attendees to choose the sessions most relevant to them. Also held on a pay-to-attend basis were Smart Home Technology Conference, Investor Forum, European Latin AV Forum and CEDIA Workshops.

Across the entire content programme there were

**572**  
sessions

**498**  
speakers

**2,702**  
unique attendees

## ● Visits by Day

	Tuesday	Wednesday	Thursday	Friday	Total
Paid-for content	628	916	732	0	<b>2,276</b>
Free content	705	769	363	357	<b>2,194</b>
Total daily visits	1,333	1,684	1,095	357	<b>4,470</b>

## ● Paid-for Content

**Tuesday:** Investor Forum, Smart Building Summit

**Wednesday:** AV Broadcast Summit, Digital Signage Summit, Education Technology Summit, European Latin American AV Forum

**Thursday:** Control Rooms Summit, Smart Workplace Summit, Cybersecurity Track, Retail Track

**Friday:** CEDIA Workshops\*

**Multiple days:** CEDIA Smart Home Technology Conference (Tuesday to Thursday), AI and Audio Tracks (Tuesday to Thursday), Sustainability (Tuesday and Thursday)

## ● Free Content

**Tuesday:** ISE Opening Keynote

**Wednesday:** ISE Creative Keynote

**Friday:** Fast Forward Friday – sessions produced by ISE partners about attracting, recruiting and developing industry talent

**Multiple days:** AVIXA Xchange LIVE, CEDIA Smart Home Technology Stage, Live Events Stage, Congreso AVIXA, Pitching Stage\*, Esports Arena\*, Robotics and Drone Arena\* (Tuesday to Friday)

*\*Data not included here*

# MEDIA AND COMMUNICATIONS

## ● Media Representatives by Country

Country	Media Representatives	% of Total
Spain	318	44.73%
United Kingdom	144	20.25%
Germany	54	7.59%
United States of America	48	6.75%
France	25	3.52%
Italy	22	3.09%
Poland	14	1.97%
Netherlands	7	0.98%
Belgium	5	0.70%
Singapore	5	0.70%

## ● Key Metrics



711

Total media attendees



49

Countries represented



+12%

(from 634)

Growth vs. last year



Spain

(45%)

Largest representation by country

## ● Media Coverage and Reach

During the period of the ISE 2025 campaign, from September 2024 to late February 2025, ISE 2025 was the subject of **19,057 editorial articles** in AV channel media. Of these, **1,981** were published by ISE Media Partners.

Additionally, Tier 1 media (national newspapers/business media/consumer tech media) in Spain, UK, France and DACH countries covered the show in **1,608** editorial articles.

Our work with a UK-based Tier 1 influencer resulted in **536,000** total impressions on YouTube and Instagram, with an average engagement rate of 4% and **44,844** views/engagements.

On X, the hashtag #ISE 2025 was mentioned in **20,080** posts, with total reach of **70.5 million** and engagement of **97,600**.

## ● ISE Website Reach

During the period from 1 October to late February, the iseurope.org website attracted over **1.3 million page views** from **576,000 users**.

## ● ISE Show App Reach

Throughout the event the ISE app had **39,880 users**. They generated **3.7 million screen views** during that period.

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# Save the date for ISE 2026

3-6 February 2026  
Fira de Barcelona, Gran Vía

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please contact us.

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