NABSHOW®
Where Content Comes to Life
2024 GUIDELINES

Here's a general guideline to help you estimate your bandwidth needs.

Usage	Estimated Bandwidth Required
General Usages: Checking emails, browsing websites, uploading photos, social media interaction, light video, or music streaming	**3 Mbps per user**
Video Conferencing: Zoom, Skype, or other video conferencing tools	**3 Mbps per participant**
Live Streaming: Streaming high-definition video content	**Typically, 5 – 10 Mbps per device.** • Standard Definition (SD): **3 – 4 Mbps** • High Definition (HD) 720p: **5 – 10 Mbps** • Full HD 1080p: **10 – 20 Mbps** • 4K: **25 – 50 Mbps** • 8K: **50 Mbps+**
Multi-device Demos	**Typically, 5 – 10 Mbps per device, depending upon intended use** Determine bandwidth for the intended use for each device and multiply the bandwidth by the number of devices.
File Downloads, Uploads, and Transfers	**10+ Mbps, depending on file sizes** The speed is less about the minimum requirement and more about efficiency.
Large File Downloads, Uploads, and Transfers (like raw video footage)	**100 Mbps to 1 Gbps can significantly reduce transfer times**
Editing/Production	**100 Mbps to 1 Gbps,** depending on the complexity of the editing tasks and whether you're working with files stored locally or in the cloud.

Tips:

Peak Usage: Estimate bandwidth requirements for peak usage times in your booth, not average use. This ensures smooth operation during the busiest times.

Number of Devices: Multiply the estimated bandwidth per user or activity by the number of devices expected to be in use simultaneously.

Buffer: Always add a buffer to your estimate (around 25 – 50%) to accommodate unexpected usage spikes or additional devices.

Venue Limitations: Check with the Las Vegas Convention Center for any limitations or maximum capacities they might have on bandwidth.

Conduct a Test: If possible, test your setup beforehand in a similar environment to gauge actual bandwidth usage.

Contact Cox Business: If you're unsure, the experts at Cox Business can provide a more tailored estimation based on your specific needs: 855–519–2624 or lvcc.orders@cox.com

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