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# Getting Started with IABM MediaTech Vantage™ business intelligence platform

Introducing MediaTech Vantage™, IABM's business intelligence platform designed to provide industry insights and research at your fingertips.

Accessing the Platform

If you already have an IABM account, you can access MediaTech Vantage™ through the IABM website using Single Sign-On (SSO). Simply log in and click "**MediaTech Vantage**" in the website header to enter the platform.
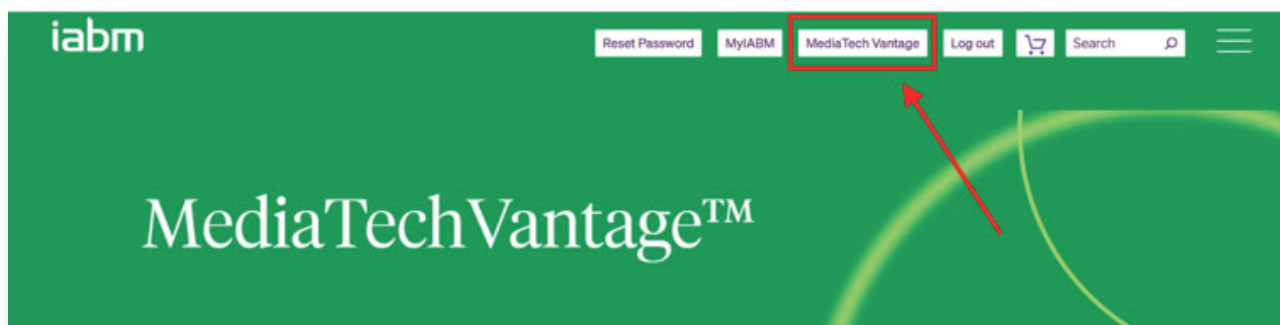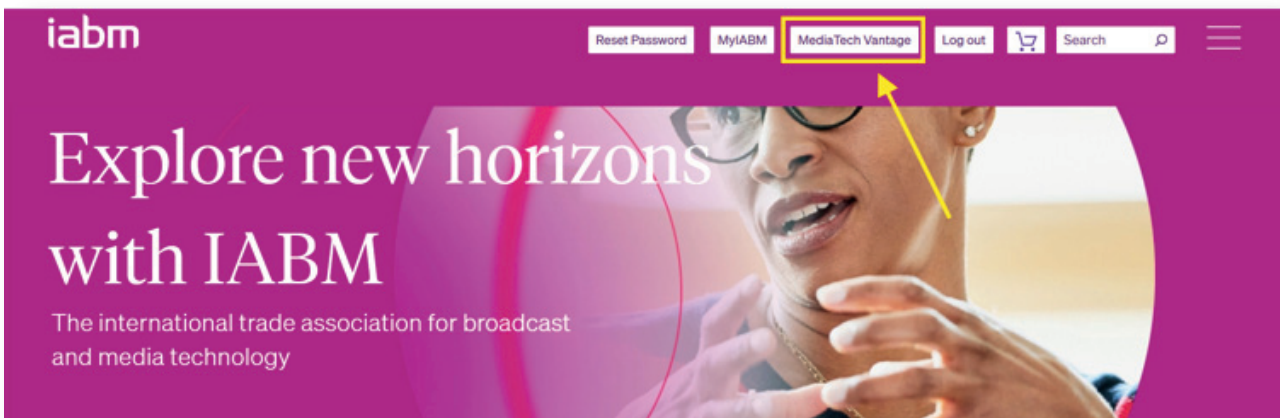
If it is your first time using IABM's member benefits, use the registration feature to create a login using your company domain email. Licenses are issued at company level, so there is no limit on the number of users your organization can have. However, please note that restrictions do apply for regional offices and subsidiaries based on membership tier. For any technical issues, please reach out to insight@theiabm.org

Navigating the Platform

Once you have entered MediaTech Vantage™, you will find the latest insights under the "**New Products**" tab on the homepage. For a comprehensive collection of research, head to the "**Research**" tab in the header.

Key Research Series

State of MediaTech – Reports and Presentations

Published around major industry events like IBC and NAB Show, these reports provide strategic, data-driven analyses of the MediaTech industry. They cover:

- Business confidence indicators
- Macro trends affecting the sector
- Investment and adoption trends
- Key drivers of industry change

MediaTech Radar

A monthly newsletter focusing on a spotlight topic within MediaTech, reflecting on past, present, and future industry developments.

MediaTech Trackers

IABM's tracking research is categorized into four key areas:

- **TechTracker**™ : Analyzes technology adoption trends. (Available to Platinum and Gold members; Silver and Start-Up members have access to the executive summary.)
- **GeoTracker**™ : Examines regional trends in MediaTech. (Available to Platinum members.)
- **ChainTracker**™ : Focuses on content supply chain and sector trends. (Available to Platinum members; Gold members can select three chapters covering the Content Supply Chain Segments of their choice; Silver members can select one chapter.)

Megatrends

This research explores transformative industry shifts. The 2024 focus areas include:

- **Talent**: Workforce trends and challenges
- **Tangible Sustainability**: Practical sustainability initiatives
- **Democratization of MediaTech**: How access to technology is reshaping the industry
  Upcoming 2025 topics (Available to Platinum and Gold members):
- **Business Transformation**: Strategic shifts in operations
- **Security in MediaTech Ecosystems**: Developing best practices to protect IP and cloud workflows
- **Game Industry Convergence**: Identifying opportunities and partnerships with innovators in game industry technology

These reports use a hybrid research approach, incorporating both quantitative and qualitative data to provide a comprehensive industry perspective.

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Survey Hub

Participate in IABM's surveys to contribute to our research and provide feedback on IABM services.

- **MediaTech Industry Tracker**: Share your insights on key industry metrics and trends. By participating, you'll gain access to the latest State of MediaTech report and receive an exclusive analysis of the survey results.
- **Business Transformation in MediaTech**: Share your insights for our upcoming report on the Business Transformation megatrend by completing this survey.
- **Voice of the Member**: Help shape the future of IABM by sharing your feedback on our services and offerings.

Advanced Search

Looking for something specific? Use the side panel "List Products by" on the homepage to filter content by research series, topics, sectors (e.g., sports, news, studios, audio), content and file formats, publication dates, analysts, and more.

Key Features to Enhance Your Experience

Add to Clippings: Save content for yourself or share it within your organization. Manage your saved pages in My Clippings.

- **Download Page**: Export content in PowerPoint and PDF formats.
- **Download Data**: Extract chart data in Excel format for deeper analysis.
- **Create Custom Reports**: Compile customized reports from your selected content and share them within your organization or keep them private.
- **Add Notes**: Annotate content for personal reference or collaboration. Your notes will appear in a new tab on the homepage under Your Notes.
- **Translate**: MediaTech Radar can be translated into **nine different languages** for global accessibility.

Start exploring **MediaTech Vantage**™ today and stay ahead with the latest insights in MediaTech! If you have any questions about the platform, please contact **Olga Nevinchana** at olga.nevinchana@theiabm.org.

**Business Intelligence Unit,
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