

THE **OTT EVENT** OF THE YEAR

APRIL 7-8, 2025

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CONVENTION
CENTER



STREAMING SUMMIT

AT **NABSHOW**

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APRIL 7TH, 5PM-6:30PM
WEST HALL CONVENTION CENTER
THIRD FLOOR TERRACE

Streaming Summit

Happy Hour!

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Special Presentation by Dan Rayburn: Best Practices for Getting a Job and Advancing Your Career and Show Recap

Dan Rayburn will be hosting a special interactive presentation as part of the closing session at the Streaming Summit. He will take questions and share some best practices on job search and placement, LinkedIn profiles and resumes. Learn why you must stand out, how to do it and how to communicate with clarity, consistency and candor. This is free to attend for anyone at the entire NAB Show and no RSVPs or special badges are required.

My Job is to Inform, Educate and
Empower Others

Dan Rayburn
917-523-4562

Always free, no cost,
my why is different.

Financial State Of The Market/Industry

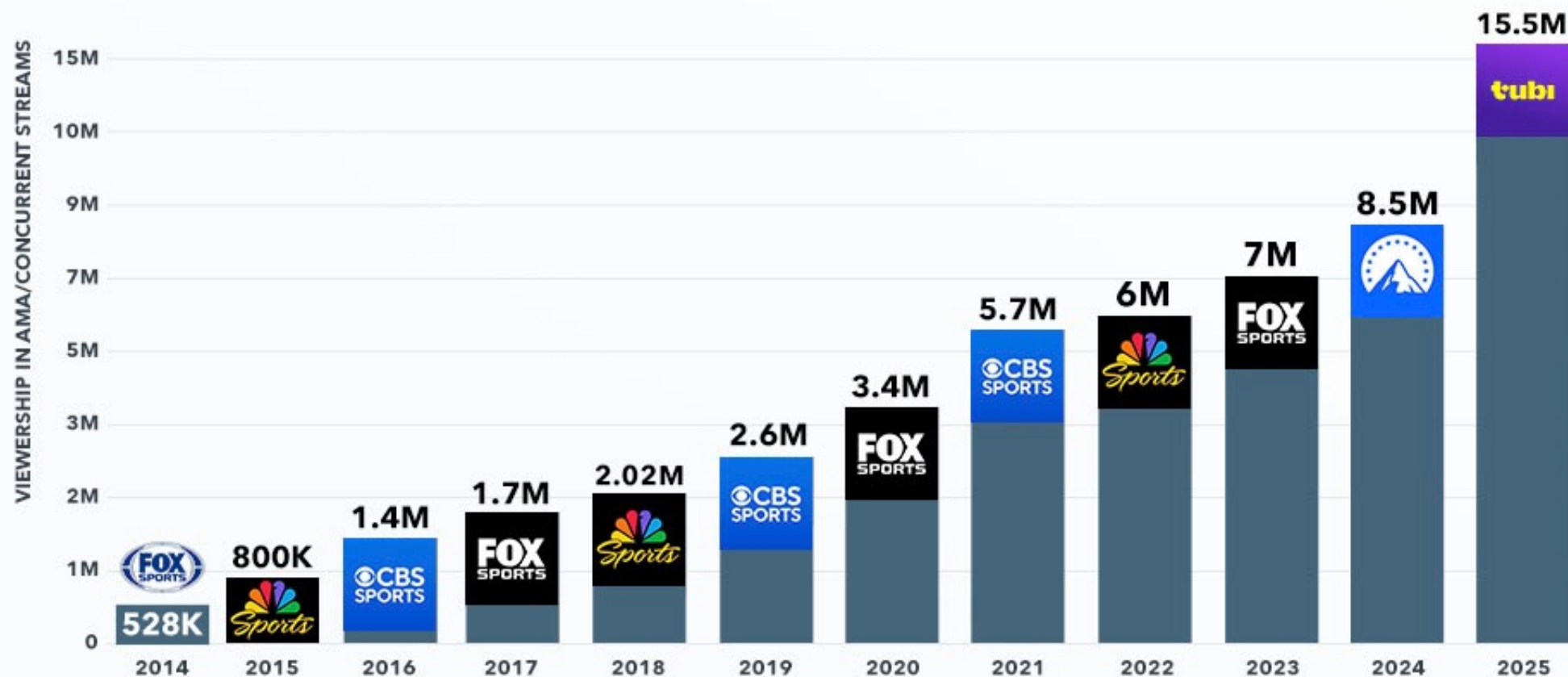
- Interest rates on money are still high, averaging 6-8%
- Uncertainty in the market with trade tariffs
- Wall Street caring about profitability AND growth

At the end of 2024, credit card defaults have risen to their highest rates since 2010, with TransUnion reporting that the average American carries \$6,300 in credit card debt. During the first nine months of 2024, lenders wrote off \$46 billion in unpaid balances, a 50% increase from the previous year.

- All of this will continue to impact jobs going forward

SUPER BOWL STREAMING VIEWERSHIP — 2014-2025

SEE MY POST AT [SUPERBOWLSTREAMING.COM](https://superbowlstreaming.com) FOR THE FULL EXPLANATION OF THE NUMBERS



*2012/2013 NOT LISTED DUE TO NO COMPARABLE STATS

DAN RAYBURN

SOME NUMBERS REPORTED ARE AVERAGE MINUTE AUDIENCE (AMA), OTHERS PEAK VIEWERS
DOES NOT INCLUDE VIEWERSHIP FROM vMVPDs (YOUTUBE TV, FUBO, HULU + LIVE TV ETC)



A List Of The Top 20 Largest



Live Streaming Events In History

1. **65 Million:** Netflix's stream of the Jake Paul vs. Mike Tyson fight on November 15th, 2024, peaked at 65 million "concurrent streams," according to Netflix. ([source](#))
2. **60 Million:** The March 8th, 2025, cricket Champions Trophy Final on JioHotstar peaked at 60 million "concurrent streams," according to JioStar. ([source](#))
3. **59 Million:** The cricket World Cup 2023 final match on November 19, 2023, hit a "concurrent viewers" peak of 59 million on the Disney+ Hotstar platform, according to Disney. ([source](#))
4. **53 Million:** The India-South Africa T20 World Cup final match on Saturday, June 29th, 2024, peaked at 53 million concurrent users on the Disney+ Hotstar platform, according to Disney. ([source](#))
5. **53 Million:** The CC ODI World Cup 2023 semi-final match between India and New Zealand on November 15, 2023, hit a "concurrent viewers" peak of 53 million on the Disney+ Hotstar platform, according to Disney. ([source](#))

6. **44 Million:** The ICC Men's Cricket World Cup 2023 match between India and South Africa on November 5, 2023, hit a "concurrent viewers" peak of 44 million on the Disney+ Hotstar platform, according to Disney. ([source](#))
7. **43 Million:** The ICC Men's Cricket World Cup 2023 match between India and New Zealand on Oct 22, 2023, hit a "concurrent viewers" peak of 43 million on the Disney+ Hotstar platform, according to Disney. ([source](#))
8. **35 Million:** The India-Pakistan match of the ICC Cricket World Cup played on October 14, 2023, hit a peak of 35 million "concurrent" viewers on the Disney+ Hotstar platform, according to Disney. ([source](#))
9. **32 Million:** The May 2023 JioCinema stream of the IPL finals match had 32 million "concurrent peak viewers" as reported by the rights holder Viacom18. ([source](#))
10. **31.3 Million:** Netflix said global viewership of the NFL Ravens-Texans game was 31.3 million AMA on December 25, 2025. US viewership for the Ravens-Texans game peaked with the Beyonce Bowl at 27 million viewers. Note that Nielsen combined their data with data from Netflix, which other events don't do. For their TNF games, Amazon is the only other event that combined Nielsen data with its own. ([source 1](#)) ([source 2](#))

Thank You & On To The
Keynote Fireside Chat

Dan Rayburn
917-523-4562
dan@danrayburn.com

Fireside Chat: The Future of CTV and The Trade Desk's Ventura Streaming TV OS

Learn how The Trade Desk's Ventura TV OS will enable advertisers, premium content publishers, TV manufacturers, and consumers to thrive on the open internet.

Matthew Henick

SVP, Ventura TV Operating System

