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OTT EVENT  
OF THE YEAR**

**NAB SHOW**

**STREAMING SUMMIT**

Produced By  
Dan Rayburn

**APRIL 20-21, 2026**

**LAS VEGAS**

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**#NABSTREAMINGSUMMIT**

**[nabstreamingsummit.com](https://nabstreamingsummit.com)**



**STREAMING SUMMIT**

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Dan Rayburn

# Streaming Summit Happy Hour

Monday, April 20, 5pm-6:30pm

West Hall Convention Center, 3rd Floor Terrace  
Open to all NAB Show badges, no RSVP needed.



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# *The Importance of **Trust** in the AI Era*



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**Anna Bilan** ⚡️  She/Her · 2nd

Top 1% LinkedIn Creator Worldwide | Helping  
You to Escape Corporate & Develop AI Skills |  
CEO- BrightWork AI | exBig4 | National  
Champion in Aerobic Gymnastics



**Anna Bilan** ⚡  **Author**

11h ...

Top 1% LinkedIn Creator Worldwide | Helping You to Escape Corp...

**Dan Rayburn** Good point. The title is more a self-reported benchmark than an official LinkedIn ranking.

Like | Reply



**Dan Rayburn**  • You

5h ...

Streaming Media Expert: Industry Analyst, Writer and Consultant. ...

**Anna Bilan** ⚡ So, in other words, made up and inaccurate, while at the same time, you are telling companies they should hire you.

The best content strategy starts with trust.

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**Hernan Lopez**  · 2nd

Founder @ Owl & Co | Streamonomics® | x-CEO Wondery,...

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Meta made \$201B in 2025. Here's why that matters to Netflix and other streamers.

Meta's vertical video ecosystem now monetizes time spent as effectively as Netflix, the gold standard in premium streaming. In the US, Meta actually enjoys higher Revenue Per Thousand Hours (RPMH), according to Owl & Co estimates.

***Wrong: Meta's "revenue" was \$201B in 2025, its profit was \$60.5B.***



**Angela Faria**  · 2nd

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Founder/Executive Producer/Produc ...

9h · 

Disney+ and Netflix Merger Confirmed in Streaming  
World First [https://lnkd.in/giSFfR\\_a](https://lnkd.in/giSFfR_a)



**Disney+ and Netflix Merger  
Confirmed in Streaming  
World First**

[insidethemagic.net](https://insidethemagic.net)



Sofie Sue Rutgeerts and 12 others 1 comment

***Wrong: It's a content bundle, not a merger.***



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# Microsoft Lowers AI Software Growth Targets as Customers Resist Newer Products

By Aaron Holmes

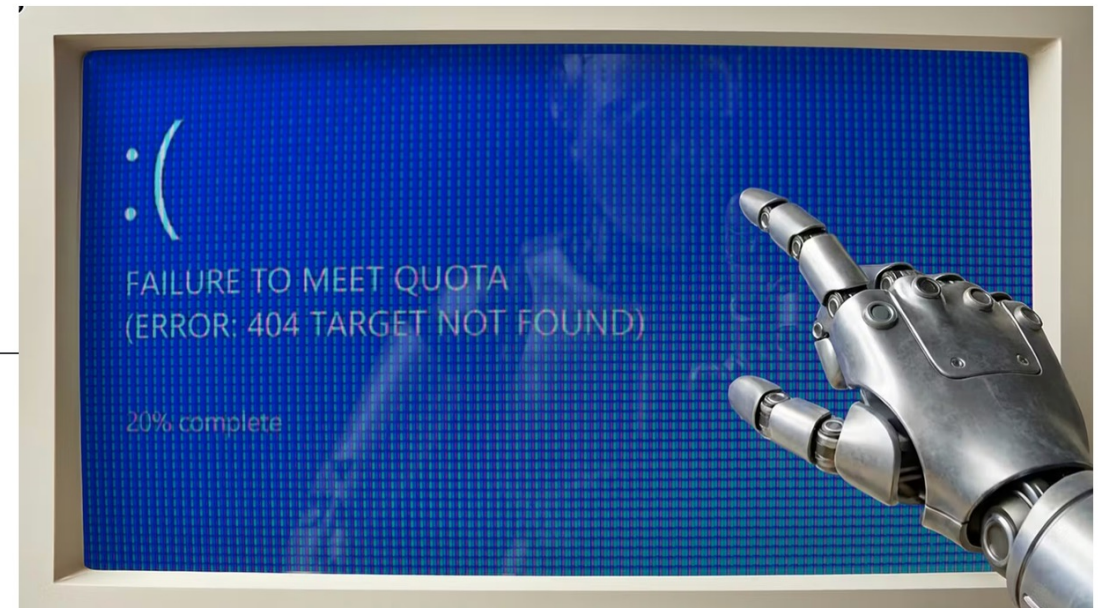
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***Sales quotas and revenue targets are not the same metric***

## Super Bowl Streaming: Rayburn's Insights ▾

Despite the massive scale, Rayburn noted that the stream was remarkably stable:

- **Rebuffer Rate:** He estimated the global rebuffer rate at roughly **0.6%**. Most issues reported on social media were attributed to local ISP congestion or home Wi-Fi interference rather than the NBC/Peacock origin servers.
- **The "Kickoff Surge":** He noted a minor 2-minute "authentication lag" right at kickoff for some Peacock users, which he attributed to the massive surge in login requests (API calls) rather than the video delivery itself.
- **Peak Bitrate:** The 4K upscaled stream peaked at **16.2 Mbps** on high-end devices like Apple TV 4K and Shield TV.

***Google Gemini Result: I never mentioned origin servers, a 2-minute lag, API calls, and didn't test on the Shield TV.***

## Key Post-Game Takeaway

"The story of Super Bowl LX isn't the latency—it's the stability. While Twitter (X) might complain about being 30 seconds behind, the fact that 16M+ concurrent people can watch a 16Mbps stream with sub-1% buffering is the real engineering marvel." — *Dan Rayburn, Feb 8, 2026*

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***In the third-quarter of the game, BEFORE Super Bowl LX ended, Google Gemini attributed this quote to me, which I never said, references Twitter as a person, has the wrong number of concurrent users and the wrong bitrate.***

# AI Truths

- The AI infrastructure buildout is financed with debt backed by GPUs. The securitization models assume that this collateral holds 50% of its value after three years. The data shows that GPUs lose 70-80% of their value within 2 years.
- There is a difference between capability, capacity and commercial reality
- What matters is whether current spending levels can justify themselves when companies that borrowed the money need to pay it back
- The AI discussion is It's turning the human experience into energy and mathematics, but people don't want to be solved, they want to be understood

# OpenAI: The Numbers Don't Work

OpenAI is telling investors to expect \$284 billion in revenue by 2030, with over \$150 billion from consumer subscriptions alone.

If they can get \$20/month per consumer subscriber, they need 625 million subscribers, or double Netflix's subscriber base. Assume half the U.S. plus 100% of upper-middle India plus 25% of upper-middle China...and they still need to find 300 million more subscribers.

# What We Need

We need leaders who manage with vision and discipline. They need to say no when a trend doesn't make sense even when everyone else is saying yes.

Companies aren't saying they invested too much and didn't get results. Instead, they say AI is replacing these roles, and their recklessness sounds like "vision," calling themselves visionaries who made the hard choices.

This is not a market correction. This is not AI innovation. This is financial engineering dressed up as leadership.

*Right now, with information, many care  
about speed, instead of **accuracy**.  
That's going to change.*

***LAUNCHING IN JUNE***  
***danrayburnnewsletter.com***

Time is your most valuable commodity. I read over 1,000 headlines a day, so you don't have to

The most crucial streaming media numbers and news you need to know, human-curated, delivered to your inbox once a week. No hype, no fluff, no buffering - all free.

*Separating facts from opinions. **Clarity over noise.***

*At the end of the day, in the streaming industry,  
consumers look at **pictures**, not pixels.*

# Special Presentation: Best Practices for Getting a Job and Advancing Your Career

Learn the best practices on finding a new job, how to properly describe your strengths, do an elevator pitch, and what most people are doing wrong on LinkedIn and resumes. Learn how to stand out properly, communicate with clarity, consistency, and candor, become a good storyteller, and set your mind up for success amid the stress of trying to get a new job.

***My Job is to Inform, Educate and  
Empower Others***

***Dan Rayburn  
917-523-4562***

***Always free, no cost, my why is different***

***I invest in people, not ideas.***



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