



integrated
systems
europe

4-7 FEB 2025 • BARCELONA

ISE 2025 FACTS & FIGURES

Full attendance data and
audience demographics

2nd edition

Fira de Barcelona Gran Vía
4–7 February 2025

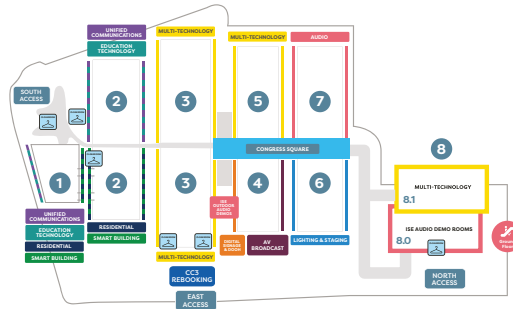


KEY METRICS

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.

The second edition of this report includes attendee sentiment figures from our post-show surveys on page 11. On pages 6 and 8, an extra column of data has been added, and transposed row labels in the first edition have been corrected.

Show Floor Summary



Total Stand Space

92,000 m²

Exhibitor Stands

75,164 m²

Show Features and Stages

16,836 m²

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

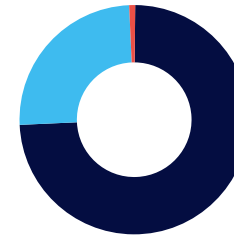
28,801 First Time Visitors



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

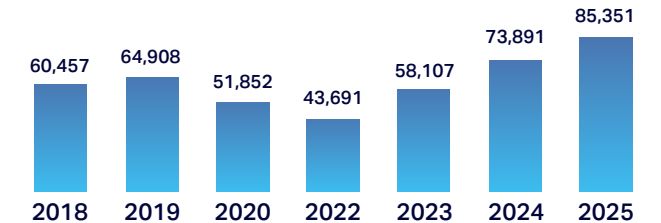
22,758 (26.66%)

Exhibitor personnel

711 (0.81%)

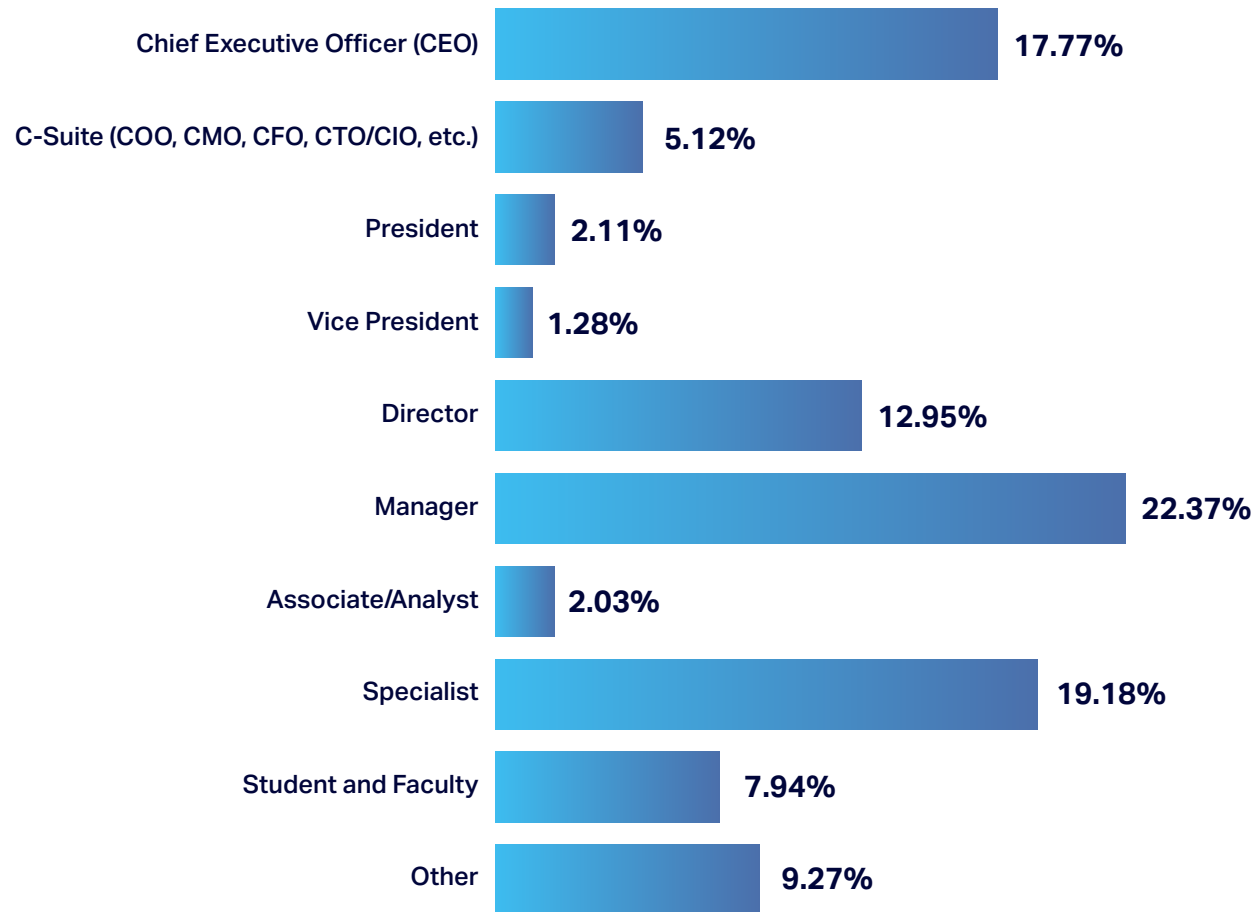
Media Representatives

Annual Attendee Trend

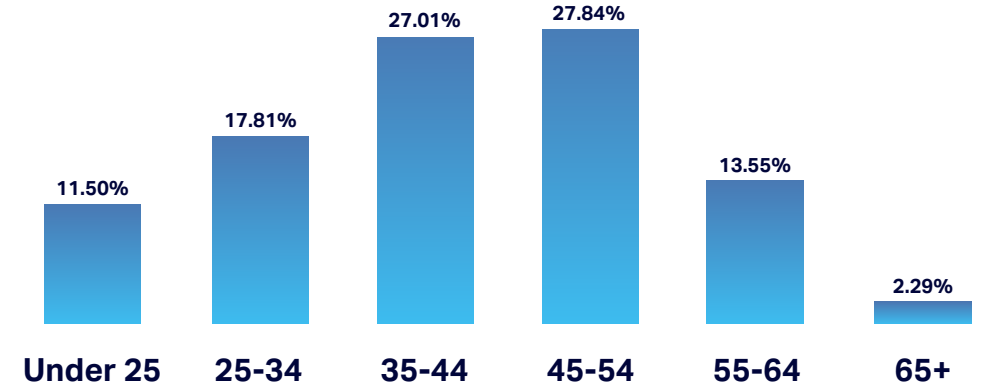


ATTENDEE PROFILES

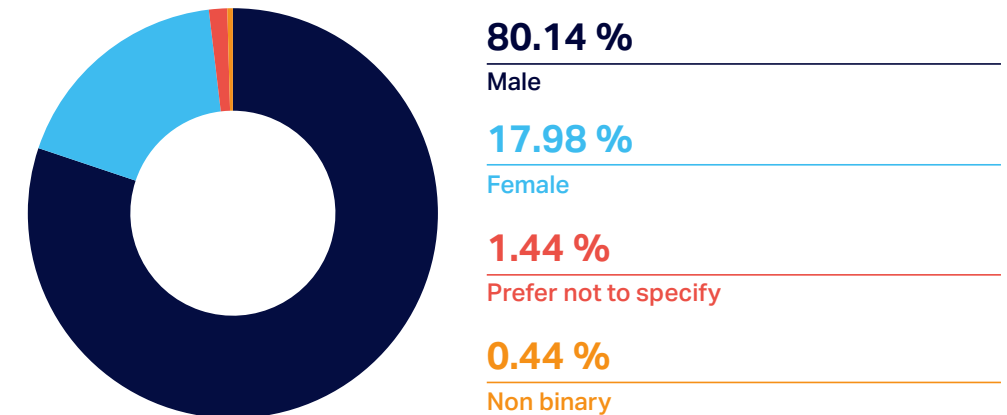
Job Title



Attendees by Age



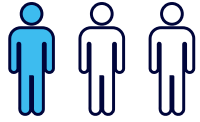
Gender



The proportion of female ISE attendees has increased from 16.6% in 2024.

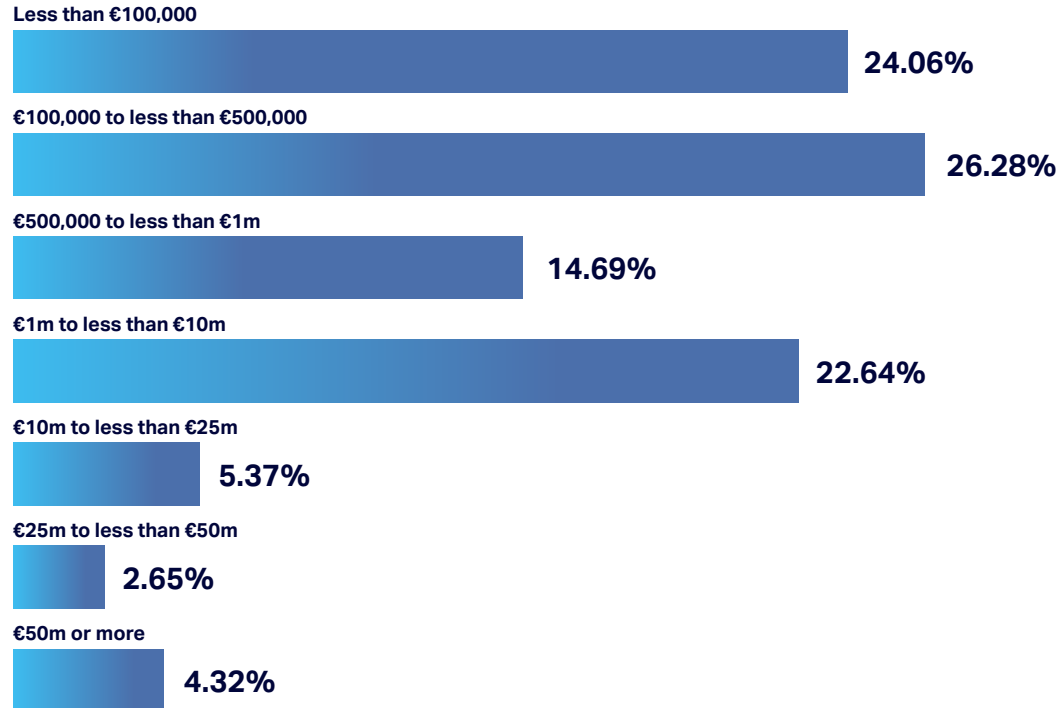
ATTENDEE PROFILES

● Spending Power *

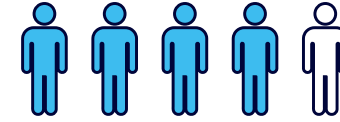


1 out of **3**

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

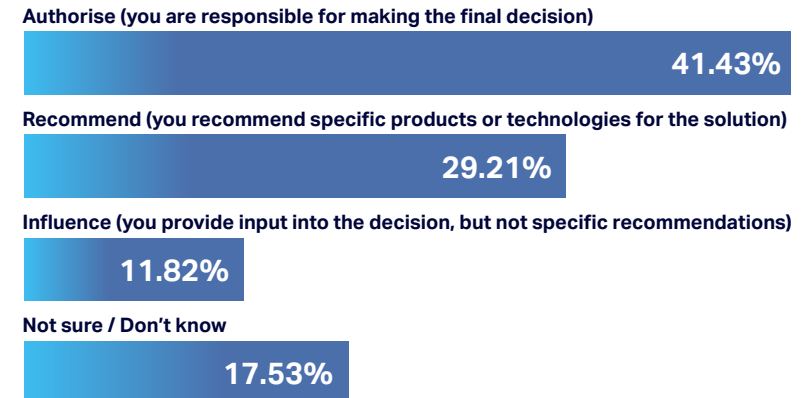


● Purchasing Authority



4 out of **5**

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



● Market Focus



71.03%
Commercial



14.49%
Both



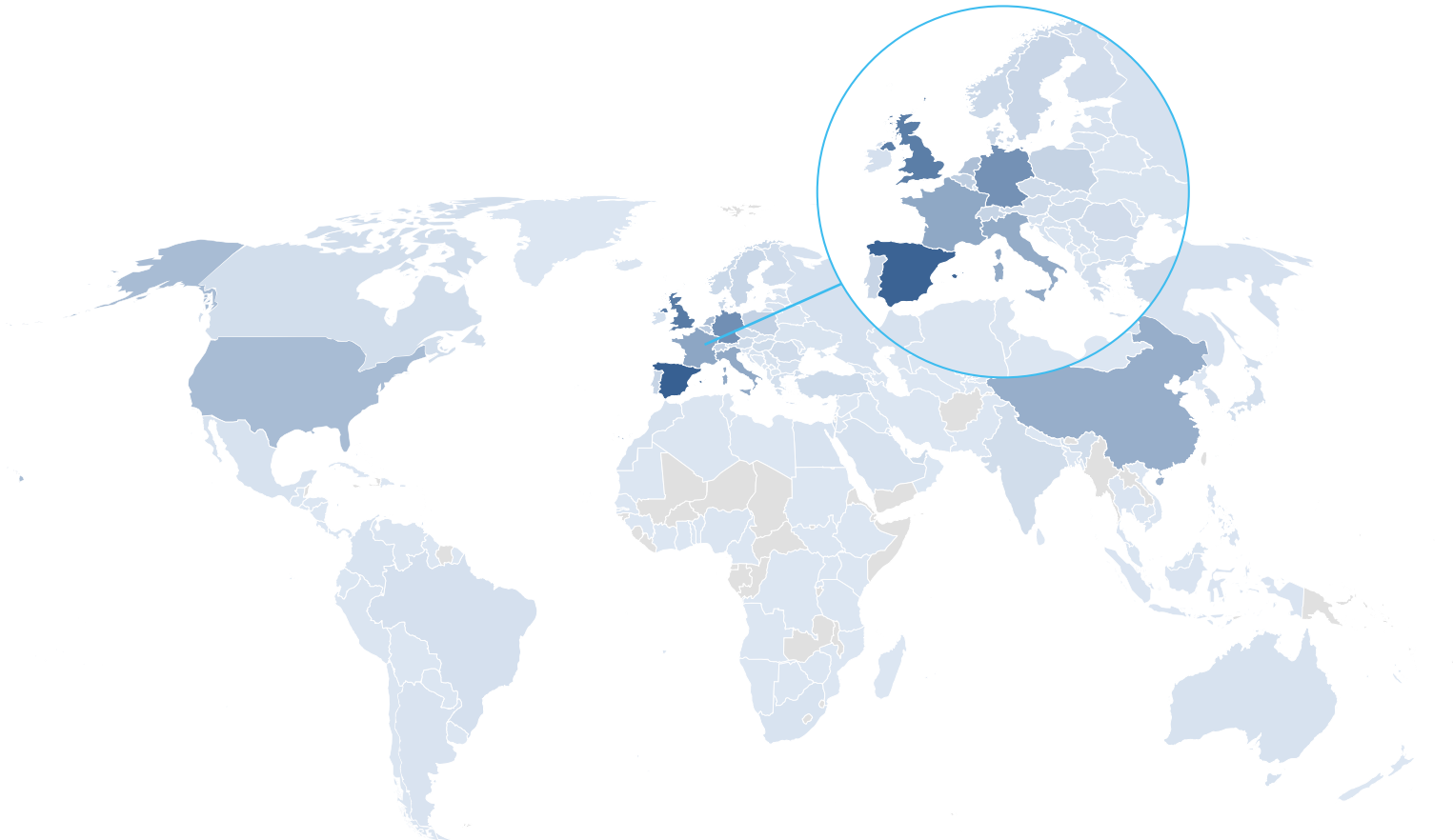
14.47%
Residential

* 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

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.

AV channel visitors totalled 44,307, which is 71.60% of the visitor figure (61,882).

Of these 44,307 AV channel visitors, 18,974 (42.82%) were visiting ISE for the first time.

Please note that this table only covers visitors, not exhibitors.

Business Type

	% of All AV Channel Attendees	% of All Attendees
AV Integration / Installation	25.22%	18.06%
Distribution / Reselling	13.07%	9.36%
Rental / Staging / Live Events / Meeting Planning	12.30%	8.81%
AV Manufacturing	9.18%	6.57%
IT Integration / Installation	8.71%	6.24%
Architecture / Engineering / Planning / Design	5.34%	3.82%
Video / Film Production	4.79%	3.43%
Software Development / Independent Programming	4.49%	3.22%
Business Consulting	3.56%	2.55%

	% of All AV Channel Attendees	% of All Attendees
Content Creation / Management (includes artists, graphic designers, projection mapping, writers)	2.98%	2.14%
Manufacturer Representative / Independent Representative	2.42%	1.73%
Digital Out-of-Home Networks	2.01%	1.44%
Creative / Advertising / PR Agency	1.92%	1.38%
Experience Design Consulting (includes UX / CX design, acoustical design)	1.08%	0.78%
Others	2.92%	2.09%
Total	100.00% (of 44,307)	71.60% (of 61,882)

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-USERS

End-Users

Attendees who stated that they were looking for AV solutions for use within their own company are classified as end-users. End-user visitors numbered 17,574, which is 28.40% of the visitor total. (The corresponding figure at ISE 2024 was 15,877.) Of these 17,574 end-users, 9,827 (55.91%) were visiting ISE for the first time. Please note that this table only covers visitors, not exhibitors.

● Business Type

	% of All End-User Attendees	% of All Attendees
Education	24.72%	7.02%
Entertainment (includes cinemas, theatres, museums, theme parks)	14.97%	4.25%
Retail	12.60%	3.58%
Broadcast / Media	10.19%	2.89%
Sports / Venues (includes arenas, convention centres)	5.34%	1.52%
Hospitality (hotels, restaurants, bars, casinos, cruise ships)	5.13%	1.46%
Government / Military	4.03%	1.14%

	% of All End-User Attendees	% of All Attendees
Finance / Legal / Real Estate	3.96%	1.13%
Hospital / Healthcare (public or private)	3.19%	0.91%
Transportation (land, sea, air)	3.05%	0.87%
Energy / Utilities	2.64%	0.75%
Non-AV / Consumer Goods Manufacturing	1.38%	0.39%
Religious Organisation	1.36%	0.39%
Others	7.44%	2.11%
Total	100.00% (of 17,574)	28.40% (of 61,882)

BUSINESS FOCUS – END-USERS

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
Audio		
Audio Systems & Acoustics	41.62%	37.55%
Audio Processing	31.09%	27.84%
Audio Guiding & Interpretation	18.85%	16.48%
AV Broadcast		
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%
Digital Signage & Dooh		
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%
Lighting & Staging		
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
Multi-Technology		
Control Systems	30.25%	22.50%
Video Projection & Display	28.44%	29.53%
Cabling, Connectors & Signal Management	22.78%	19.95%
Wireless Communication	21.16%	20.56%
Projection Screens	20.34%	19.19%
Furniture, Racks, Cases & Mounts	12.65%	9.96%
Residential & Smart Building		
Home Automation	15.59%	7.94%
Smart Building	15.57%	11.06%
Home Cinema	14.97%	9.21%
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%
Unified Communications & Education Technology		
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%

ATTENDEE SENTIMENT

ISE commissioned Fusion Insight & Strategy to conduct post-show research among visitors and exhibitors. Completed responses from 3288 visitors and 636 exhibitor personnel were received and analysed.

	Visitors (NPS)	Exhibitors (NPS)
ADVOCACY: How likely are you to recommend ISE to a business colleague or friend in the industry?	+57	+61
<i>Industry benchmark NPS figures for B2B exhibitions from the world's leading show organisers are +26 for visitors and +21 for exhibitors.</i>		

	Visitors (mean score out of 10)	Exhibitors (mean score out of 10)
IMPORTANCE: How important was it for you/ your organisation to participate in this year's ISE?	8.1	8.9
SATISFACTION: Overall, how satisfied were you with (your experience of) this year's ISE?	8.3	8.5
LIKELIHOOD OF RETURN: How likely are you to attend/ exhibit at ISE in Barcelona in 2026?	8.4	9.1

For all questions, 0 = 'not at all'; 10 = 'extremely'

Net Promoter Score (NPS) calculation



$$\text{NPS} = \text{Promoters} - \text{Detractors}$$

Net promoter scores are calculated as the percentage of 'promoters' (those answering 9 or 10 on the 'likely to recommend' scale) minus the percentage of "detractors" (those answering 0 to 6). Those answering 7 or 8 are not included.

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 American 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	2,276
Free content	705	769	363	357	2,194
Total daily visits	1,333	1,684	1,095	357	4,470

● 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 Track (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%
The 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 #ISE2025 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

If you have any questions about the content of this document,
please contact us.

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