

# ISE 2022.

# Facts & Figures.

Full attendance  
data and audience  
demographics

Fira de Barcelona | Gran Vía  
10-13 May 2022

A joint venture partnership of

**AVIXA** CEDIA



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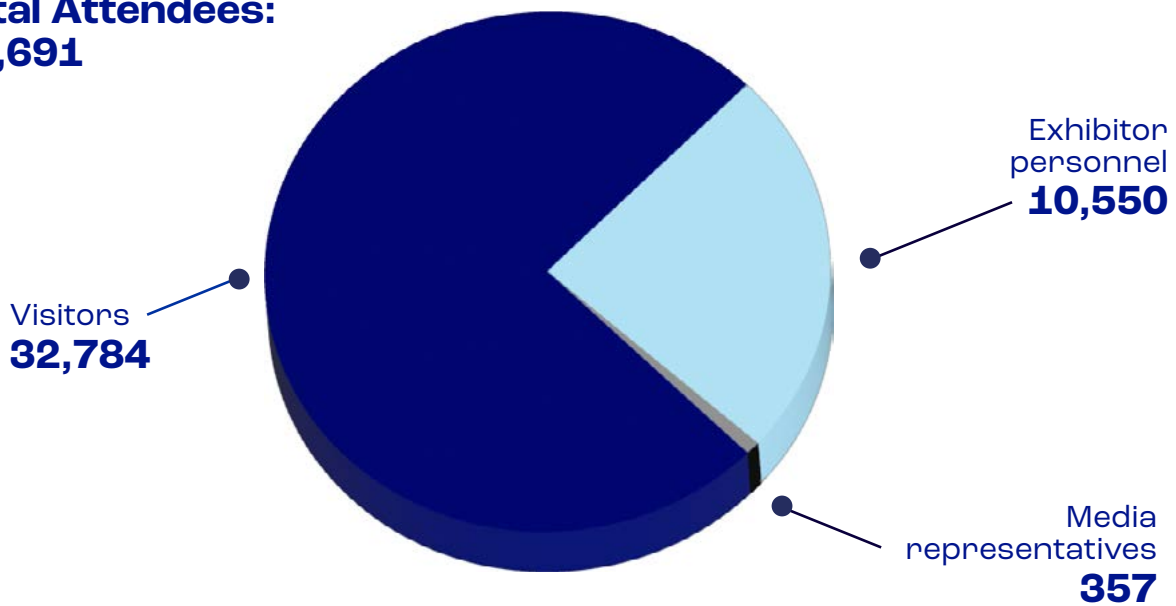
# Summary.

**Integrated Systems Europe** is the world's largest AV and systems integration tradeshow. The 2022 edition took place at Fira de Barcelona Gran Via, Spain, on 10-13 May. The information in this Facts and Figures document comes from the ISE delegate registration system.

## Attendee Summary.

The ISE 2022 exhibition occupied five halls at the Fira de Barcelona (Halls 2, 3, 5, 6 and 7) as well as Congress Square. Hall 4 was occupied by IOT Solutions World Congress, which ran from 10-12 May. Combining the figures for the two shows, there were 43,691 attendees.

**Total Attendees:  
43,691**

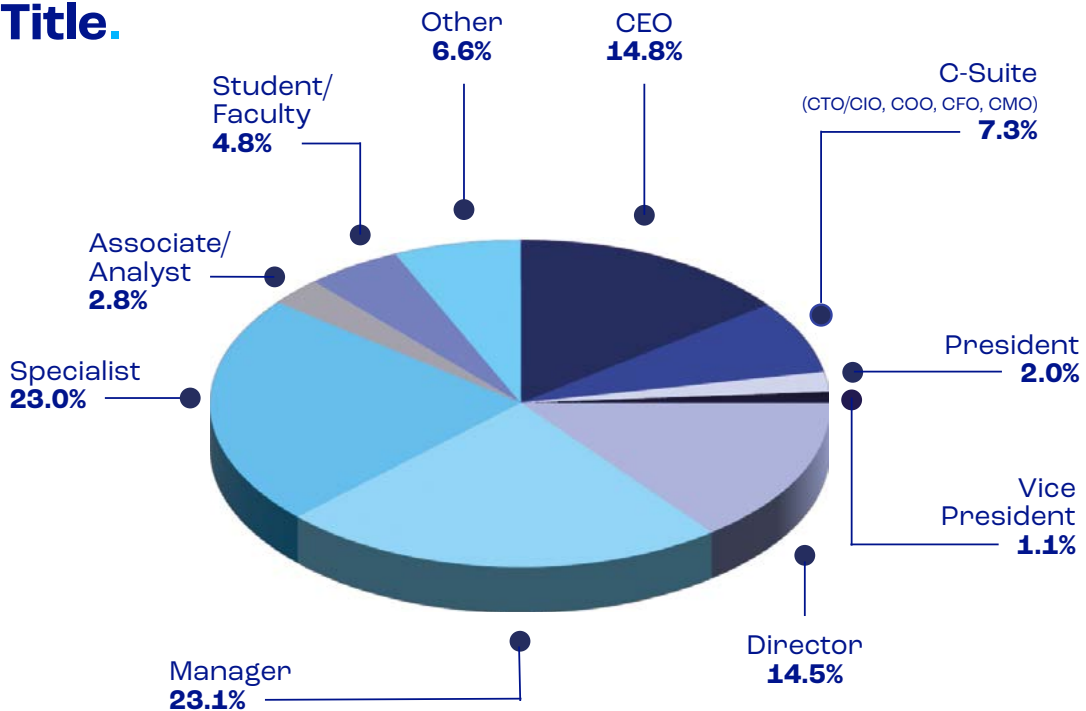


**ISE 2022 and IOTSWC 2022 had a cumulative total of 90,332 visits:**

	Monday 9 May (build-up, Smart Building Conference)	Tuesday 10 May (first day of exhibition)	Wednesday 11 May	Thursday 12 May	Friday 13 May
<b>Visits per day</b>	4,104	23,791	28,783	23,222	10,432
<b>% of Total</b>	4.5%	26%	32%	26%	11.5%

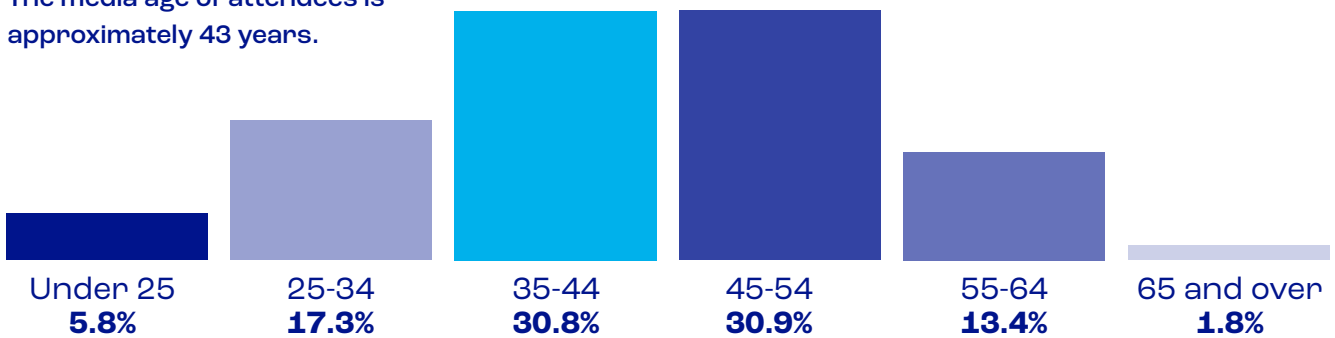
# Our Attendees.

## Job Title.



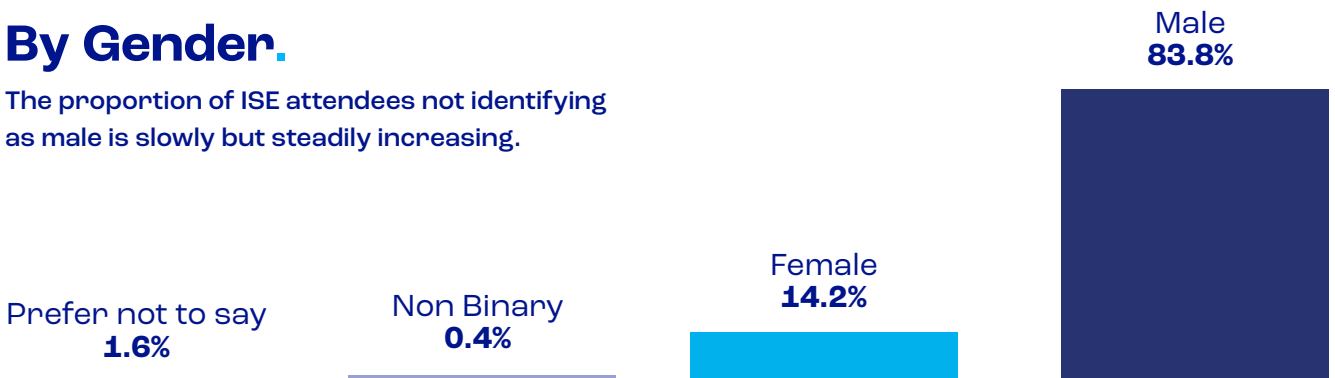
## By Age.

The media age of attendees is approximately 43 years.



## By Gender.

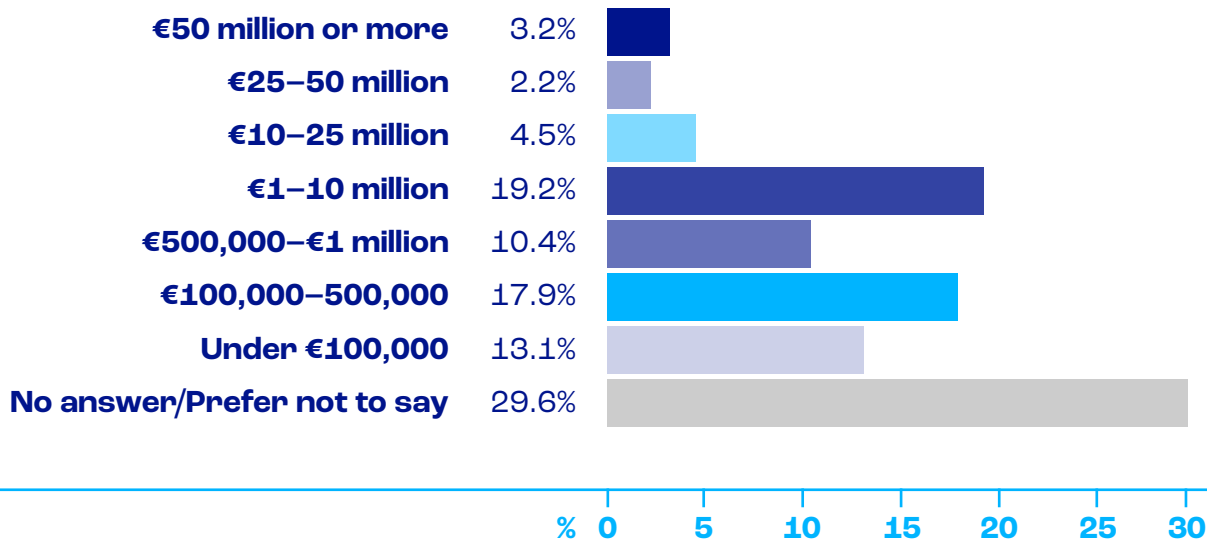
The proportion of ISE attendees not identifying as male is slowly but steadily increasing.



# Our Attendees.

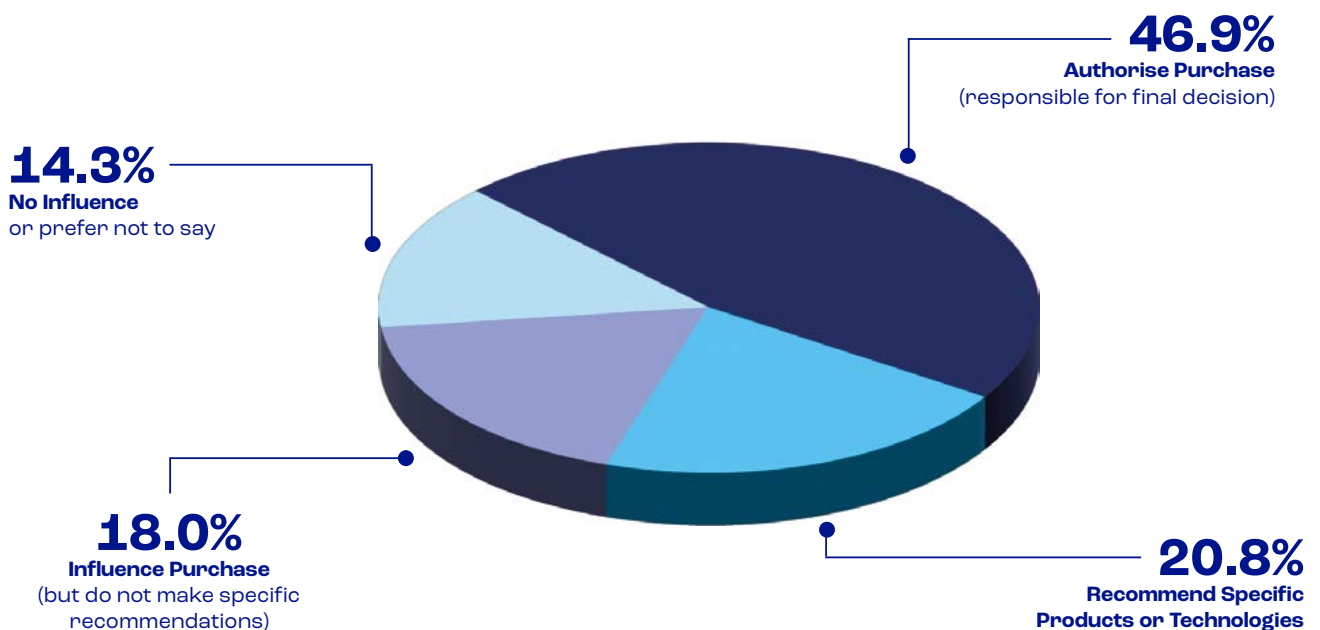
## Spending Power.

Almost one-third of attendees (30.1%) of ISE 2022 attendees told us they can authorise or recommend expenditure of over €1,000,000 per annum. (ISE 2022 exhibitors are excluded from these figures.)



## Purchasing Authority.

More than eight out of ten ISE 2022 attendees (85.7%) reported that they either made all the purchasing decision, influenced the decision or made recommendations for it. (ISE 2022 exhibitors are excluded from these figures.)



# Our Attendees.

## Where Do Our Attendees Come From?

The following table shows all ISE 2022 attendees\* (visitors and exhibitors) by country of origin. A total of 147 countries were represented at ISE 2022, with the top 61 countries making up over 98.4% of the total attendance.

As expected, the show's move from Amsterdam to Barcelona resulted in an increase in the numbers of attendees from Spain and Portugal and a decrease from the Benelux region. Attendance from France and Italy also rose. Because of Covid-related travel issues, Chinese attendance fell significantly.

2022 Ranking	2020 Ranking	Country	Attendee count	%
1	10	Spain	11,720	31.5%
2	2	UK	3,641	9.79%
3	3	Germany	2,932	7.88%
4	5	France	2,574	6.92%
5	8	Italy	1,801	4.84%
6	1	Netherlands	1,567	4.21%
7	6	USA	1,080	2.90%
8	4	Belgium	952	2.56%
9	14	Norway	804	2.16%
10	11	Switzerland	691	1.86%
11	13	Sweden	645	1.73%
12	16	Denmark	643	1.73%
13	15	Poland	620	1.67%
14	25	Portugal	557	1.50%
15	18	Israel	473	1.27%
16	19	Austria	441	1.19%
17	12	Rep. Korea	424	1.14%
18	23	Finland	406	1.09%
19	24	Czechia	430	0.86%
20	22	UAE	316	0.85%
21	17	Turkey	297	0.80%
22	29	Hungary	295	0.79%
23	26	Ireland	239	0.64%
24	31	Romania	235	0.63%
25	7	China	227	0.61%
26	28	Canada	184	0.49%
27	32	Saudi Arabia	159	0.43%
28	20	India	155	0.42%
29	34	Greece	141	0.38%
30	39	Slovakia	125	0.34%
31	38	Egypt	119	0.32%

2022 Ranking	2020 Ranking	Country	Attendee count	%
32=	49	Mexico	105	0.28%
32=	46	Croatia	105	0.28%
34	51	Lithuania	101	0.27%
35	50	Estonia	98	0.26%
36	36	Morocco	93	0.25%
37	45	Slovenia	91	0.24%
38	35	South Africa	88	0.24%
39	52	Latvia	85	0.23%
40	40	Brazil	84	0.23%
41	44	Serbia	80	0.22%
42=	33	Australia	79	0.21%
42=	21	Chinese Taipei	79	0.21%
44	48	Bulgaria	74	0.20%
45	41	Qatar	55	0.15%
46	47	Luxembourg	54	0.15%
47=	27	Kazakhstan	51	0.14%
47=	57	Japan	51	0.14%
49	57	Cyprus	50	0.13%
50	9	Russia	48	0.13%
51		Iceland	47	0.13%
52=		Albania	40	0.11%
52=	30	Ukraine	40	0.11%
54		Malta	38	0.10%
55	42	Singapore	37	0.10%
56	54	Jordan	36	0.10%
57		Andorra	32	0.09%
58		Colombia	30	0.08%
59		Argentina	26	0.07%
60=	43	Indonesia	25	0.07%
60=		Lebanon	25	0.07%

\*IOTSWC attendees who did not register for ISE 2022 are not included here.

# Business Focus.

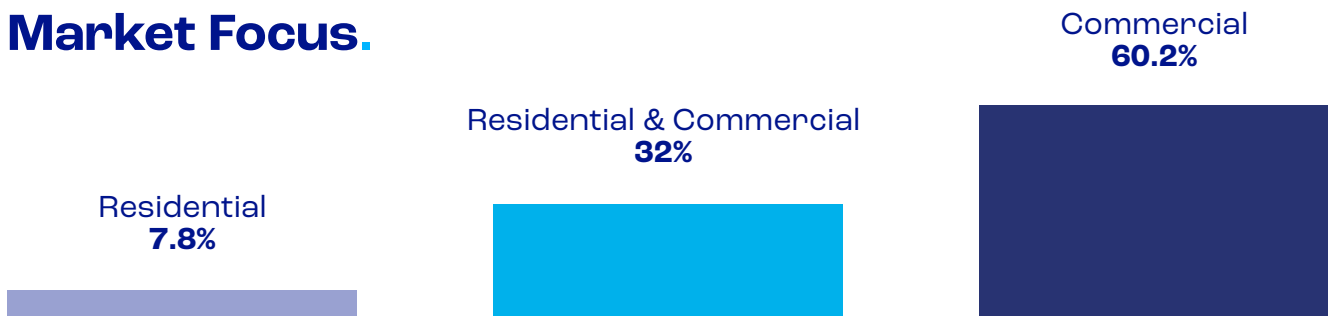
ISE 2022 classified all attendees by their primary area of business focus. (ISE 2022 exhibitors are excluded from this table.)

AV User	% All Attendees	% First Time Attendees
User or Purchaser of AV Solutions and Products	5.10%	5.83%
Creative Agency / Artist	2.79%	4.12%
Meeting / Event Planner	1.49%	1.89%
Other	10.11%	15.17%
<b>Total Channel</b>	<b>19.49%</b>	<b>27.01%</b>

AV Channel	% All Attendees	% First Time Attendees
Integrator / Installer	27.19%	19.83%
Distributor / Reseller	23.43%	19.73%
Manufacturer	11.91%	12.23%
Consultant	6.61%	7.21%
Live Events Producer	4.96%	5.67%
Software Developer / Programmer	4.24%	5.45%
Design Firm	1.83%	2.44%
UC / CX Developer	0.33%	0.43%
<b>Total Channel</b>	<b>80.50%</b>	<b>72.99%</b>

Among first-time attendees, ISE is seeing an annual increase in the number of non channel attendees at the show.

## Market Focus.





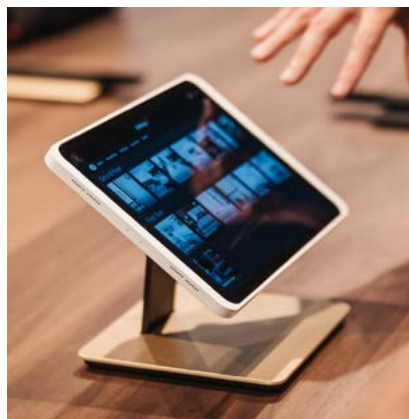
# Business Focus.

## What Are Channel Attendees Looking For?

This table highlights the broad spectrum of technologies specified to be of interest to ISE 'channel' attendees. See page 6 for the types of company included within the definition of 'channel'.

Technology	% of Channel Attendees
Audio Systems & Acoustics	45.67%
Digital Signage	43.91%
Video Projection & Display	35.84%
Control Systems	35.53%
Audio Processing	34.28%
Conferencing & Collaboration	31.66%
IP & Network Distribution	27.68%
Projection Screens	27.62%
Interactive Display	27.58%
Cabling, Connectors & Signal Management	26.87%
Wireless Communication	26.83%
Large-Scale Display	23.93%
Streaming Media	23.65%
Lighting & Lighting Control	23.42%
Presentation Systems	23.23%
VR / AR / Mixed Realities	20.43%
Media Distribution	19.74%
Education Technology	19.56%

Technology	% of Channel Attendees
Home Automation	19.55%
Smart Building	19.46%
Digital Cinema	19.20%
Home Cinema	18.63%
Image Processing	18.19%
Audio Guiding & Interpretation	17.53%
Unified Communications and Collaboration	16.84%
Furniture, Racks, Cases & Mounts	16.01%
Building Management	15.80%
Content Creation & Management	15.62%
Security & Access Control	12.24%
Show Control	12.16%
Energy Management	9.72%
Rigging & Staging	9.21%
HVAC Control	8.77%
Power Conditioning & Management	7.50%
Paging and Evacuation Systems	6.51%



# Business Focus.

## Markets Served by Channel Visitors.

Attendees from the AV channel at ISE 2022 provide technologies and solutions within a wide range of vertical market sectors. The table below shows those attendees who specified the sectors in which they operate.

Sector	% of Channel Attendees
Corporate Offices / Collaboration Spaces	50.48%
Auditoriums / Theatres / Entertainment Venues	41.39%
Classrooms or Learning Spaces	36.75%
Retail Sales Floor / Kiosks	35.31%
Restaurants / Dining facilities	32.09%
Museums / Themed attractions	31.44%
Audio / Video Production Rooms for Broadcast	26.92%
Stadiums or Sports Arenas	28.63%
Control Rooms for Monitoring Production, Output or Security	23.89%
Waiting Areas / Lobbies	25.27%
Guest Rooms in Hotels or Similar	20.26%
Houses of Worship	18.59%
Individual Homes	17.06%
Train Stations / Airports / Other Travel Hubs	17.67%
Multi-Household Residences	10.55%
Casinos / Arcades	10.67%
Cruise Ships	9.75%
Medical procedure Rooms	9.40%
Superyachts	8.03%

## Roles of Channel Visitors.

Attendees from the AV channel at ISE 2022 were asked about their skills and competencies. Multiple answers were allowed.

Skills or Competency Role	% of Channel Attendees
Video (Projection Mapping, Production)	29.09%
Sales / Business Development	27.99%
Audio (Mixing, Engineering)	27.49%
Project Management	26.96%
System Design	26.32%
Technology Management	22.74%
Executive / Leadership	19.06%
Lighting	17.28%
IP / Network Management	16.71%
Programming	14.99%
Marketing	14.65%
User / Technical Support	13.49%
Cabling / Wiring	12.68%
Administration/ Leadership	11.84%
Architecture	7.40%
Construction / Fabrication	6.96%
Facilities Management	6.54%
UX / CX Design	5.51%
Staging / Rigging	2.41%
Other	2.41%





# Business Focus.

## AV User Visitors.

End-customer attendees are a growing proportion of ISE's overall demographics. (See page 6 for the types of company included within the definition of end-user.) This table illustrates in which market sectors our end-customers operate.

Sector	% of AV User Attendees
Corporate Offices / Collaboration Spaces	26.47%
Classrooms or Learning Spaces	25.07%
Auditoriums / Theatres / Entertainment Venues	24.62%
Audio / Video Production Rooms for Broadcast	19.02%
Retail Sales Floor / Kiosks	15.42%
Museums / Themed Attractions	13.37%
Waiting Areas / Lobbies	11.67%
Restaurants / Dining Facilities	11.62%
Stadiums or Sports Arenas	10.65%
Control Rooms for Monitoring Production, Output or Security	10.60%
Guest Rooms in Hotels or Similar	7.05%
Train Stations / Airports / Other Travel Hubs	6.47%
Individual Homes	5.75%
Houses of Worship	5.17%
Examination or Patient Procedure Rooms (Medical)	3.67%
Multi-Household Residences	3.55%
Casinos / Arcades	2.77%
Cruise Ships	2.77%
Superyachts	2.22%



# Professional Development.

## Keynotes.

Two Keynote Addresses were held during **ISE 2022**. On the first day, media artist **Refik Anadol** explored 'Understanding the Heritage of Tomorrow' and how he turns data into stunning public artworks. On the second day, **Alan Greenberg**, CEO of Illuminarium, talked about how his company uses AV technology to produce 'Next Generation Interactive Experiences' that take visitors into new and exciting environments.

## ISE Conferences.

**ISE's Conference** team organised seven conferences during the week of the show, covering key vertical markets served by the AV industry. A total of 111 expert speakers and conference chairs took part.

## AVIXA.

AVIXA hosted the AV Experience Zone, where more than 60 speakers gave Spanish-language presentations across the four days of the show.

The association also hosted panel sessions organised by its Women's Council and its Diversity Council, and offered CTS testing at a nearby test centre.

## CEDIA.

CEDIA ran 34 sessions of in-person professional development, including Spanish-language sessions, delivered by 22 subject matter experts from across the globe.

The association also offered IST and CIT examinations on site at the show.

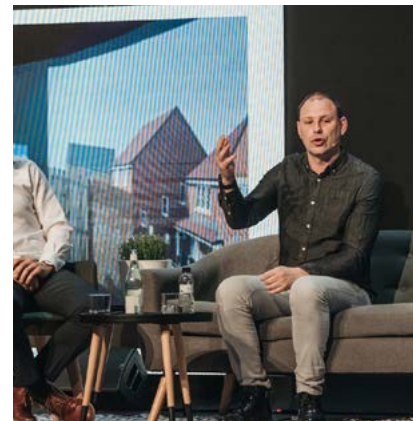
## Partner Events.

ISE would like to thank the following partners who hosted sessions or otherwise contributed to the professional development programme:

- > Barcelona City Council
- > invidis
- > Retail & Brand Experience World Congress
- > Women In Live Music
- > Talent & Knowledge Congress
- > La Vanguardia

## Exhibitor Presentations.

In the Live Events Arena, exhibitors hosted 23 half-hour sessions where they demonstrated their latest solutions and discussed use cases for them.



# Media.

**A total of 357 international media editors and journalists from 20 countries attended ISE 2022, representing a wide range of print, digital and broadcast brands.**

Country	Media representatives	% of Total
Spain	203	56.9%
United Kingdom	53	14.9%
Germany	25	7.0%
United States of America	17	4.8%
France	14	3.9%
Italy	13	3.6%
Poland	8	2.2%
Netherlands	7	2.0%
Hungary	3	0.8%
Brazil	2	0.6%
Israel	2	0.6%

Media representatives from Argentina, Belgium, Bosnia and Herzegovina, Cameroon, Norway, India, Ireland, Slovakia, Switzerland and Ukraine also attended ISE 2022.





# Get in Touch.

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