integrated systems europe

Fira de Barcelona Gran Via
3–6 February 2026

ISE 2026

FACTS
+
FIGURES

Full attendance data and
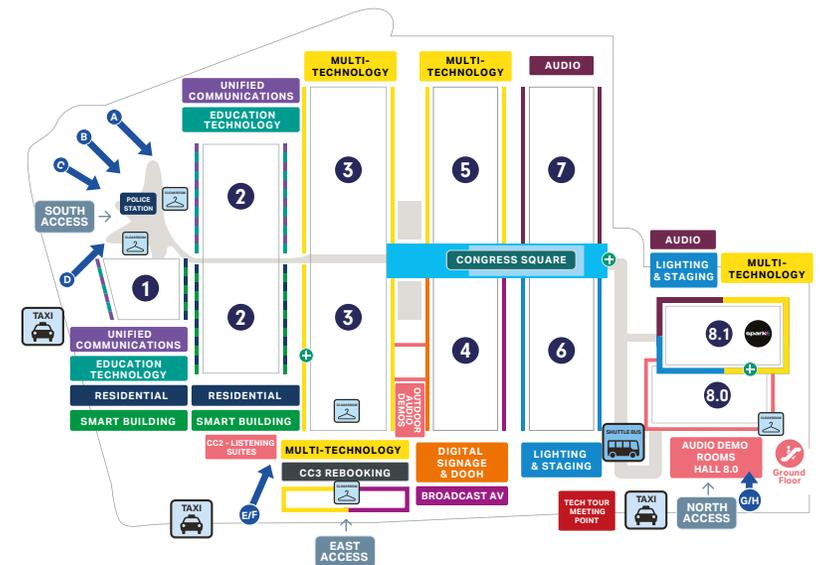audience demographics

CONTENTS

ISE 2026

KEY METRICS

from the world-renowned tech show
for the audiovisual and systems
integration industry

KEY METRICS

ISE 2026 took place at Fira de Barcelona Gran Via, on Tuesday 3 – Friday 6 February and occupied eight halls as well as Congress Square.

The data in this Facts and Figures document comes from the ISE delegate registration system, commissioned post-show research, and our PR agencies' media monitoring tools.
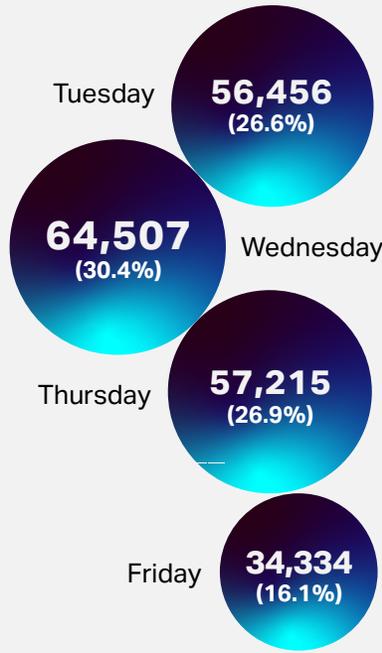
Show floor

Exhibitors
1,751
(323 new exhibitors)

Total Space
101,000 m²

Visits

Total Visits
212,512

Tuesday
56,456 (26.6%)

64,507 (30.4%) Wednesday

Thursday **57,215 (26.9%)**
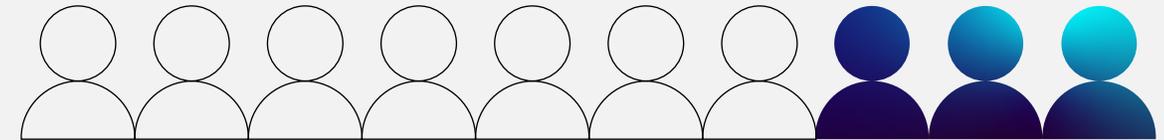
Friday **34,334 (16.1%)**

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 **2.3 days at ISE 2026.**

Attendees

Total Unique Attendees
92,176

First Time Attendees
29,437

This number is the highest of any ISE edition so far. Among all attendee groups 29,437 people (31.9%) visited ISE for the first time.

Attendee type

● **Visitors**
66,222
(71.85%)

○ **Exhibitors**
25,270
(27.41%)

● **Media:**
684
(0.74%)

Annual attendee trend

2018	2019	2020	2022	2023	2024	2025	2026
60,457	64,908	51,852	43,691	58,107	73,891	85,351	92,176
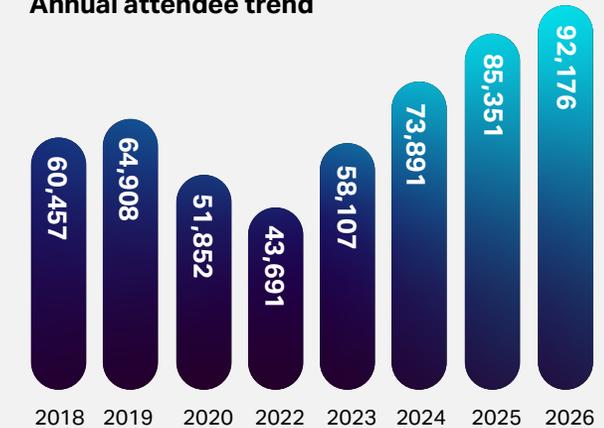
ISE 2026

ATTENDEE PROFILES

More data on our audience, plus
what they thought of the show

Attendees by job title

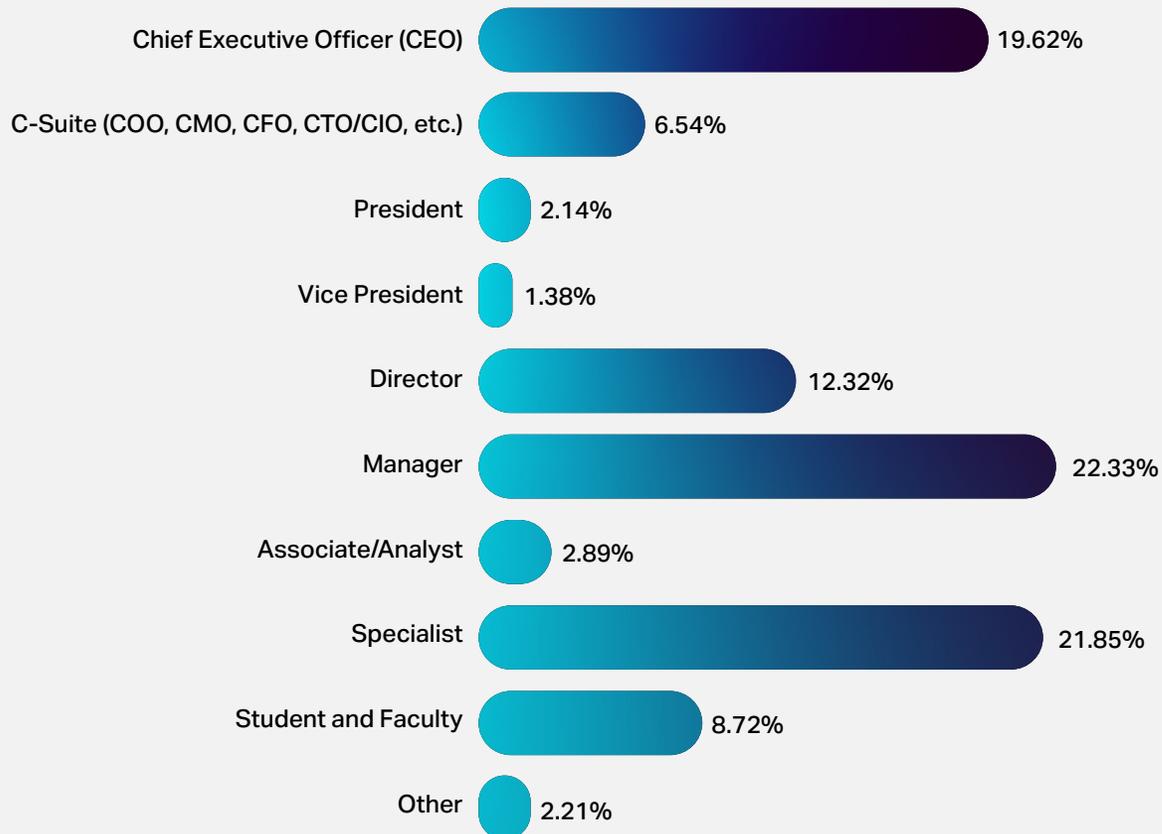- Chief Executive Officer (CEO) — 19.62%
- C-Suite (COO, CMO, CFO, CTO/CIO, etc.) — 6.54%
- President — 2.14%
- Vice President — 1.38%
- Director — 12.32%
- Manager — 22.33%
- Associate/Analyst — 2.89%
- Specialist — 21.85%
- Student and Faculty — 8.72%
- Other — 2.21%

Attendees by age

<25	25-34	35-44	45-54	55-64	65+
12.1%	17.8%	25.9%	27.3%	14.1%	2.7%

Attendees by gender

- **Male** 78.69%
- **Female** 19.56%
- **Prefer not to specify** 1.45%
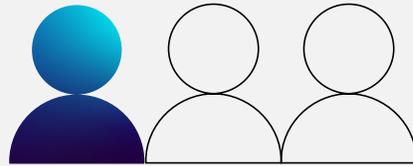- **Non binary** 0.30%
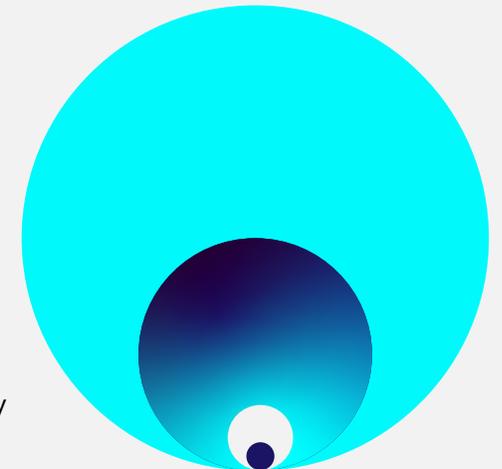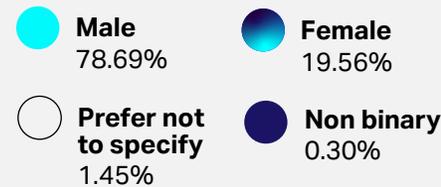
The number of women attending ISE has risen sharply in recent years, from 6,204 in 2022 to 18,019 in 2026.
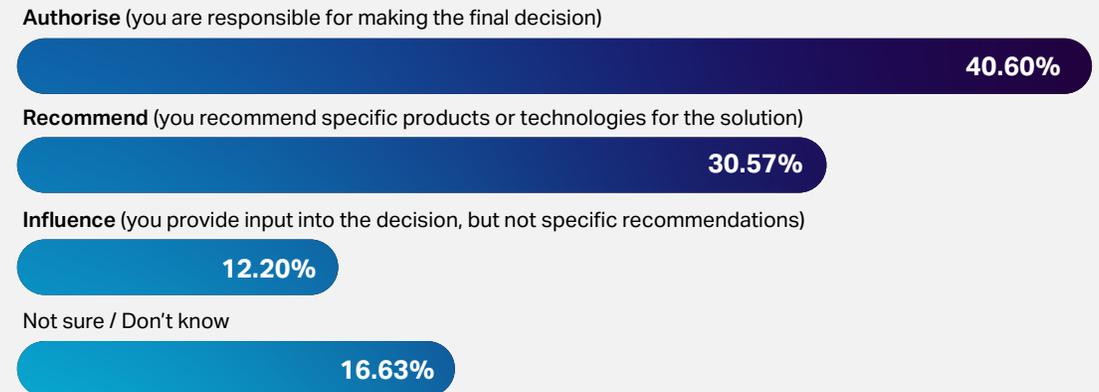
Spending Power

1 out of **3**

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

Less than €100,000
24.40%

€100,000 to less than €500,000
26.76%

€500,000 to less than €1m
14.16%

€1m to less than €10m
22.12%

€10m to less than €25m
5.35%

€25m to less than €50m
2.50%

€50m or more
4.71%

Purchasing Authority

2 out of **5**

visitors reported that they make the final purchasing decision. A further 2 out of 5 either influence the decision or make recommendations.

Authorise (you are responsible for making the final decision)
40.60%

Recommend (you recommend specific products or technologies for the solution)
30.57%

Influence (you provide input into the decision, but not specific recommendations)
12.20%

Not sure / Don't know
16.63%

Market Focus

72.22% Commercial

14.22% Both

13.56% Residential
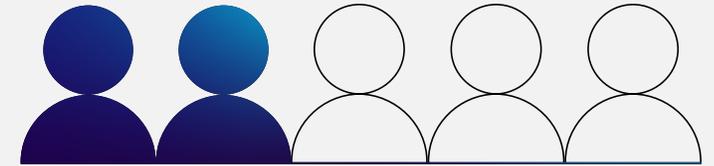
* Excluding those who reported not knowing their company's annual AV expenditure.

Europe 78.4%

North America 4.5%

Asia 14.0%

Latin America 0.6%

Africa 1.1%

South America 1.4%

WHERE DO OUR ATTENDEES COME FROM?

The show drew attendees from 181 countries.

The table shows ISE 2026 attendees
(visitors and exhibitors, not including media)
by country of origin.
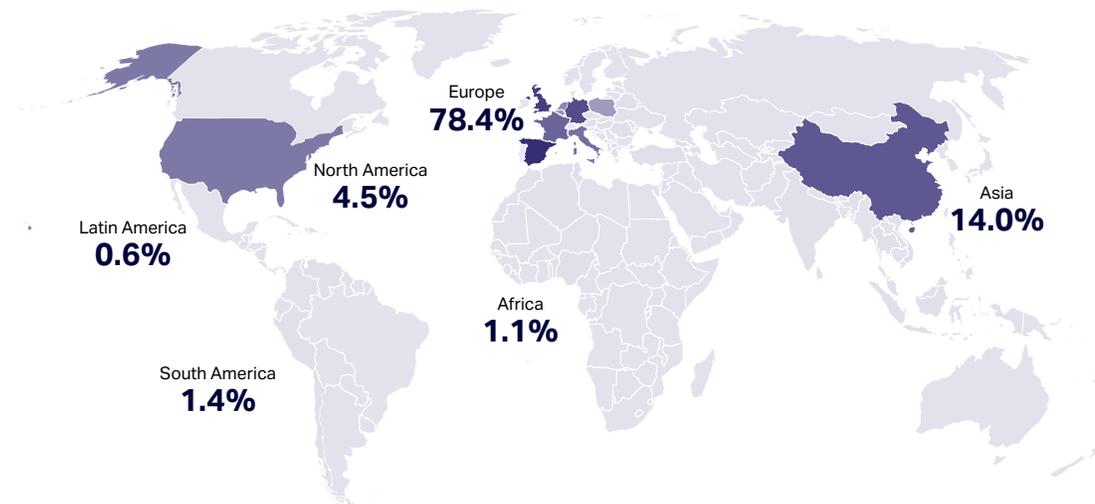
Top 30 Countries

Country	Ranking 2026	Ranking 2025	Attendees	%
Spain	1	(1)	28,062	30.44%
United Kingdom	2	(2)	7,416	8.05%
Germany	3	(3)	6,569	7.13%
China	4	(6)	5,171	5.61%
France	5	(4)	4,538	4.92%
Italy	6	(5)	4,489	4.87%
USA	7	(7)	3,404	3.69%
The Netherlands	8	(8)	2,826	3.07%
Belgium	9	(9)	2,028	2.20%
Poland	10	(10)	1,749	1.90%
Portugal	11	(12)	1,415	1.54%
Switzerland	12	(11)	1,356	1.47%
Sweden	13	(13)	1,174	1.27%
Denmark	14	(15)	1,035	1.12%
Czech Republic	15	(17)	975	1.06%

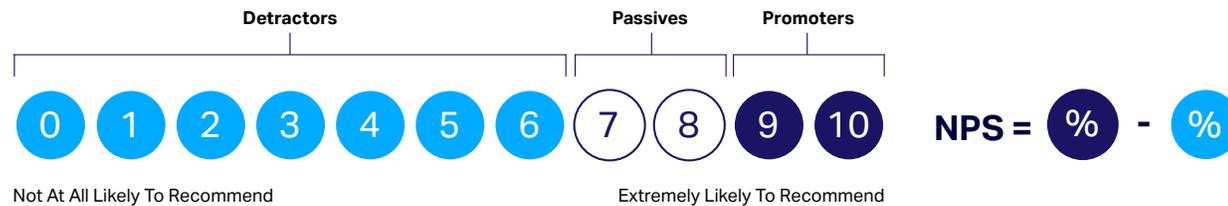| Country	Ranking 2026	Ranking 2025	Attendees	%
Norway	16	(14)	963	1.04%
Austria	17	(16)	879	0.95%
South Korea	18	(18)	850	0.92%
UAE	19	(19)	768	0.83%
Turkey	20	(20)	767	0.83%
Canada	21	(26)	758	0.82%
India	22	(24)	721	0.78%
Israel	23	(22)	720	0.78%
Hungary	24	(23)	686	0.74%
Romania	25	(21)	661	0.72%
Chinese Taipei	26	(29)	579	0.63%
Finland	27	(25)	577	0.63%
Japan	28	(28)	553	0.60%
Greece	29	(27)	531	0.58%
Brazil	30	(31)	480	0.52%

ATTENDEE SENTIMENT

Our post-show research indicates that ISE's attendees continue to hold the show in very high esteem across a number of metrics. In particular, when expressed as a Net Promoter Score (see calculation methodology below) our Advocacy figure is far in excess of the industry benchmarks of +31 for visitors and +9.8 for exhibitors.

Advocacy	Visitors (NPS)	Exhibitors (NPS)
How likely are you to recommend ISE to a business colleague or friend in the industry?	**+62**	**+61**

The benchmarks are calculated from around 1,000 surveys conducted by Explori, our research provider, over the past three years.

Net Promoter Score (NPS) calculation

Detractors: 0 1 2 3 4 5 6   Passives: 7 8   Promoters: 9 10

NPS = % - %

Not At All Likely To Recommend

Extremely Likely To Recommend

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.

	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?	7.9	8.8
Satisfaction Overall, how satisfied were you with (your experience of) this year's ISE?	8.5	8.7
Likelihood of return How likely are you to attend/exhibit at ISE in Barcelona in 2027?	8.5	9.3

For all questions, 0 = 'not at all'; 10 = 'extremely'
Base: completed survey responses from 4,217 visitors and 1,094 exhibitor personnel

ISE 2026

BUSINESS FOCUS

A deep dive into the work of ISE attendees and their companies

BUSINESS FOCUS

When analysing the business focus of ISE attendees, it's important to differentiate between companies that collectively make up the broad AV industry, and the companies that this industry serves. We call these two groups the **AV channel** and **AV end-users.**

ISE uses the following definitions:
- Attendees who stated that they sell or recommend solutions to a customer are classified as belonging to the **AV channel**
- Attendees who stated that they were looking for AV solutions for use within their own company are classified as **end-users**

BUSINESS FOCUS – AV CHANNEL

Business Type	% of All Visitors	% of All AV Channel Visitors	% of First Time AV Channel Visitors
AV Integration / Installation	17.69%	24.03%	16.76%
Distribution / Reselling	10.18%	13.83%	10.94%
Rental / Staging / Live Events / Meeting Planning	8.58%	11.66%	13.03%
IT Integration / Installation	6.12%	8.31%	8.69%
AV Manufacturing	6.11%	8.31%	7.91%
Architecture / Engineering / Planning / Design	4.31%	5.86%	7.16%
Software Development / Independent Programming	2.96%	4.02%	4.90%
Business Consulting	2.68%	3.64%	4.16%
Video / Film Production	2.41%	3.27%	4.14%
Content Creation / Management (includes artists, graphic designers, projection mapping, writers)	1.86%	2.52%	3.39%
Creative / Advertising / PR Agency	1.86%	2.53%	3.53%

Business Type	% of All Visitors	% of All AV Channel Visitors	% of First Time AV Channel Visitors
Manufacturer Representative / Independent Representative	1.72%	2.34%	2.64%
Digital Out-of-Home Networks	1.17%	1.59%	1.66%
Experience Design Consulting (includes UX / CX design, acoustical design)	0.79%	1.08%	1.33%
Others	5.15%	7.00%	9.75%
Total	**73.60%** (65,593)	**100.00%** (48,278)	**100.00%** (20,178 = 41.79% of all AV channel visitors)

BUSINESS FOCUS – AV CHANNEL

Visitors from the AV channel were asked about:

- Their role within their organisation

- The market sectors for which their organisation provides solutions or systems.

Multiple answers were allowed in both cases.

Roles of Channel Visitors

Skill or Competency Role	% of Channel Visitors
Leadership (executive/admin)	47.28%
Sales / business development	31.54%
Project management	31.21%
Audio (mixing, engineering)	23.28%
System design	20.95%
Lighting	19.38%
Technology management	19.10%
Marketing	19.06%
Cabling / wiring	17.07%
Programming	16.49%
IP / Network management	16.38%
Video (projection mapping, production)	14.77%
User / technical support	11.34%
Architecture	10.33%
Construction / fabrication	8.56%
Staging / rigging	8.43%
Facilities management	6.06%
UX / CX design	5.82%

Sectors Served by Channel Visitors

Sector	% of Channel Visitors
Auditoriums / Theatres / Entertainment venues	42.84%
Corporate offices / Collaboration spaces	37.63%
Retail sales floor / Kiosks	31.31%
Stadiums or sports arenas	31.62%
Audio / video production rooms for broadcast	29.63%
Classrooms or learning spaces	29.56%
Museums / Themed attractions	29.02%
Restaurants / Dining facilities	28.09%
Waiting areas / lobbies	22.43%
Control rooms for monitoring production, output, or security	21.39%
Guest rooms in hotels or similar facilities	17.87%
Houses of worship	17.39%
Train stations / Airports / Other travel hubs	16.10%
Individual homes	15.48%
Casinos / arcades	11.05%
Multi-household residences	10.45%
Cruise ships	9.01%
Examination or patient procedure rooms (medical)	8.15%
Superyachts	7.13%

BUSINESS FOCUS – END-USERS

Business Type	% of All Visitors	% of All End-User Visitors	% of First Time End-User Visitors
Education	5.62%	21.28%	24.36%
Entertainment (includes cinemas, theatres,museums, theme parks)	5.61%	21.25%	19.82%
Broadcast / Media	2.53%	9.58%	8.43%
Retail	1.87%	7.07%	6.89%
Finance / Legal / Real Estate	1.50%	5.70%	5.57%
Sports / Venues (includes arenas, convention centres)	1.31%	4.94%	4.53%
Government / Military	1.17%	4.44%	4.22%

Business Type	% of All Visitors	% of All End-User Visitors	% of First Time End-User Visitors
Hospitality (hotels, restaurants, bars, casinos, cruise ships)	1.00%	3.79%	4.05%
Hospital / Healthcare (public or private)	0.77%	2.90%	3.04%
Transportation (land, sea, air)	0.65%	2.45%	2.47%
Energy / Utilities	0.64%	2.43%	2.44%
Non-AV / Consumer Goods Manufacturing	0.45%	1.72%	1.61%
Religious Organisation	0.32%	1.20%	1.17%
Others	2.97%	11.24%	11.40%
Total	**26.40%** (65,593)	**100.00%** (17,315)	**100.00%** (9,085 = 52.47% of all end-user visitors)

BUSINESS FOCUS – END-USERS

End-user visitors were asked about:

- Their role within their organisation

- The market sectors for which their organisation provides solutions or systems.

Multiple answers were allowed in both cases.

Roles of End-User Visitors

Skill or Competency Role	% of End-User Visitors
Leadership (executive/admin)	39.56%
Project management	30.23%
Audio (mixing, engineering)	27.77%
Technology management	23.81%
Video (projection mapping, production)	22.90%
Lighting	22.55%
Cabling / wiring	18.50%
System design	18.49%
IP / Network management	17.86%
Programming	17.17%
User / technical support	15.40%
Marketing	13.26%
Staging / rigging	10.78%
Sales / business development	10.52%
Architecture	9.70%
Facilities management	8.40%
Construction / fabrication	7.41%
UX / CX design	6.42%

Sectors Served by End-User Visitors

Sector	% of End-User Visitors
Auditoriums / Theatres / Entertainment venues	35.13%
Audio / video production rooms for broadcast	28.59%
Classrooms or learning spaces	25.86%
Corporate offices / Collaboration spaces	23.29%
Stadiums or sports arenas	13.85%
Control rooms for monitoring production, output, or security	13.49%
Retail sales floor / Kiosks	13.28%
Waiting areas / Lobbies	11.90%
Museums / Themed attractions	11.59%
Restaurants / Dining facilities	10.30%
Guest rooms in hotels or similar facilities	5.57%
Individual homes	5.48%
Houses of worship	5.31%
Train stations / Airports / Other travel hubs	4.71%
Multi-household residences	3.71%
Examination or patient procedure rooms (medical)	3.48%
Casinos / arcades	3.32%
Cruise ships	2.65%
Superyachts	1.76%

ISE 2026

TECHNOLOGY INTERESTS

The solutions that visitors are looking for

TECHNOLOGY INTERESTS

This table highlights the broad spectrum of technologies that AV channel and end-user visitors have told us they are interested in. See page 12 for definitions of AV channel and end-user visitors.

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

Technology	% of Channel Visitors	% of End-User Visitors
Audio		
Audio Systems & Acoustics	50.03%	45.91%
Audio Processing	34.05%	30.16%
Audio Guiding & Interpretation	17.77%	15.40%
Broadcast AV		
Image Processing	23.39%	23.48%
IP & Network Distribution	14.09%	14.14%
Media Distribution	11.51%	10.70%
Streaming Media	10.68%	11.49%
Content Creation & Management	10.21%	10.30%
VR / AR / Mixed Realities	8.81%	9.60%
Digital Signage & DooH		
Digital Signage	31.74%	22.89%
Interactive Display	31.12%	26.54%
Large-Scale Display	30.47%	26.08%
Digital Cinema	19.73%	22.30%
Lighting & Staging		
Lighting & Lighting Control	30.66%	31.30%
Show Control	7.47%	6.47%
Rigging & Staging	7.41%	7.52%

Technology	% of Channel Visitors	% of End-User Visitors
Multi-Technology		
Video Projection & Display	38.56%	39.47%
Projection Screens	29.82%	29.17%
Control Systems	14.26%	14.22%
Cabling, Connectors & Signal Management	12.56%	12.61%
Wireless Communication	10.12%	9.15%
Furniture, Racks, Cases & Mounts	9.62%	9.46%
Residential & Smart Building		
Home Cinema	17.17%	14.62%
Smart Building	15.13%	11.61%
Paging and Evacuation Systems	13.38%	9.45%
Home Automation	12.16%	8.03%
Building Management	11.78%	9.26%
Security & Access Control	10.13%	8.39%
Energy Management	8.42%	6.88%
Power Conditioning & Management	8.32%	7.80%
HVAC Control	6.41%	4.09%
Unified Communications & Education Technology		
Presentation Systems	25.24%	23.68%
Unified Communications & Collaboration	13.50%	12.42%
Education Technology	8.25%	8.25%

ISE 2026

CONTENT + MEDIA

Our paid-for and free content sessions
– plus the media's show attendance
and coverage

CONTENT PROGRAMME

ISE 2026 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 new Megatrends sessions – available via a low-cost three-day pass – covering key topics affecting the whole industry.

A major new addition for ISE 2026 was Spark, a four-day creative industries event combining thought leadership sessions with technology activations from partners.

Across the entire content programme there were

334
sessions

489
speakers

3,285
unique attendees
(excl. Spark)

Paid-for Content

Summits
• Broadcast AV Summit
• Control Rooms Summit
• CyberSecurity Summit
• Digital Signage Summit
• Education Technology Summit
• Smart Building Summit

Business Forums
• European Latin American AV Forum
• Investor Forum

CEDIA Smart Home Technology Conference

CEDIA Workshop

Megatrends Sessions
• AI
• Cybersecurity
• Robotics
• Smart Spaces
• Sustainability
• TradeScape

Free Content

• ISE Creative Keynote
• ISE Wednesday Keynote
• Spark
• AVIXA Xchange LIVE
• CEDIA Smart Home Technology Stage
• Live Events Stage
• Pitching Stage
• Congreso AVIXA
• ISE Partner Programme
• Retail Conference
• Global Commercial Display Conference

ISE 2026 saw the show's largest and most wide-ranging content programme to date

MEDIA AND COMMUNICATIONS

We are grateful for the important role played every year by the media – especially ISE's Media Partners – in informing their audiences about all aspects of ISE. This year, 684 media representatives from 43 countries attended the show.

Alongside our coverage in AV channel media, ISE is increasing its presence in national newspapers, business publications and consumer technology titles – which we collectively call Tier 1 media.

Media Representatives by Country (Top 10)

Country	Media Representatives	% of Total
Spain	287	41.96%
United Kingdom	121	17.69%
Germany	47	6.87%
United States of America	44	6.43%
France	31	4.53%
Italy	27	3.95%
Poland	25	3.65%
The Netherlands	13	1.90%
Portugal	9	1.32%
United Arab Emirates	6	0.88%

MEDIA COVERAGE AND AUDIENCE REACH

Channel Media
During the period of the ISE 2026 campaign, from September 2025 to late February 2026, ISE 2026 was the subject of **31,935** editorial articles in AV channel media. Of these, **2,567** were published by 149 ISE Media Partners.

Tier 1 Media
In **Spain**, there were **1,423** impacts in Tier 1 media with reach of more than 2.577 billion (541 impacts pre show, 674 during ISE 2026 week, 131 post show). This includes 3 front-page placements, 46 TV mentions and 41 radio mentions.

In **UK, DACH** and **France** there were **12** editorial articles in Tier 1 media, and at least **4** more editorials pending as of late February, with a current combined reach of more than 190 million.

Additionally, our work with Tier 1 influencers resulted in **50,578** views/engagements across YouTube, TikTok, and Instagram.

ISE Website
During the campaign period from 1 October to 6 February, the iseurope.org website attracted over **4.9 million** page views from **1.01 million** users.
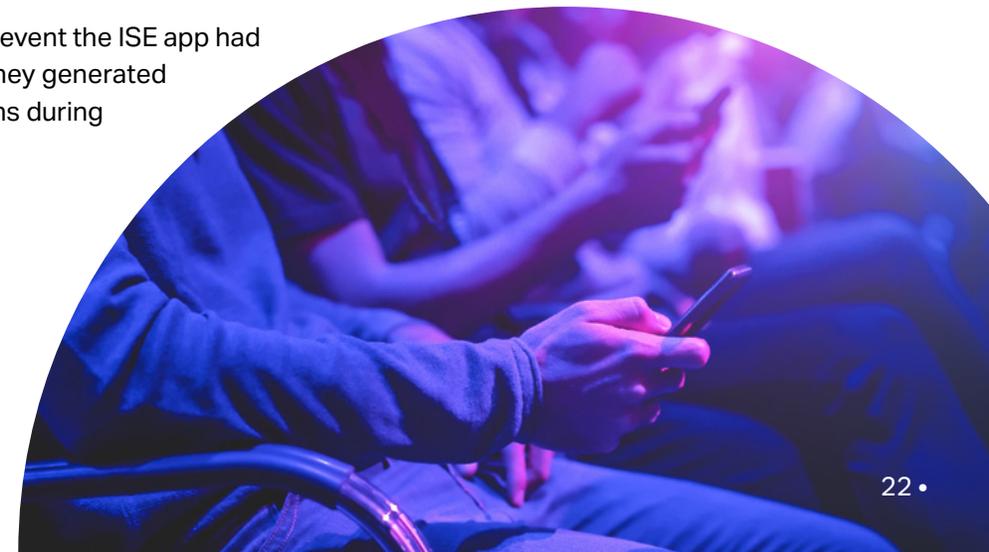
ISE Social Media
After ISE 2026, ISE's social media followers had risen to **131,000** – a **51%** increase over the year.

The total number of social media impressions over the course of the campaign was **14.5 million.**

ISE Show App
Throughout the event the ISE app had **26,700** users. They generated **142,000** sessions during that period.

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![Integrated Systems Europe logo]

SAVE THE DATE

ISE 2027

2-5 February 2027
Fira de Barcelona, Gran Via

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