# CES 2025 to showcase AI innovations in audio broadcasting



The Consumer Electronics Show (CES) 2025, taking place from January 7 to 10 in Las Vegas, is set to showcase the latest developments in audio broadcasting, particularly focusing on the integration of artificial intelligence (AI) within the industry. This year’s event is expected to highlight how these emerging technologies are transforming business practices and enhancing listener engagement across various audio platforms.

Jacobs Media is spearheading a series of custom-curated tours specifically designed for radio broadcasters. These tours aim to provide attendees with insights into innovative AI applications and their respective impacts on the radio sector. Sessions at C-Space will enable experts to delve into the implications of AI in media and marketing. Notably, Fred and Paul Jacobs will host a working lunch to explore the broader implications of these trends for the radio broadcasting industry.

In a collaboration with Jacobs Media, the Christian Music Broadcasters are organising a dedicated tour for their members. This initiative seeks to illuminate the evolving role of AI within Christian music broadcasting, enhancing understanding of the technology's potential future influence on the sector.

At CES 2025, representatives from the Consumer Technology Association (CTA), including Senior Director of Innovation and Trends Brian Comiskey, will highlight the critical intersection of media and technology. Comiskey has underscored the importance of data and AI in personalising content and engaging audiences, labelling it as essential to the future landscape of radio broadcasting.

SiriusXM, a key player in the audio entertainment industry, is prominently featured at CES with a lineup of events focusing on the trajectory of audio content. CEO Jennifer Witz and Ashley Flowers, the host of the popular podcast “Crime Junkie,” will deliver a keynote address detailing the evolution of audio and technological advancements in listener engagement. The schedule includes various discussions led by SiriusXM executives, such as Lizzie Collins addressing media disruption and advertising strategies, and Steve Coker exploring connected vehicle safety. Additionally, Steve Keller will tackle the implications of AI on entertainment, while podcaster Alie Ward will offer insights into the intersection of science, humour, and technology at The Female Quotient Lounge.

Audacy, a multiplatform audio content and entertainment company boasting a connection with approximately 200 million consumers, is also making its presence felt at CES 2025.

The event will serve as a platform for numerous companies unveiling cutting-edge audio broadcasting technologies. StreamGuys is set to demonstrate its revenue generation, streaming, and podcasting technology. Key offerings include RevenueStream, ultra-low latency streaming solutions, and innovative broadcast-to-podcast tools alongside analytics capabilities.

Meanwhile, Xperi will showcase advancements like DTS AutoStage, an in-vehicle entertainment platform that merges audio, video, and gaming content, alongside its HD Radio digital service noted for superior sound quality and additional channels. These technologies will be exhibited at key venues including the Las Vegas Convention Center and the ARIA Suites.

Fraunhofer IIS is expected to present the MPEG-H Audio system, focusing on its application in streaming and broadcasting for creating immersive and personalised sound experiences. Demonstrations will feature content from significant live sports events and concerts, showcasing its benefits for real-time broadcasts.

Nordic Semiconductor will be introducing advancements in Bluetooth Low Energy (LE) Audio technology, emphasising power efficiency and broadcasting features. This innovation signifies a leap in wireless audio technology by introducing applications such as shared listening and public broadcasting, ultimately resolving limitations from existing systems and becoming a pivotal player in both consumer and professional audio markets. Demonstrations by Nordic will include updated Bluetooth LE Audio solutions, further highlighting ecosystem interoperability and its impacts on wireless earbuds, headphones, and speakers.

CES 2025 is positioning itself as a significant event, reflecting the ongoing integration of AI and new technologies in audio broadcasting, illustrating a forward-looking perspective on the industry’s evolution.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://radioink.com/2024/09/17/jacobs-media-returning-to-ces-with-expanded-ai-tours/> - Corroborates Jacobs Media's custom-curated tours for radio broadcasters at CES 2025, focusing on AI innovations and their impact on the radio sector.
2. <https://barrettmedia.com/2024/09/17/jacobs-media-is-offering-2025-consumer-electronics-show-customtours-for-broadcasters/> - Supports the details of Jacobs Media's CES 2025 tours, including sessions at C-Space and the working lunch hosted by Fred and Paul Jacobs.
3. <https://cmbonline.org/industry-news/ces-2025-tours-registration-announcement/> - Confirms the collaboration between Jacobs Media and Christian Music Broadcasters for a dedicated tour, highlighting AI's role in Christian music broadcasting.
4. <https://radioink.com/2024/09/17/jacobs-media-returning-to-ces-with-expanded-ai-tours/> - Provides information on the expanded two-day tour and the focus on AI's impact on the automobile dashboard and the driving experience.
5. <https://barrettmedia.com/2024/09/17/jacobs-media-is-offering-2025-consumer-electronics-show-customtours-for-broadcasters/> - Details the exclusive access and networking opportunities for tour attendees, including interactions with industry leaders and startups.
6. <https://cmbonline.org/industry-news/ces-2025-tours-registration-announcement/> - Mentions the tour package and the limited capacity of 15 attendees per tour to ensure a personalized experience.
7. <https://radioink.com/2024/09/17/jacobs-media-returning-to-ces-with-expanded-ai-tours/> - Confirms the dates of CES 2025 (January 7-10) and the location in Las Vegas.
8. <https://barrettmedia.com/2024/09/17/jacobs-media-is-offering-2025-consumer-electronics-show-customtours-for-broadcasters/> - Supports the involvement of C-Space and the working CES lunch to discuss AI's impact on media and marketing.
9. <https://cmbonline.org/industry-news/ces-2025-tours-registration-announcement/> - Highlights the past experiences of Jacobs Media tours, such as visiting Nvidia before its dominance in AI.
10. <https://radioink.com/2024/09/17/jacobs-media-returning-to-ces-with-expanded-ai-tours/> - Details the focus on AI innovations and their implications for radio broadcasters, including the future of the automobile dashboard.
11. <https://www.redtech.pro/ces-2025-showcases-shifts-in-audio-broadcasting/?utm_source=rss&utm_medium=rss&utm_campaign=ces-2025-showcases-shifts-in-audio-broadcasting> - Please view link - unable to able to access data