

## NAB Show Offers Session Tracks Focused on Digital Strategies for Radio and Television

Written by Australian Business

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WASHINGTON, D.C. -- Television and radio broadcasters are utilizing new digital strategies to execute campaigns across multiple platforms, engage viewers and generate new revenue. Next week at NAB Show in Las Vegas, two conference programs will address this evolution: Digital Think Tank for television on Tuesday, April 8 and the Digital Strategies Exchange for Radio on Wednesday, April 9, both part of the Broadcast Management Conference.

**Read more** [http://www.nabshow.com/2014/newsroom/news-releases/pressRelease.asp?id=3381&utm\\_source=rssfeed&utm\\_medium=rssfeed&utm\\_campaign=rssfeed](http://www.nabshow.com/2014/newsroom/news-releases/pressRelease.asp?id=3381&utm_source=rssfeed&utm_medium=rssfeed&utm_campaign=rssfeed)