# CES 2025 to showcase the future of entertainment and technology



CES 2025, set to take place in Las Vegas from January 7 to 10, is expected to draw approximately 140,000 attendees eager to explore 2.5 million square feet of exhibits showcasing a wide range of innovations across various sectors, including technology and entertainment. Among the highlights of this year's event is the Variety Entertainment Summit, scheduled for January 8 at the Aria Resort & Casino.

Jay Tucker, the executive director of the Center for Media, Entertainment and Sports at UCLA Anderson School of Management, shared insights about the Summit’s objective, stating, “The Variety Summit is a great opportunity at CES for people to look ahead.” The Summit will feature panels with a cross-section of executives from leading media and tech firms, including Amazon, Meta, NBCUniversal, and Netflix. Notable figures such as Grammy-winning musician and co-founder of FYI, will.i.am, along with Snapchat CEO Evan Spiegel and Sony Pictures Entertainment president Ravi Ahuja, are confirmed to participate in discussions centred around future industry trends.

A panel titled “Succeeding With AI and Entertainment” will delve into the integration of artificial intelligence within the entertainment sector. Tucker emphasised the importance of strategic implementation, noting, “If you want artificial intelligence to actually create value, you not only have to figure out the places where it might be helpful, you have to then integrate it in a strategic way.”

The role of AI in entertainment has become a leading topic of conversation, with opinions divided on its potential impact. Melody Hildebrandt, chief technical officer at Fox, voiced caution, suggesting that studios must learn from the past and not rely solely on platforms built by big tech. “We now have some of the best technologists in the world at Hollywood studios, so we don’t need to cede architectural ground entirely,” she stated. Her comments underline the necessity for careful data management in collaborations with AI firms.

The legal landscape surrounding AI remains underdeveloped, posing challenges for both creative professionals and corporations. Tucker remarked on the difficulties of establishing a robust regulatory environment, highlighting that “even if you suppose that every elected official is an expert in AI, it would still be difficult to pass legislation.”

As CES 2025 fast approaches, the convergence of entertainment and technology through AI continues to loom large in discussions, reflecting the industry’s ongoing evolution in response to emerging technologies. The Variety Summit promises to be a significant platform for exploring these advances and their implications for the future of entertainment.

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

## Bibliography

1. <https://exhibitcitynews.com/ces-by-the-numbers/> - Corroborates the dates and location of CES 2025, as well as the expected number of attendees and the vast exhibit space.
2. <https://www.ces.tech/press-releases/what-not-to-miss-at-ces-2025/> - Provides details on the scope and significance of CES 2025, including the number of exhibitors, innovation awards, and conference sessions.
3. <https://www.nbcuniversal.com/article/nbcuniversal-kicked-monumental-year-advertisers-ces-2025-unveiled-industry-first-partnerships-and> - Mentions NBCUniversal's presence at CES 2025, including their participation in the Variety Entertainment Summit and other industry-leading announcements.
4. <https://www.ces.tech/press-releases/what-not-to-miss-at-ces-2025/> - Highlights the various sectors and technologies that will be showcased at CES 2025, including AI, digital health, and advanced mobility.
5. <https://exhibitcitynews.com/ces-by-the-numbers/> - Confirms the international and media presence at CES, including the number of international attendees and media members.
6. <https://www.nbcuniversal.com/article/nbcuniversal-kicked-monumental-year-advertisers-ces-2025-unveiled-industry-first-partnerships-and> - Details the participation of notable figures and executives from leading media and tech firms at the Variety Entertainment Summit.
7. <https://www.ces.tech/press-releases/what-not-to-miss-at-ces-2025/> - Supports the focus on future industry trends and the integration of AI in various sectors at CES 2025.
8. <https://exhibitcitynews.com/ces-by-the-numbers/> - Provides context on the economic and attendance impact of CES over the years, reinforcing its significance in the tech and entertainment sectors.
9. <https://www.nbcuniversal.com/article/nbcuniversal-kicked-monumental-year-advertisers-ces-2025-unveiled-industry-first-partnerships-and> - Corroborates the importance of strategic discussions and panels at CES 2025, including those focused on AI and entertainment.
10. <https://www.ces.tech/press-releases/what-not-to-miss-at-ces-2025/> - Highlights the convergence of entertainment and technology as a key theme at CES 2025, reflecting the industry's ongoing evolution.
11. <https://exhibitcitynews.com/ces-by-the-numbers/> - Supports the notion that CES serves as a significant platform for exploring advances in technology and their implications for the future.
12. <https://variety.com/2025/biz/entertainment-industry/ces-variety-summit-2025-preview-1236262973/> - Please view link - unable to able to access data