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Breakfast Briefing
13 May 2025 - Dubai



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Welcome from AVIXA and IABM

Saleha Williams, Chief Executive Officer - IABM

AGENDA

- Welcome
- IABM Industry Impact Briefing
- Global Trends in Enterprise AV Investment and Middle East Market Perspectives
- Case Study: Broadcast AV
- Panel: The end-user impact of investing in Broadcast AV



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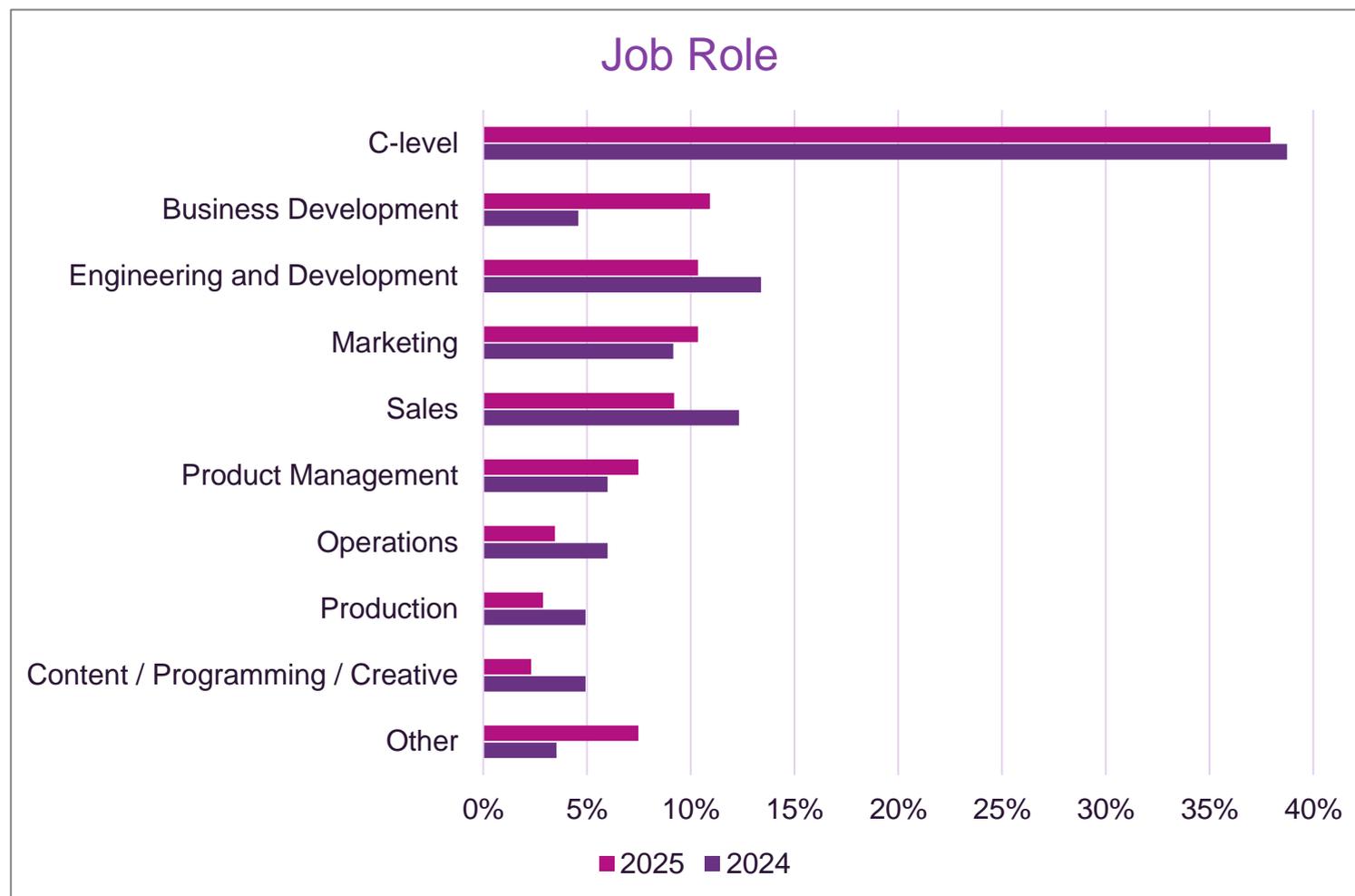
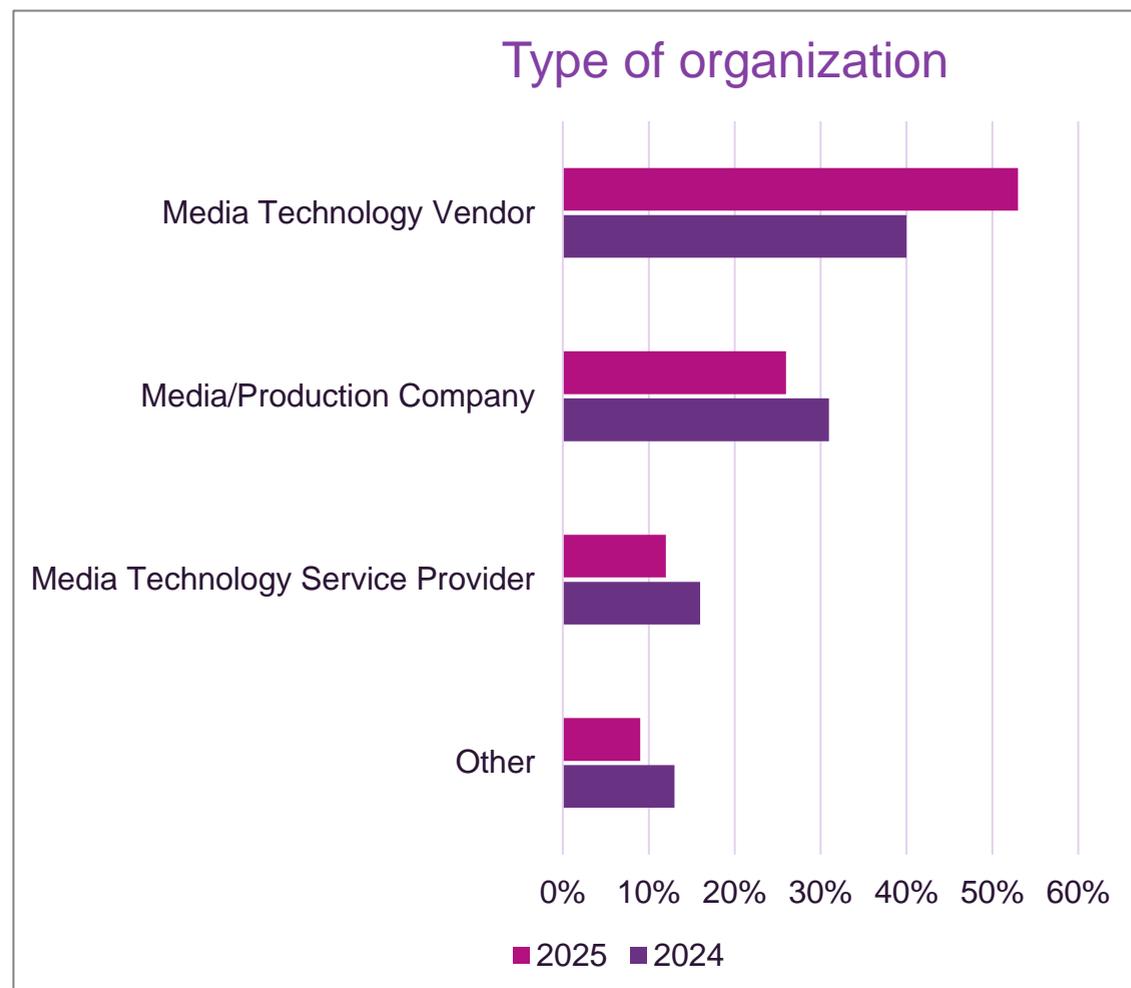


IABM Industry Impact Briefing

Riikka Koponen, Principal Analyst - IABM

MediaTech Industry Tracker

Survey includes organizations of all types, with almost 40% of respondents at C-level



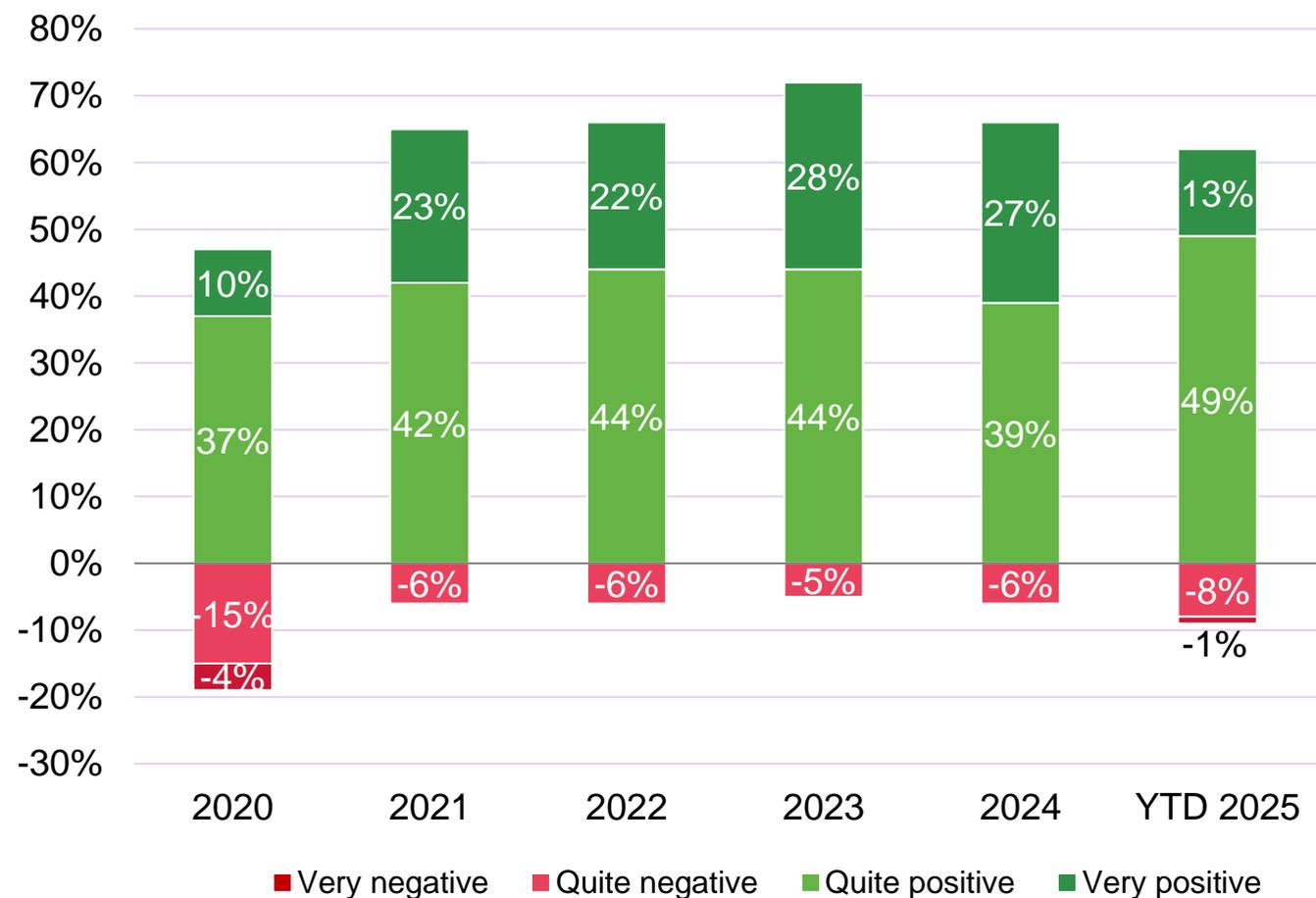
The “Other” category includes: Consulting, Corporate, Education/Training, Freelancing, Government/Military, Sports, Marketing/Advertising Agencies, Healthcare, Live Music

The “Other” category includes: Data Analytics and Science, Engineering, R&D, Consulting and Strategy, Management, Support, and Services.

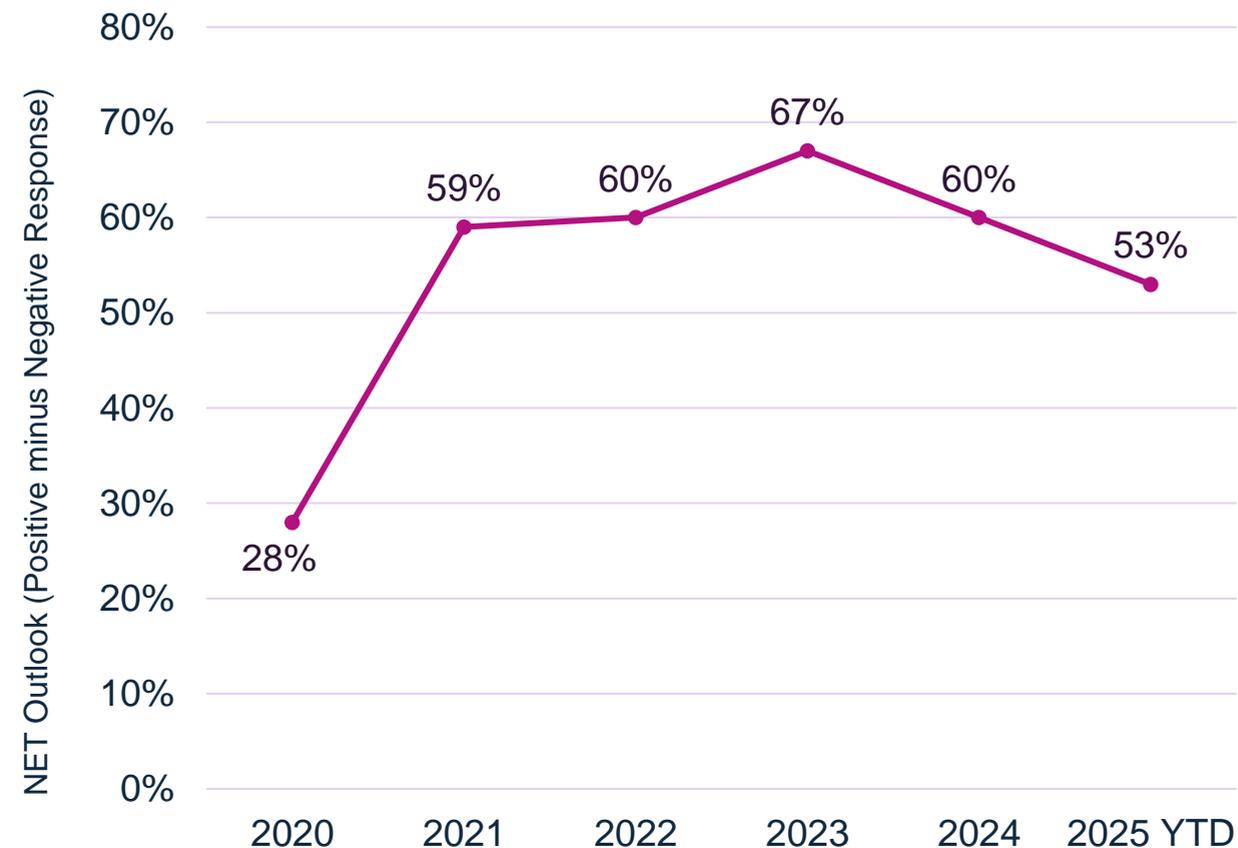
Business Environment – Global

The business environment outlook has deteriorated slightly since last year

MediaTech Business Environment Outlook



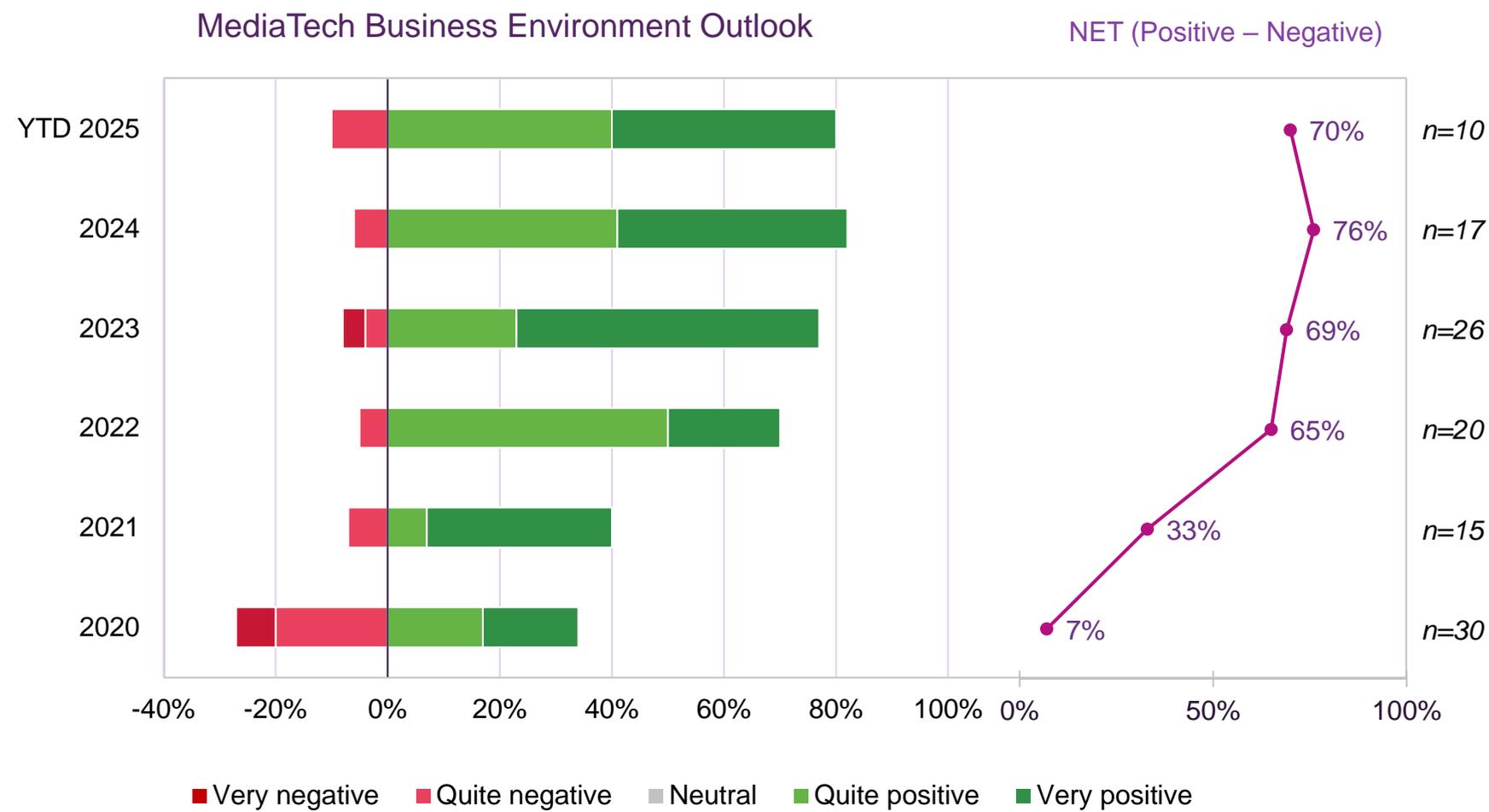
MediaTech Business Environment NET Outlook



Q. What is your organization's outlook for the overall business environment over the next year? (All industry)

Business Environment - MEA

The business environment outlook in the MEA region remains stable, despite challenges



Q. What is your organization's outlook for the overall business environment over the next year? (Middle East & Africa)

Business Confidence

In the Middle East & Africa, business confidence remains stable, with 80% of respondents reporting a positive business environment outlook.

This optimism stems from a relatively stable financial situation of public service broadcasters and government-supported media companies in the Gulf countries. Major investments in sporting events like the FIFA World Cup, the "opening up" of the Saudi Arabian market and the booming OTT sector are translating into a relatively stable business sentiment.

However, significant variation exists across sub-regions, particularly between GCC countries and Sub-Saharan Africa.

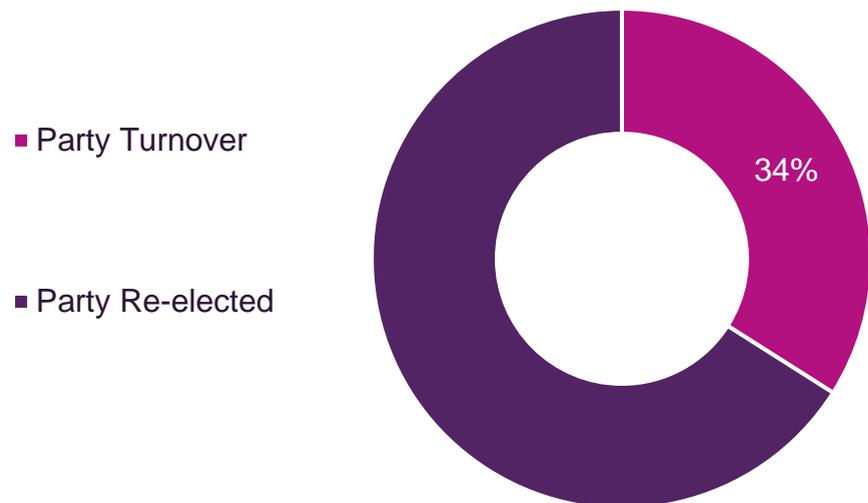
Business Environment

2024 election “super-cycle” leads to significant turnover in global leadership

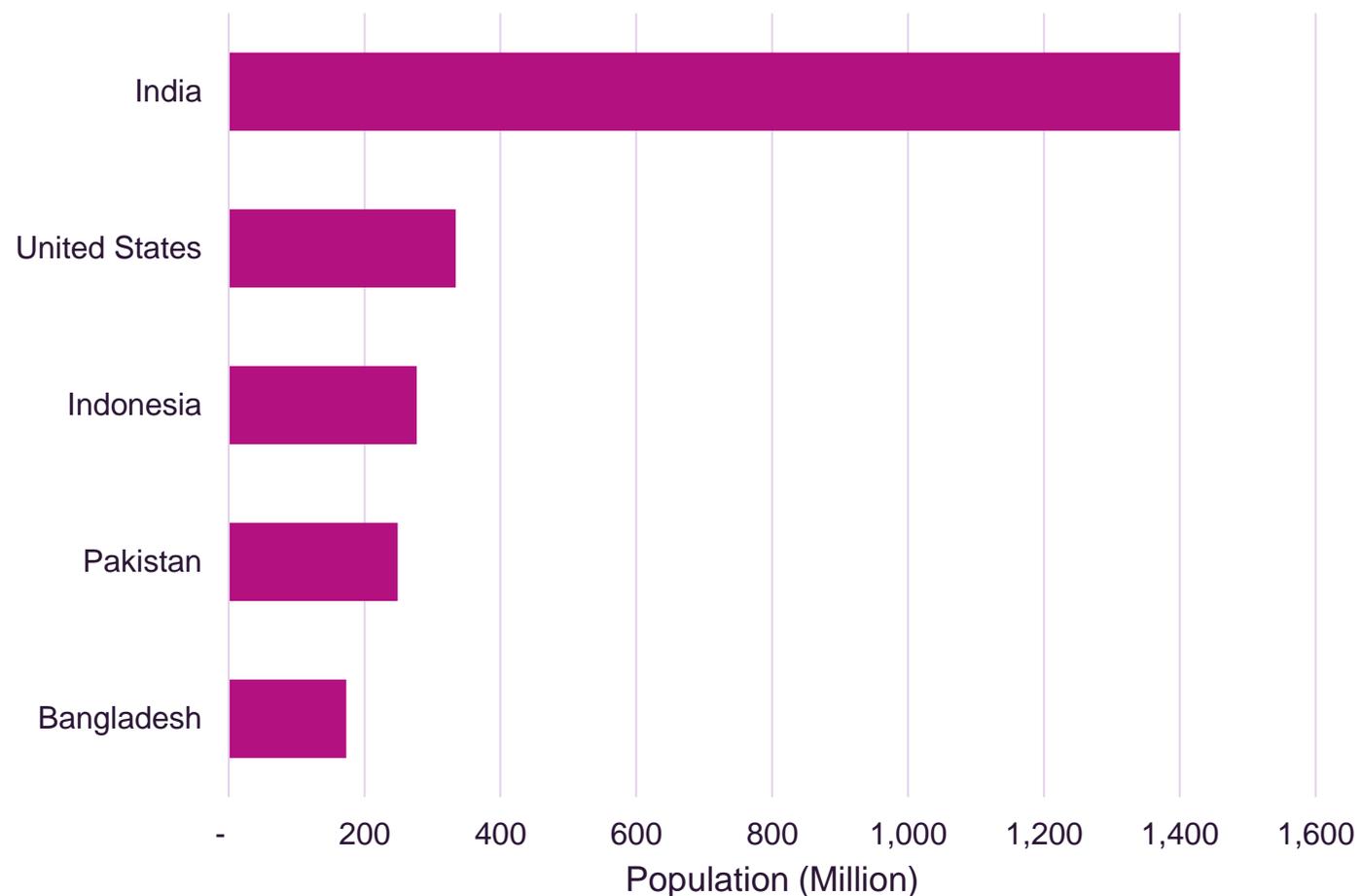
74

National elections successfully took place worldwide in 2024 as more democratic processes aligned in a single year than ever before.

Party Turnover at 2024 National Elections

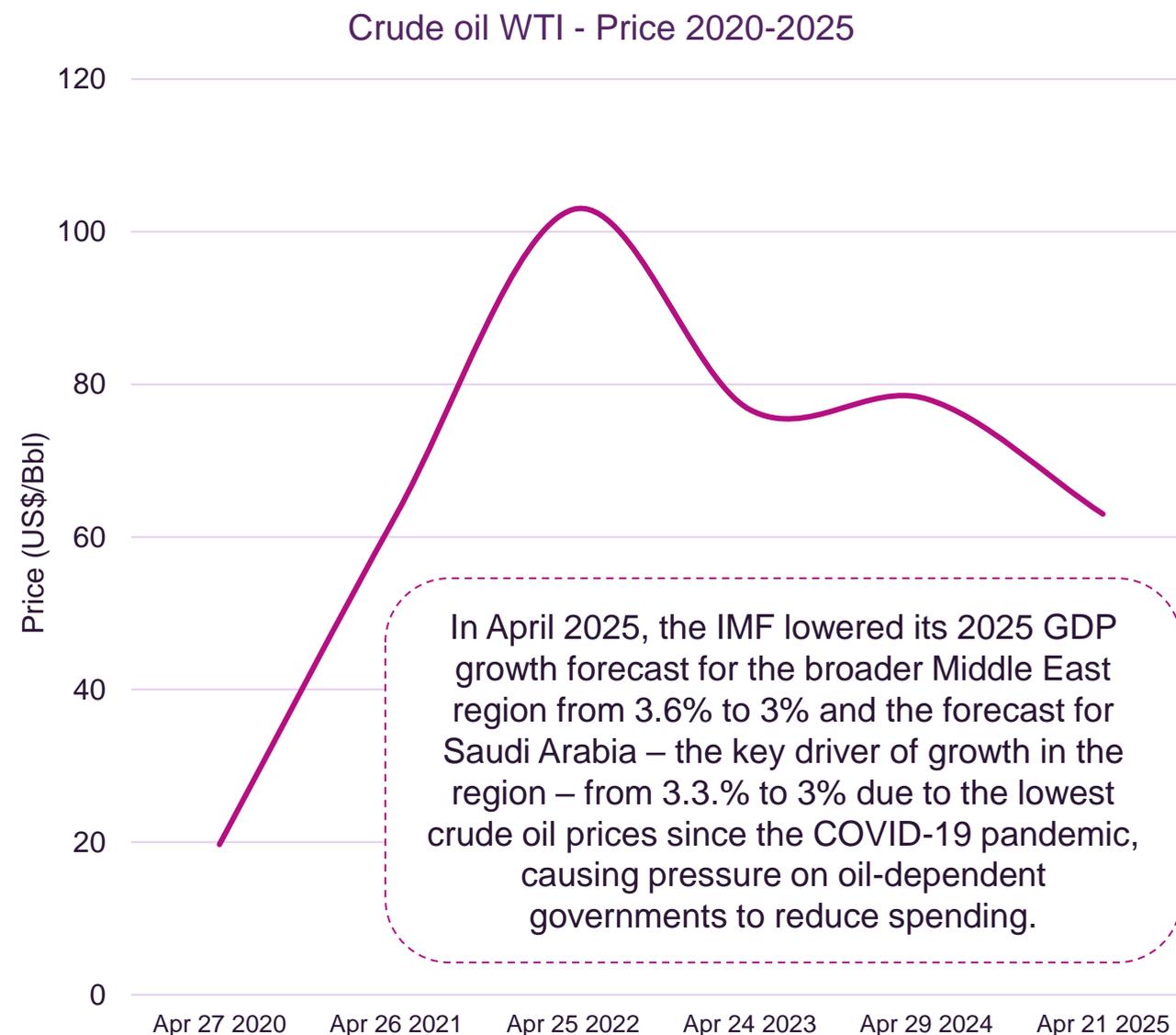
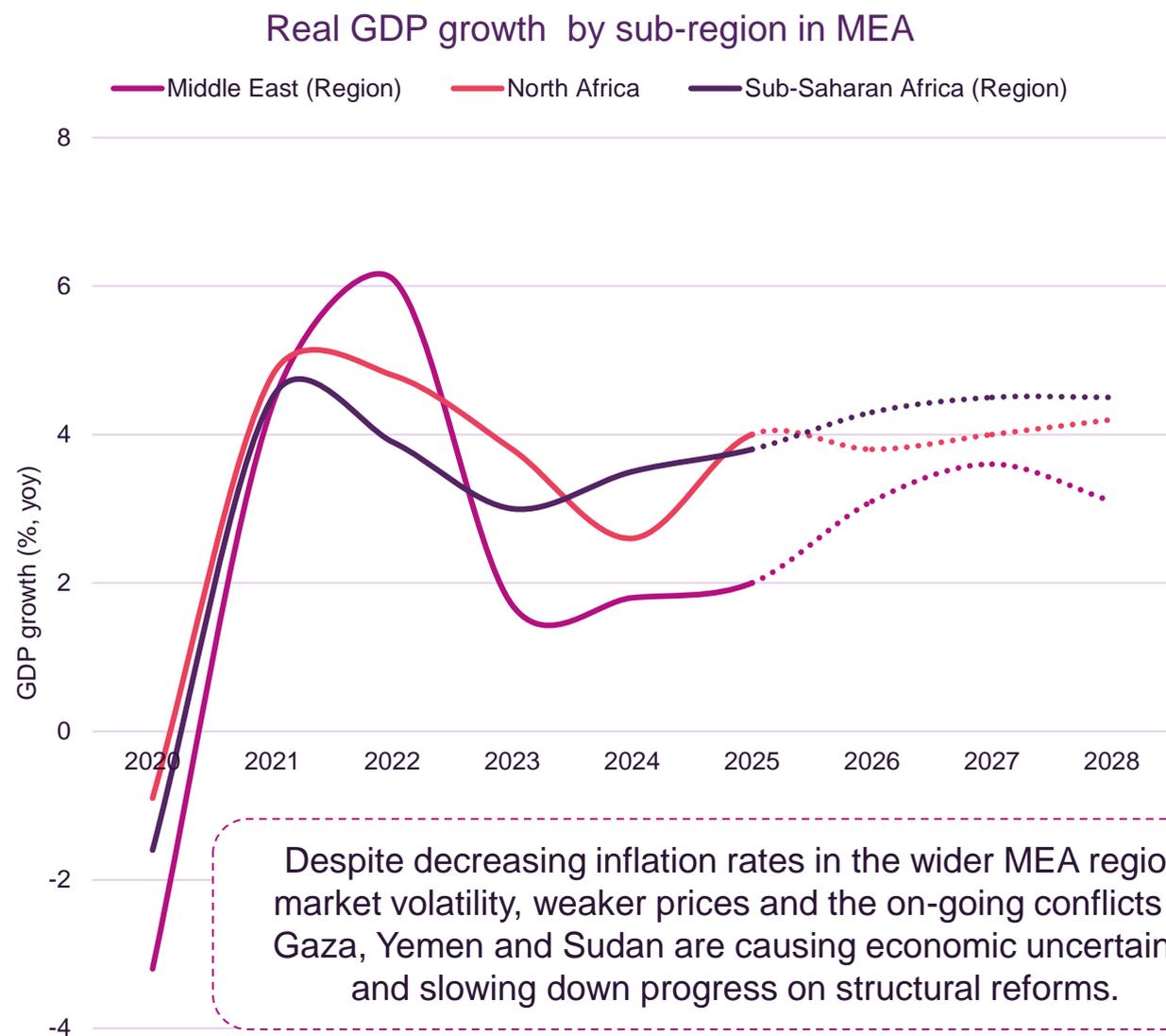


Top 5 Most Populous Countries Holding National Elections in 2024



Business Environment - MEA

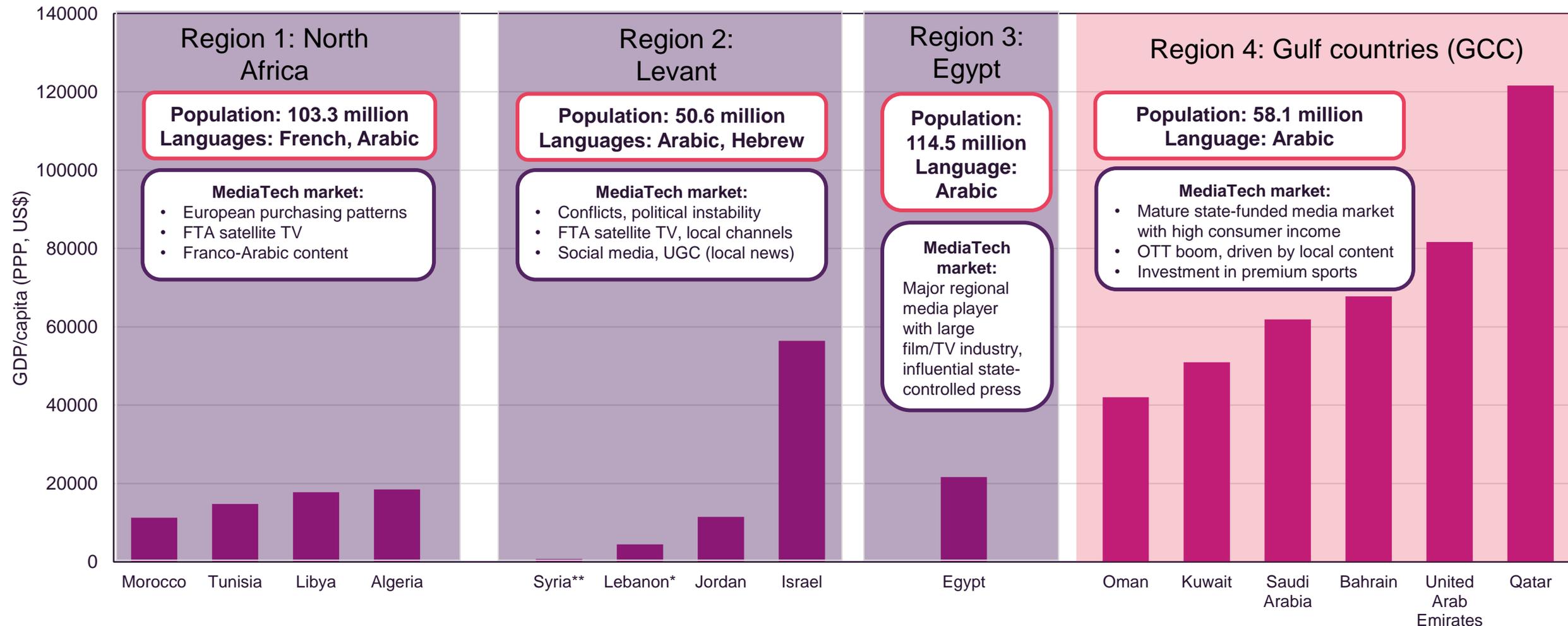
Economic growth is picking up, even though oil prices have dropped to lowest level since COVID



Business Environment – MENA

MENA region consists of several sub-regions and M&E markets with unique characteristics

MENA - GDP per capita, current prices (as of April 2025)



Business Environment – MENA

Media businesses are reallocating budgets to OTT and social media, reducing new projects

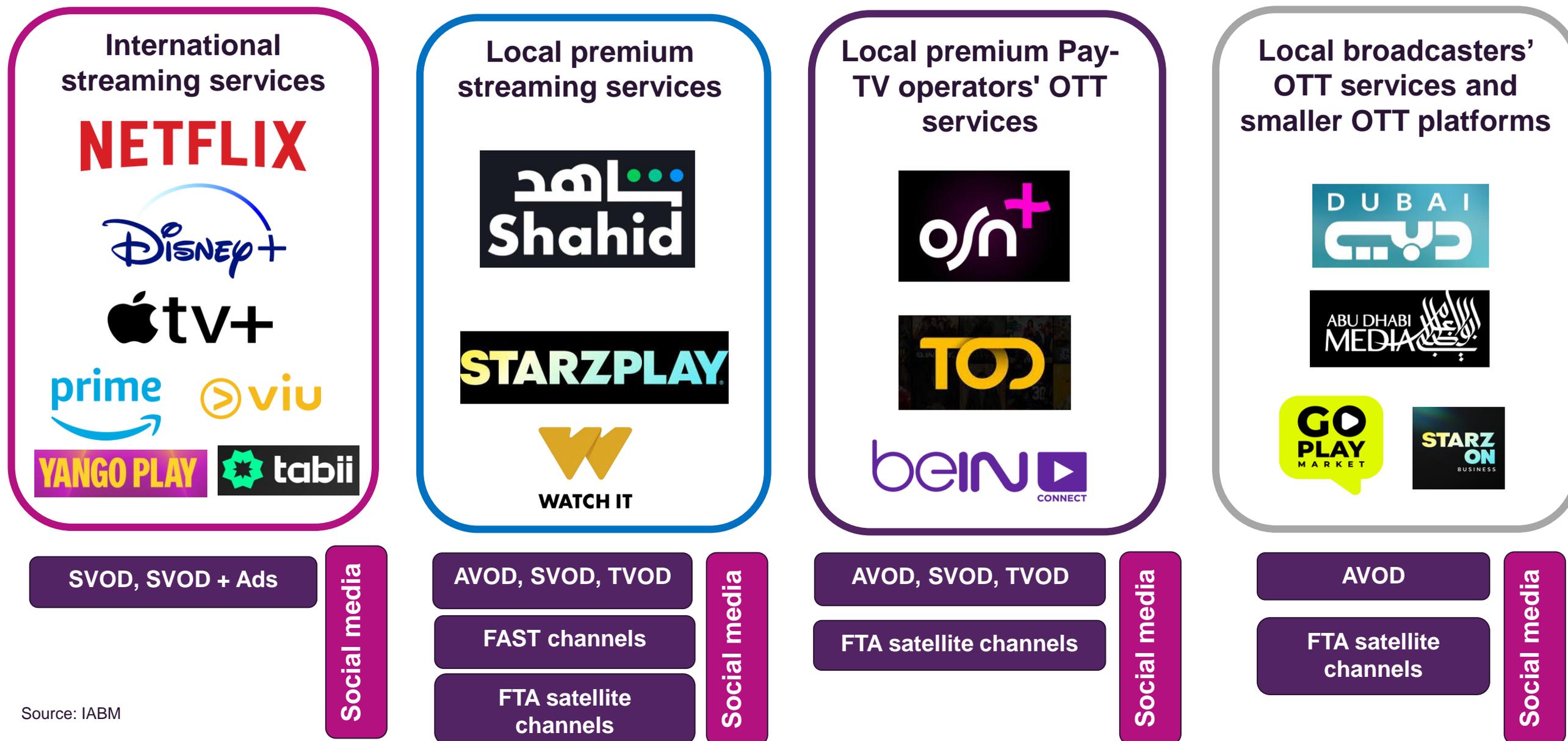
MediaTech supplier in an IABM interview

*In the **GCC countries**, which are richer and with a lot of development over the last years, OTT is the key trend. All media organizations – no matter commercial or non-commercial – are seeing this shift [in consumption] and are building **OTT networks, mobile apps** or becoming **aggregators**..[..]..But there is generally **not much investment** in tech infrastructures. **Competition** in content for **digital platforms** and **social media** mean that now a part of customers' tech investment is going to other than physical infrastructure so that they have budget for these additional streams of expenses that they didn't have before like digital and social media. There is also this **OpEx investment limitation**, because government-funded organizations – so all major media companies – cannot push back due to **government budgeting structures** which are based on **year-by-year funding** allocations, rather than long-term or multi-year budgeting.*

Hasan R. Sayed Hasan
Managing Director
Master Media
(February 2025)

Business Environment – MENA

Competition in the OTT space is intensifying with new players entering the market

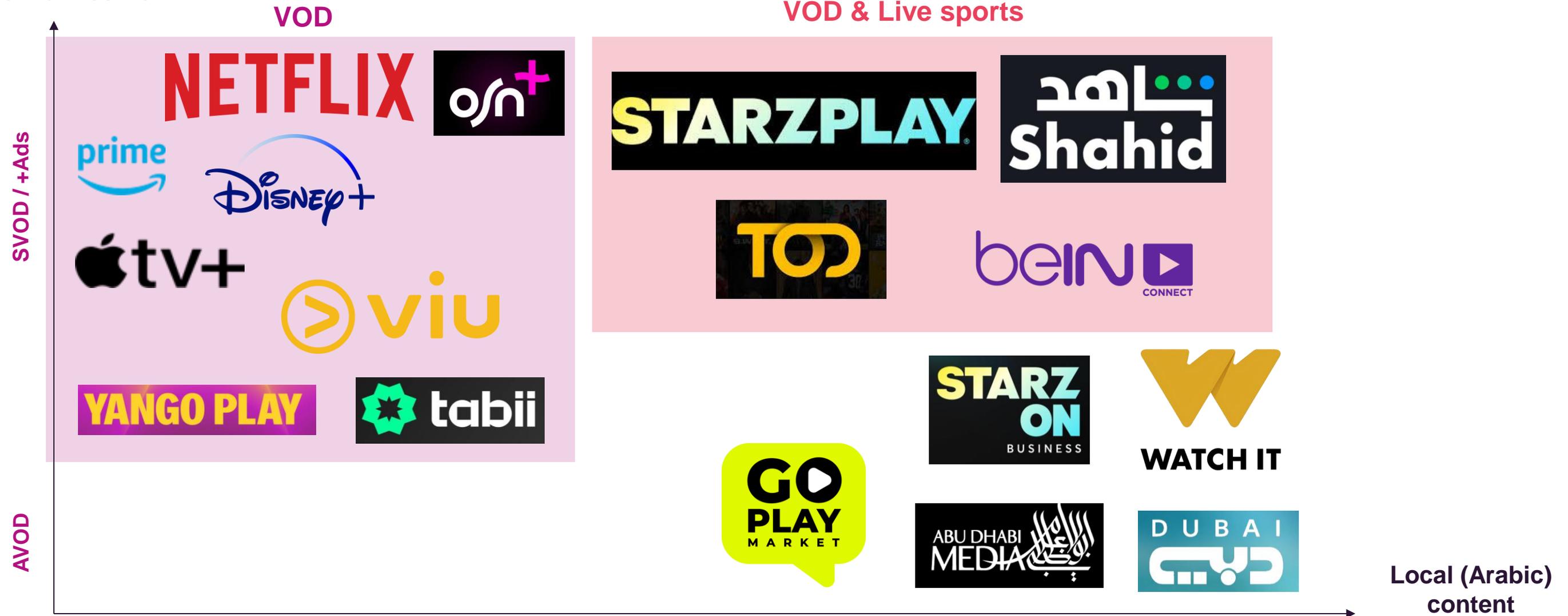


Source: IABM

Business Transformation - MENA

Top local OTT platforms are combining VOD & Live sports to compete with social media

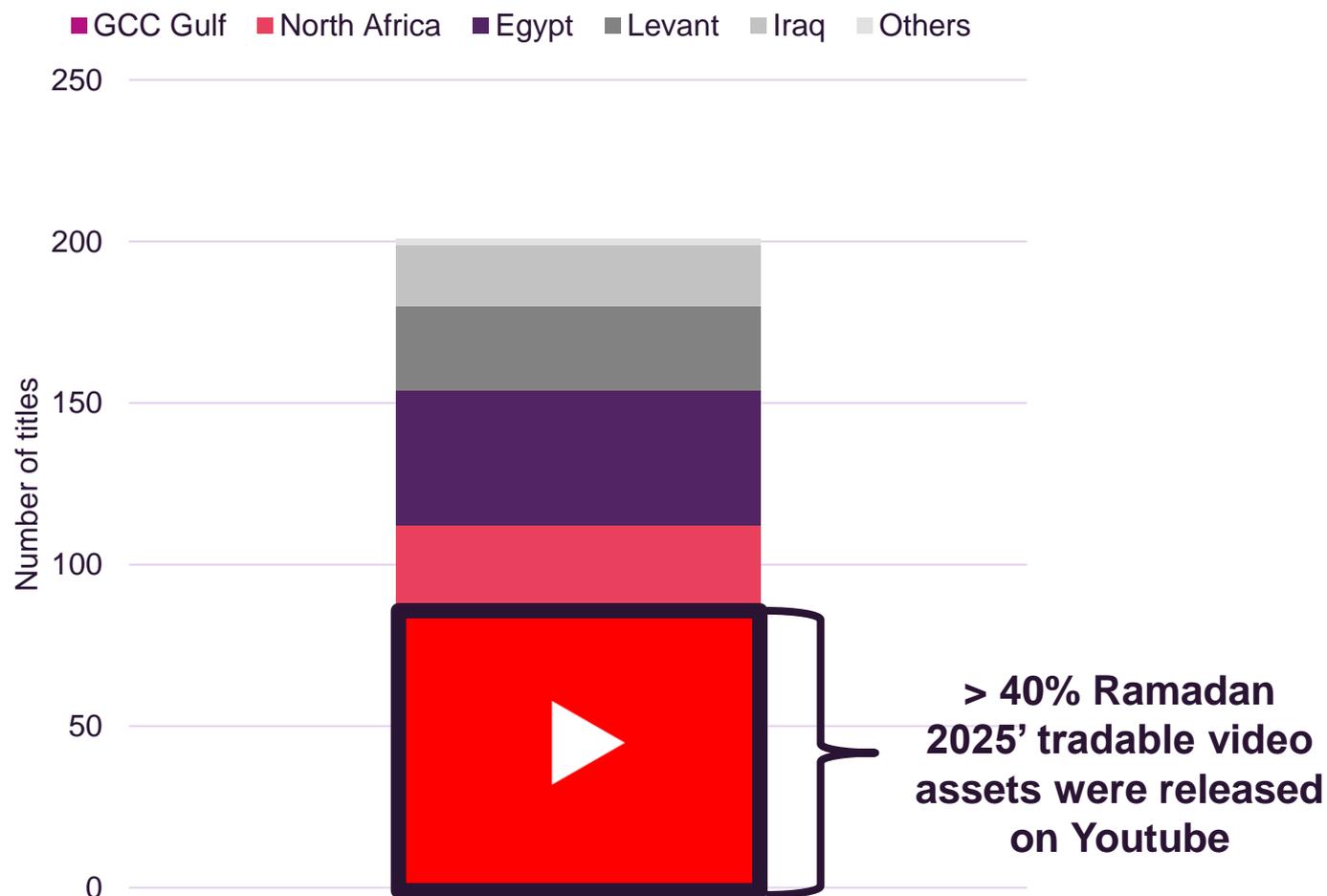
Premium content



Business Transformation - MENA

Social media is starting to dictate the form of entertainment, designed to digital platforms

Series released during Ramadan 2025



Industry expert in an BroadcastPro interview – April 27th 2025

TikTok is the new Ramadan drama arena. It has emerged as the ultimate engagement driver, creating organic virality for series that leverage its power..[..]..This year also saw a spike in the rise of digital-first Ramadan content. Streaming platforms like Shahid, TOD, Watchit, Viu and Yango Play are no longer just alternatives to TV, they are shaping Ramadan drama consumption.

Mai Abaza
CEO
Publicist Inc.
(April 2025)

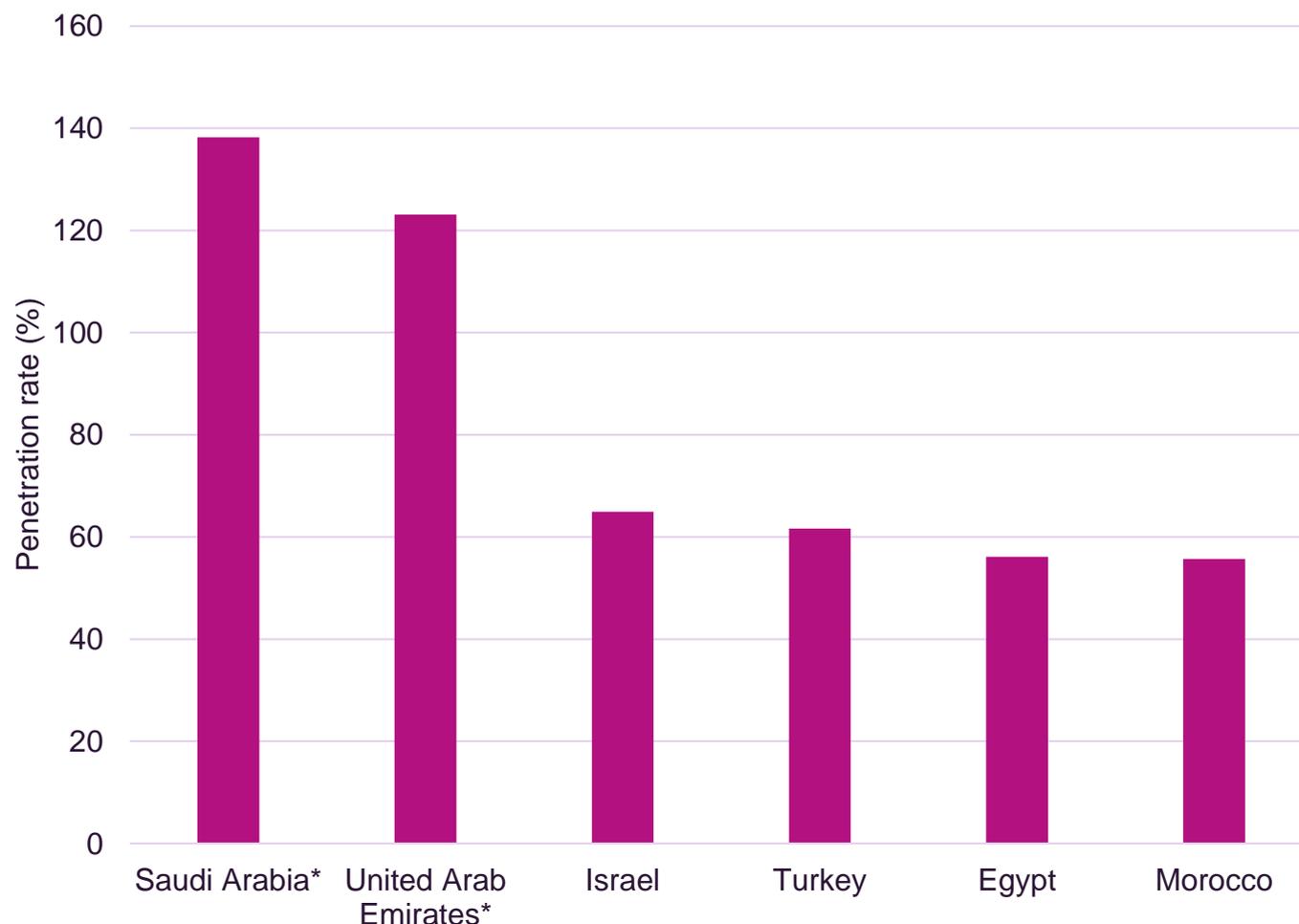
Business Transformation – MENA

Media businesses are targeting younger audiences with vertical videos on social media

GEP Insight

MediaTech buyer in an IABM interview

TikTok penetration in selected countries in MENA
(as of March 2025)



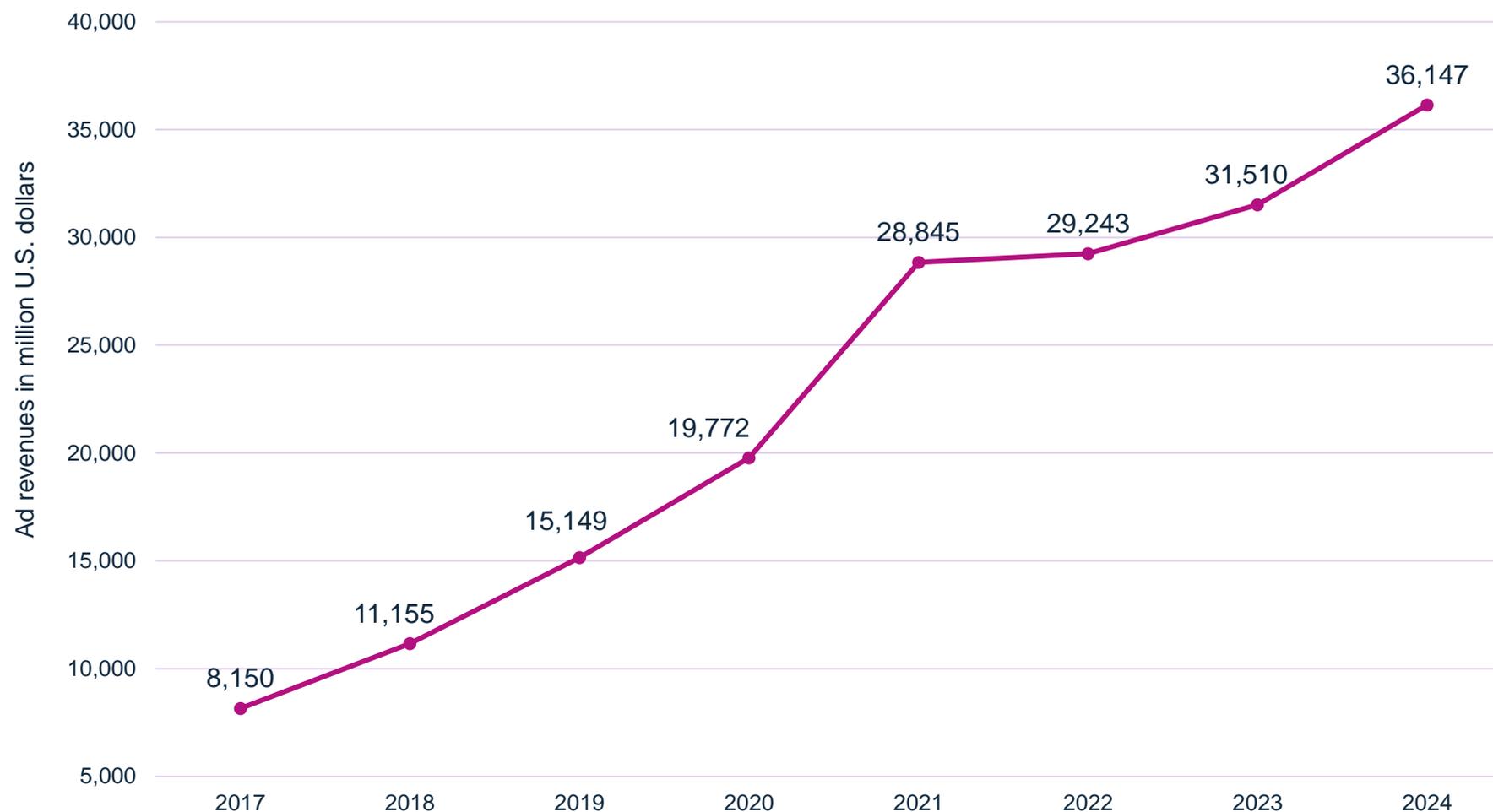
*Right now we are expanding on all social media platforms like **Facebook, X, YouTube, WhatsApp, Telegram, TikTok, Snapchat** and so on. In all of these social platforms, we are trying to **target** the audiences that **already exist** there. We have a new OTT platform, which is a new centralized project. To **localize** that we still need some time to reach and change the behavior of the audience to install an app or to go to the platform. It's not an easy mission, but I think we are heading there somewhere in the future.*

Public service broadcaster
Middle East
(February 2025)

Business Environment

Shorts are driving up the rate of YouTube’s advertising revenue growth

YouTube Annual Ad-Revenue



90B

Daily views averaged by YouTube Shorts in 2024 up from 30billion in 2023



\$18.5B

Ad revenue earned by TikTok in 2024



Business Environment – MENA

Local premium streaming services are focusing on profitability and local content through AVOD

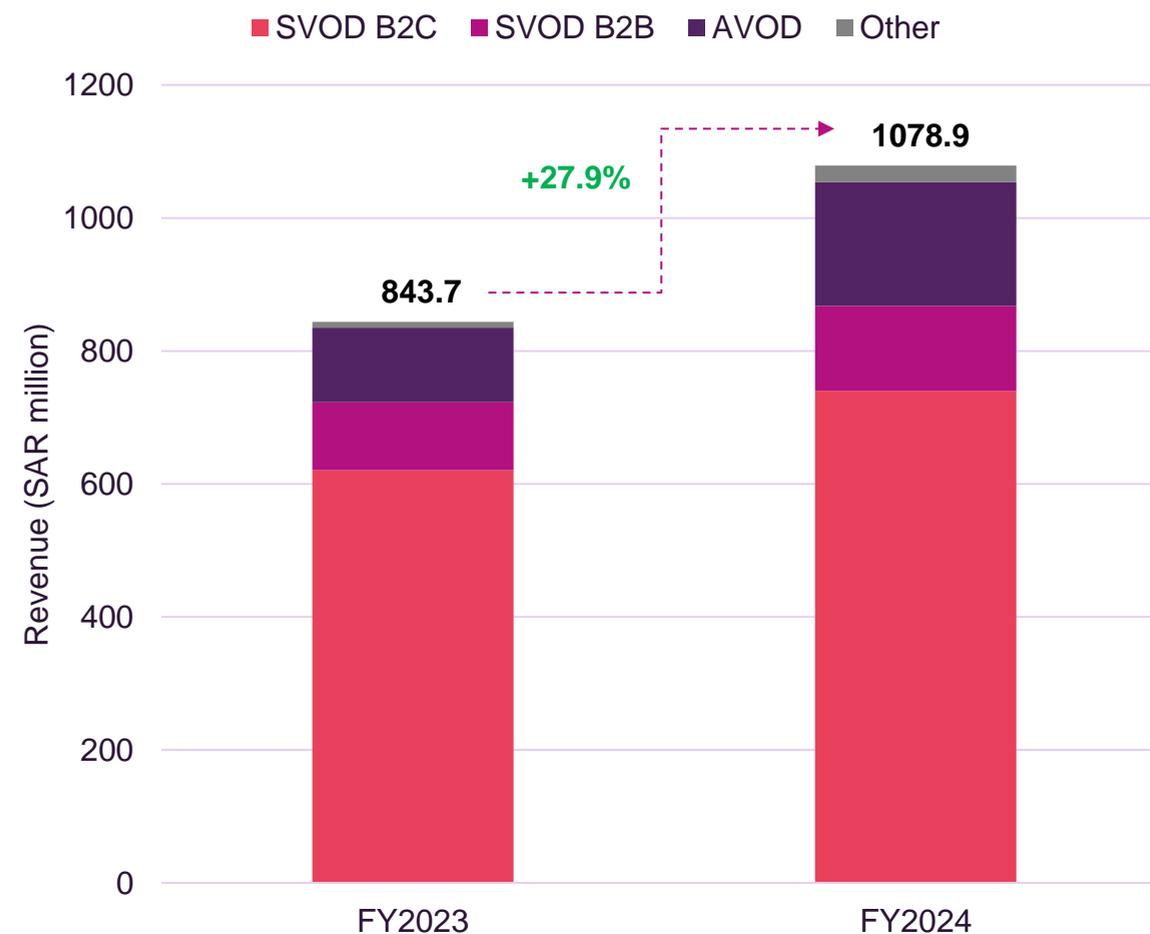
MBC Group Q4 2024 results – earnings release

*Shahid, MBC Group’s OTT platform, delivered outstanding growth in FY 2024, solidifying its position as the region’s leading streaming platform. The platform achieved a 27.9% YoY increase in total revenues, driven by a **65.4%** in **AVOD** revenues and 20.1% in SVOD revenues..[..]..Shahid’s success in 2024 was fueled by key initiatives that drove SVOD and AVOD growth. These included **data-driven** decisions that **optimized content** and **marketing** strategies, a streamlined **user experience** with an improved sign-up flow, **enhanced sports engagements** and **innovative advertising** formats.*

MBC Group – Saudi Arabia
(March 2025)



Shahid OTT service - Revenue breakdown

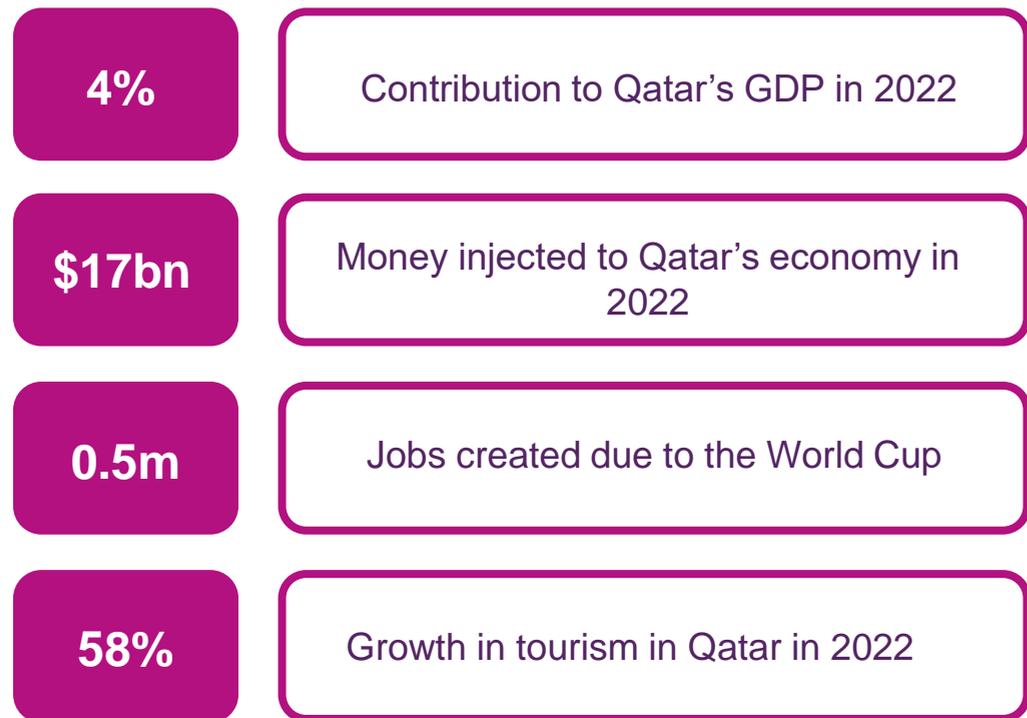


Business Environment – MENA

Gulf countries continue to invest in Tier 1-2 sporting events to drive GDP growth and recognition



2022 FIFA World Cup in Qatar – Economic impact



Major sporting events in the Gulf countries in 2025

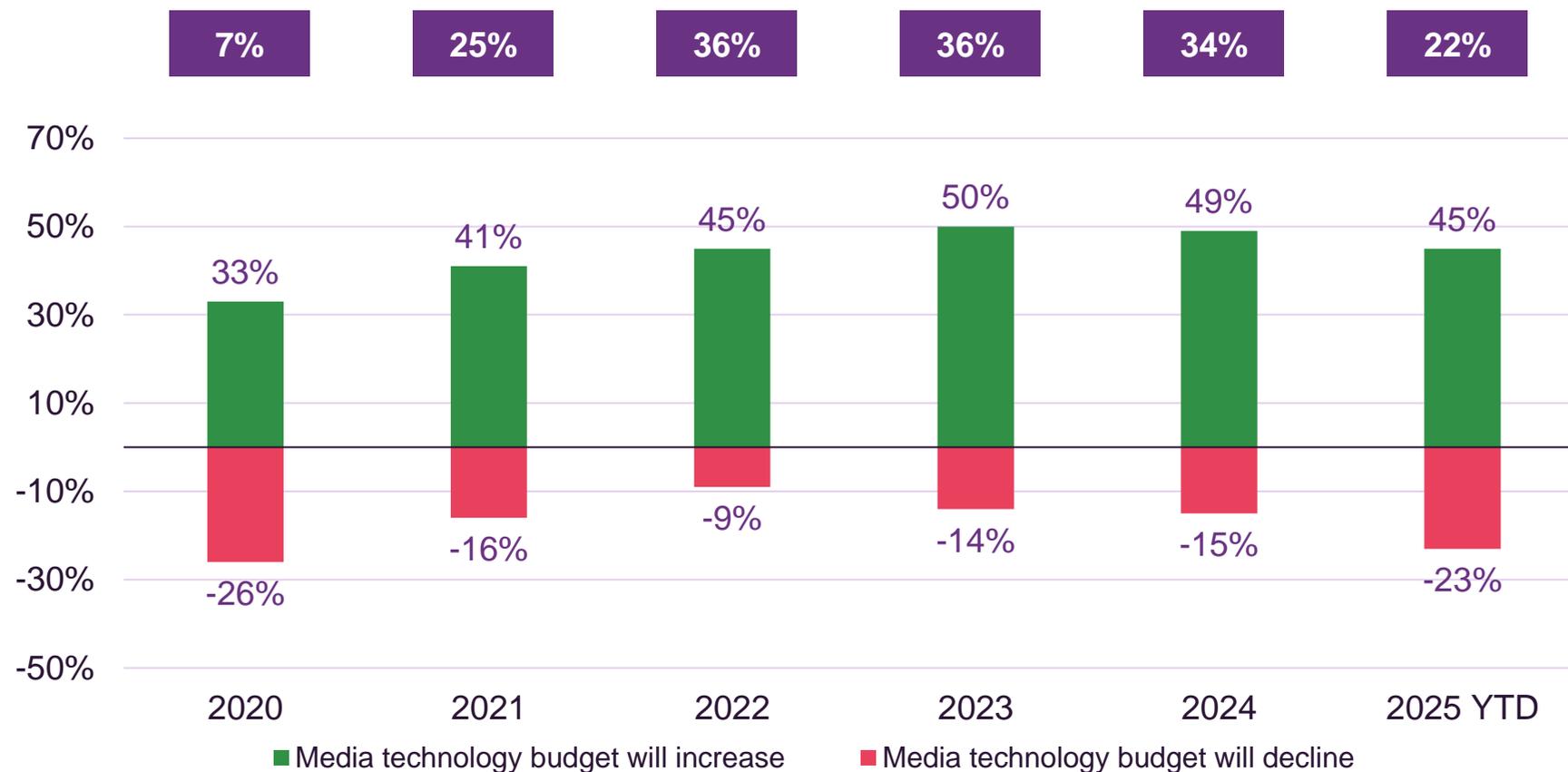
	Tier 1	Tier 2	Tier 3
Saudi Arabia	<ul style="list-style-type: none"> F1 Grand Prix Saudi Arabia, Supercoppa Italiana WTA Tour Finals, ATP Next Gen Finals LIV Golf Riyadh World Rally Championship Final FIBA Asia Cup Supercopa de Espana 	<ul style="list-style-type: none"> AFC Champions League Elite Finals AFC Asian U17 Cup UIM E1 World Championship (boat racing) Islamic Solidarity Games Saudi Games The Saudi Cup UFC Night Fight WWE Premium Live Event 	<ul style="list-style-type: none"> Esports World Cup
UAE	<ul style="list-style-type: none"> F1 Grand Prix Abu Dhabi DP World Tour Championships 2025 Golf Championship Dubai World Cup 2025 (horse racing) 2025 EuroLeague Final Four 	<ul style="list-style-type: none"> Mubadala Abu Dhabi Open WTA-500 Dubai Duty Free Tennis Championships ATP-500 	<ul style="list-style-type: none"> Dubai eSports and Games Festival
Bahrain	<ul style="list-style-type: none"> F1 Grand Prix Bahrain Bahrain ATP Challenge Asian Youth Games FIBA 3x3 World Tour Final 	<ul style="list-style-type: none"> Bahrain Turf Series (horse racing) 	
Kuwait	<ul style="list-style-type: none"> Arabian Gulf Cup 	<ul style="list-style-type: none"> Badminton Heros Cup 2025 Padel World Cup Pair 	
Oman	<ul style="list-style-type: none"> Oman Rally, GCC Beach Games 	<ul style="list-style-type: none"> Oman Marathon 2025 	

MediaTech Investment

Investment is expected to be more conservative in the year ahead

 Worldwide

MediaTech NET investment outlook at media and production companies



MediaTech Budgets

Fewer MediaTech organizations expect to see an increase in their spending in the year ahead compared to respondents last year.

Although NET investment has fallen by 14% points, a positive NET result still indicates that a greater number of respondents expect to see an increase in investment in the coming year than the number that anticipate a decrease.

Q. What is your organization's outlook for the overall business environment over the next year? (Media/production companies)

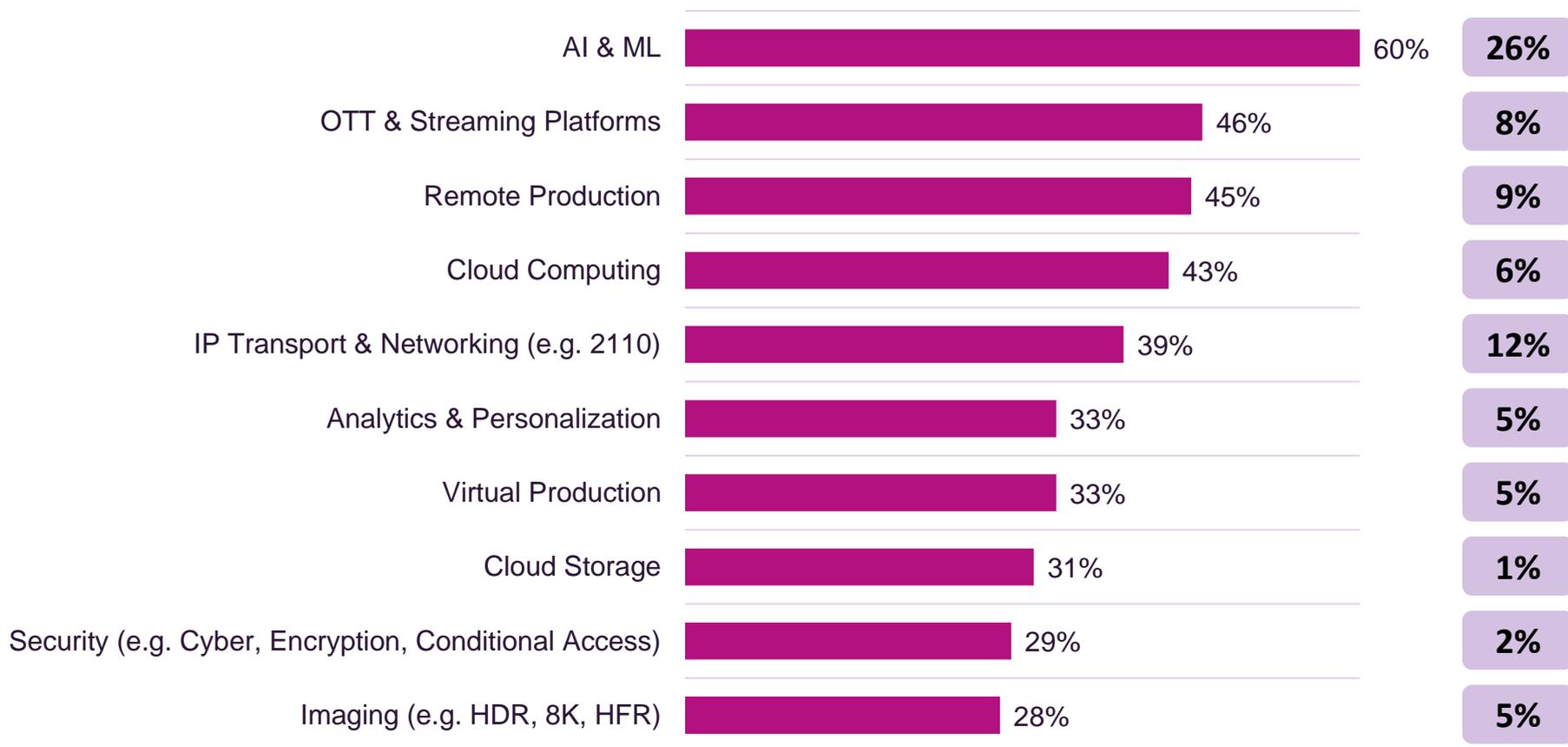
MediaTech Investment

AI continues to grow, maintaining its position as the main priority in tech roadmaps



Technology Roadmap Priorities (Top10)

Main Priority



Artificial Intelligence

AI & ML dominates as the top priority in technology roadmaps, followed by OTT & streaming platforms, remote production and cloud computing.

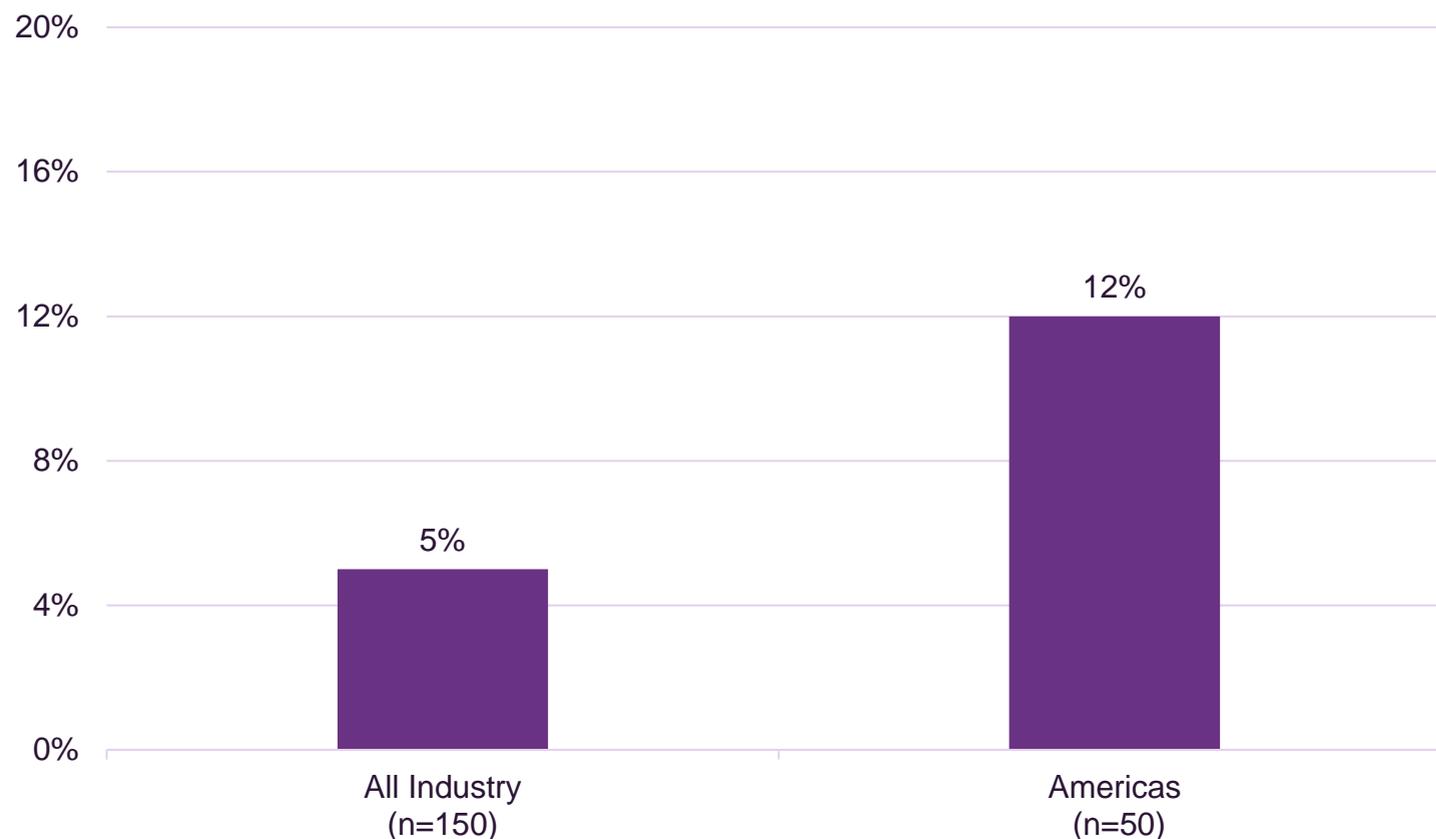
IP transport & networking ranks among the five most important trends in technology roadmaps. IP transport & networking ranks second when respondents were asked to pick only their main priority — this represented a third of all respondents that cited it as one of the most important technology trends.

Q. What are the most important trends in your organization's technology roadmap? (n=150)

MediaTech Investment

Content authenticity gaining traction in Americas despite low global priority

Provenance & Authenticity in organizations' technology roadmaps (2025 YTD)



Q. What are the most important trends in your organization's technology roadmap?

Sources: IABM

Survey Update

“Provenance & Authenticity” is a new technology roadmap trend introduced into the IABM Industry Tracker Survey in 2025 in response to increased interest in the topic from the industry.

Combating Misinformation

The advancements in generative AI content creation and wider circulation of synthetic content in mainstream media and social platforms presents an increased need to verify the provenance and authenticity of content both when creating and viewing media.

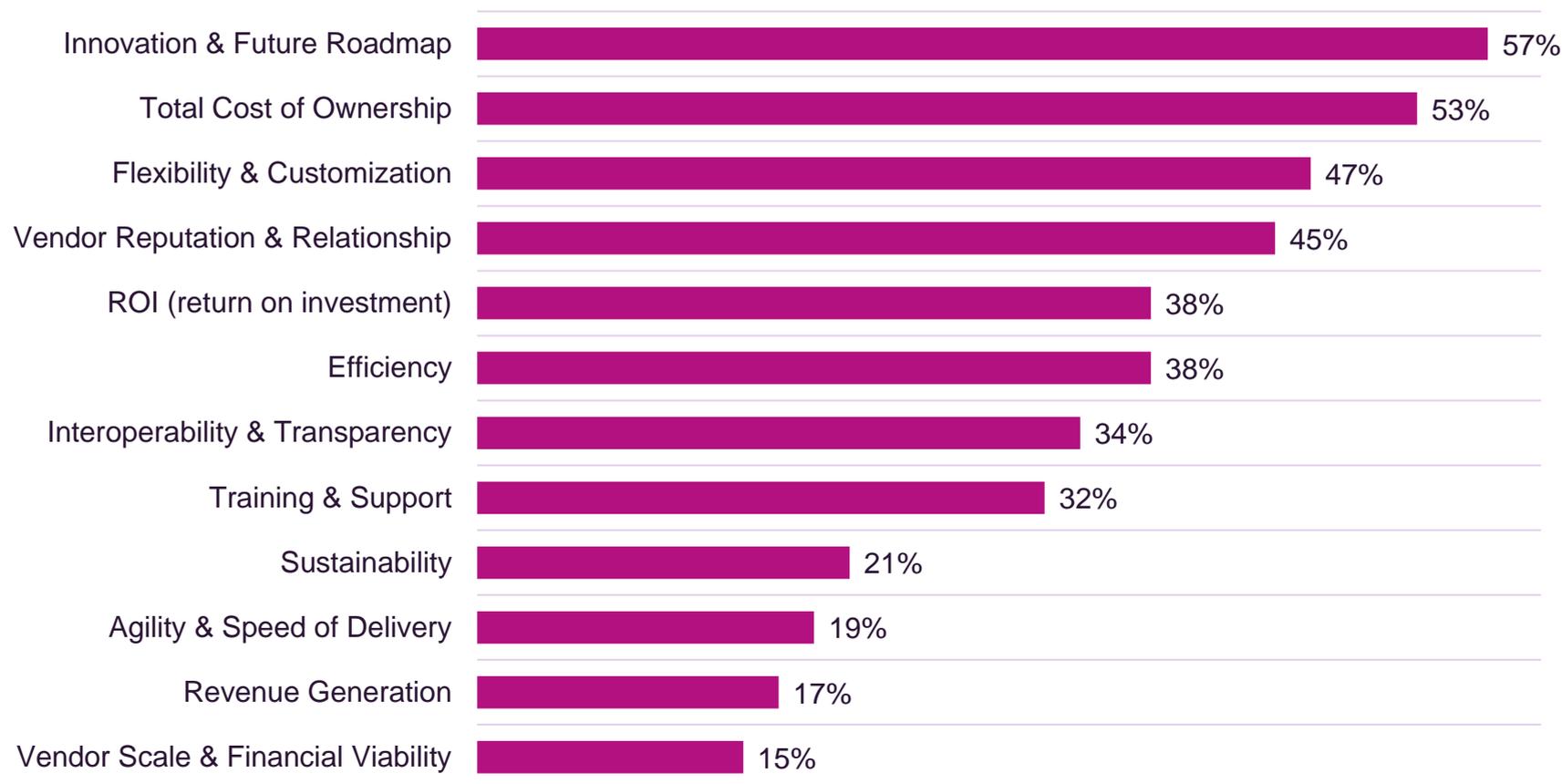
MediaTech Investment

Innovation and future roadmap remains the most important investment driver



Media/Production Companies

Technology Purchasing Factors



Innovation & Future Roadmap

Future technology roadmap, total cost of ownership, customization, and vendor reputation continue to be the primary investment drivers for MediaTech End-Users.

In contrast to 2024, when efficiency ranked among the top three factors, media technology buyers now place somewhat less emphasis on this aspect.

Q. In general, besides cost and technical specification, what are the most important factors that influence your decision to purchase media technology products and services? (media/production companies, n=47)

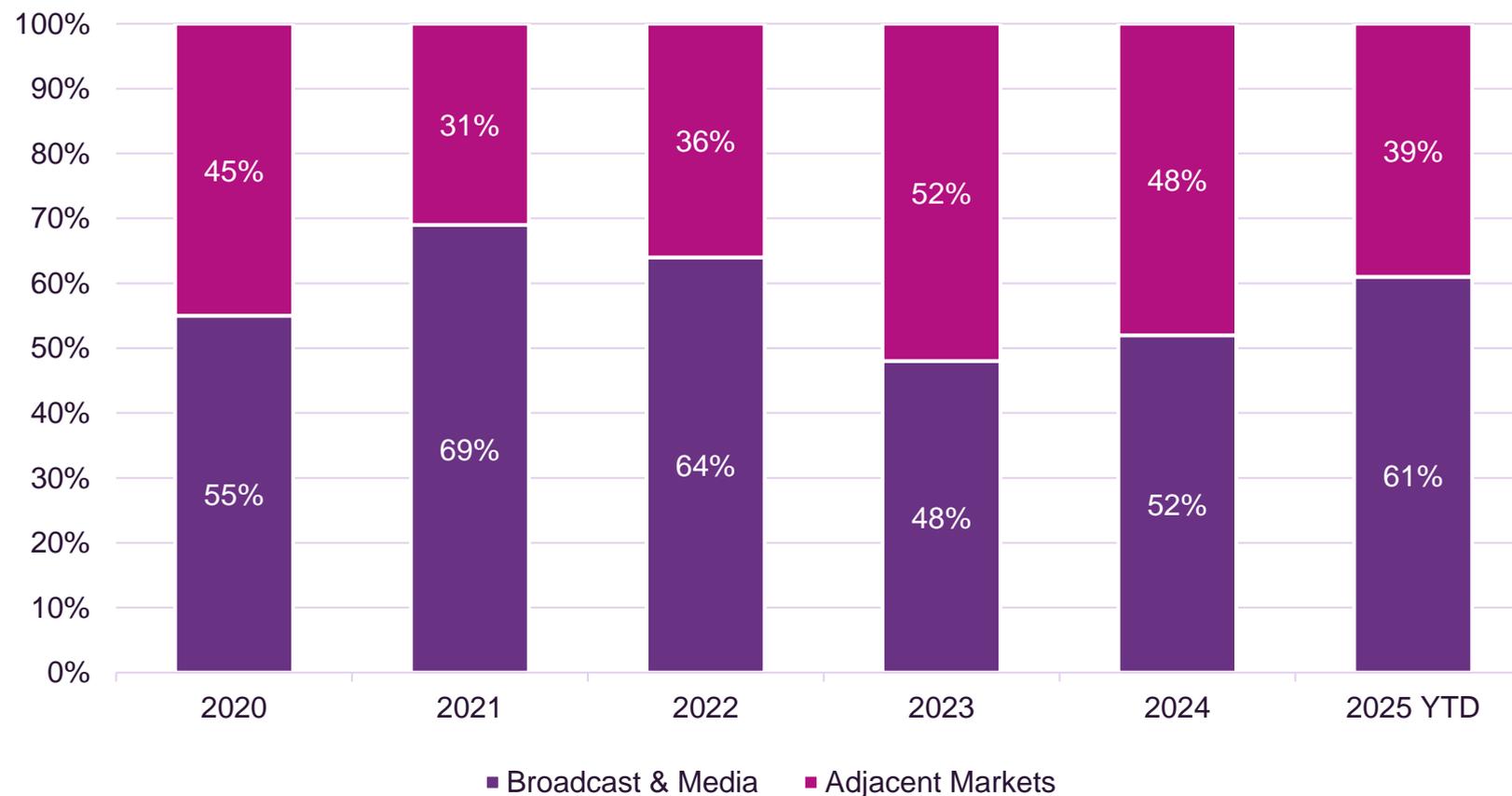
MediaTech Business Models

Broadcast & media business improves while parallel markets remain important



Media Technology Vendors

Average % share of MediaTech supplier revenues by source



Broadcast

Following a recent shift in revenue source towards parallel markets in 2023, broadcast & media reclaims a greater share of supplier's revenues in 2025 YTD

Parallel Markets

Parallel markets, such as corporate, government, and education represent new revenue generation opportunities, while the increase in share of broadcast & media revenue share reflects improving market health.

Q. What percentage of your company's revenues are derived from sales to broadcast and media customer types (broadcasters, streaming platforms etc.)? (media technology vendors, n=62)

Middle East – Business Transformation

Social media is driving convergence with Broadcast AV, enabling story-centric production

MediaTech buyer in an IABM interview

***Social media** in general is **democratized**. The whole content, the delivery of content and the production of it is something that we are heading to, even the **news content itself**. For example, one of our most successful products is focusing on the local humanized story, which is a simple and focused product currently concentrating on Gaza, Syria and Sudan. We are just **contacting someone from these regions, using an iPhone**. It's someone who is talking about their experience. **We just care about the story**. We just add some minimal graphics and subtitles and we share it [on social media]. **The simplicity** of these stories creates a **connection with the audience**. We received tens of millions of views for these stories. We have tried to even tell people to share their stories and send them to us.*

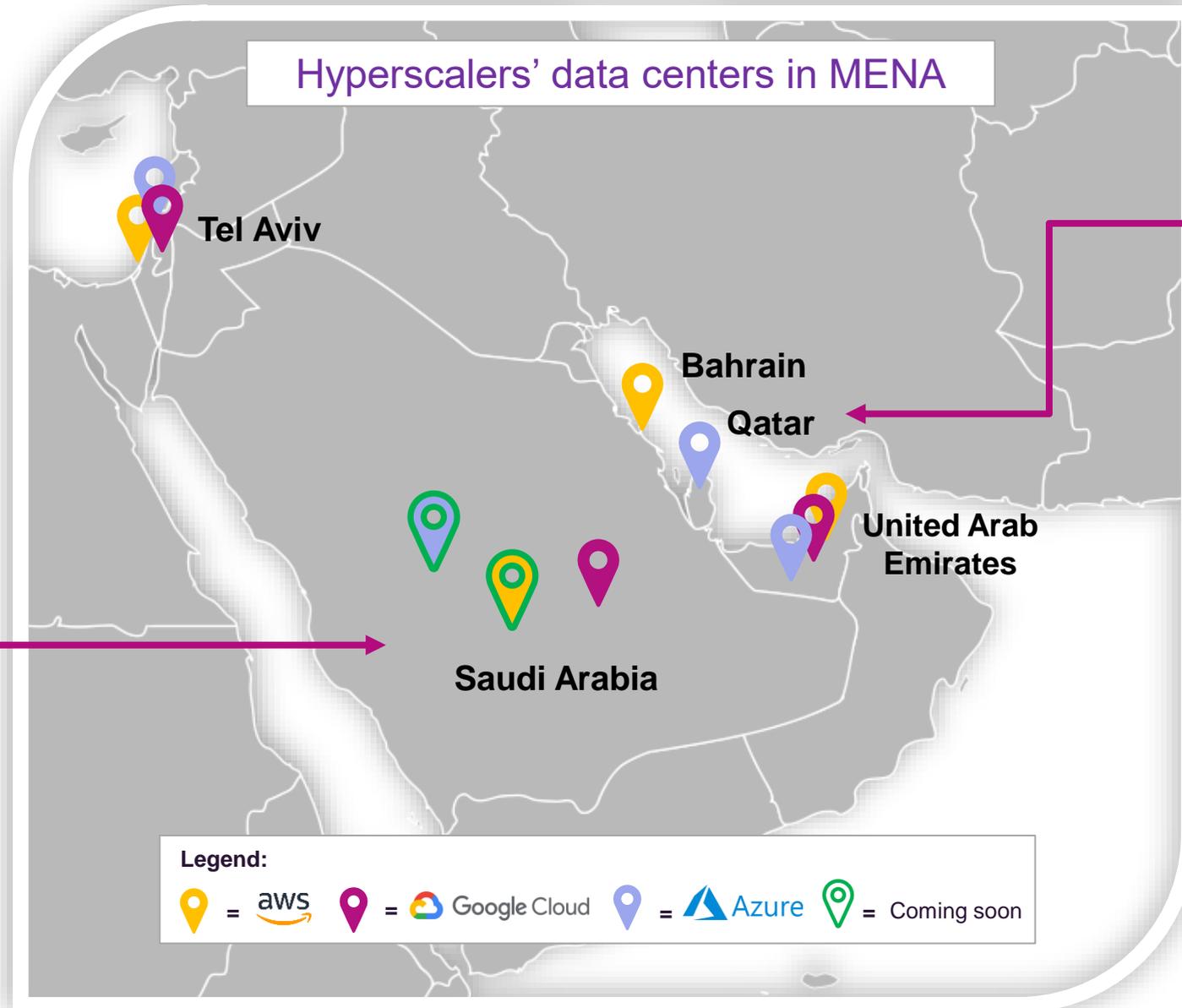
Public service broadcaster
Middle East
(February 2025)

MediaTech Investment - MENA

Saudi Vision 2030 is inducing investment in MediaTech, but elsewhere investment remains flat

The Saudi Vision 2030 is aiming to expand local content production and invest in new cloud infrastructure. In 2026, AWS and Microsoft will open new data centers in Saudi Arabia.

In 2024, the Saudi government announced that it will cease granting any government contracts to media companies headquartered in any other Middle Eastern country, inducing relocation to the KSA.



In Q1 2025, Media City Qatar in Doha announced that it had reached over 100 company registrations ahead of Web Summit Qatar 2025. It also signed an MoU with Huawei to develop a cloud-driven state-of-the-art smart media campus.

MediaTech Investment - MENA

The adoption of Cloud and IP is picking up slowly amid challenges related to OpEx model

Cloud and IP adoption – Drivers vs. constraints



New organizations: New organizations who are building new facilities or upgrading existing ones are evaluating the adoption of IP and cloud.



Backup: Cloud is already being used for backup, content archives (media, education), disaster recovery or as a spin off for temporary playout channels.



Successful use cases: Nearly all media companies building a new facility are pushing the adoption of IP, especially SMPTE ST 2110 and have confidence in IP, driven by many successful implementations in MENA.



Last mile connectivity: Cloud connectivity is still not good enough for using very high-end, high-bandwidth applications or to transfer high-end video. If available, the last mile is still expensive in many areas.



Fixed budgeting cycles: OpEx model remains a major constraint especially for major media companies, which are government-owned, because they have a certain fixed budget to be spent each year, instead of distributing the OpEx cost to several budgeting years.

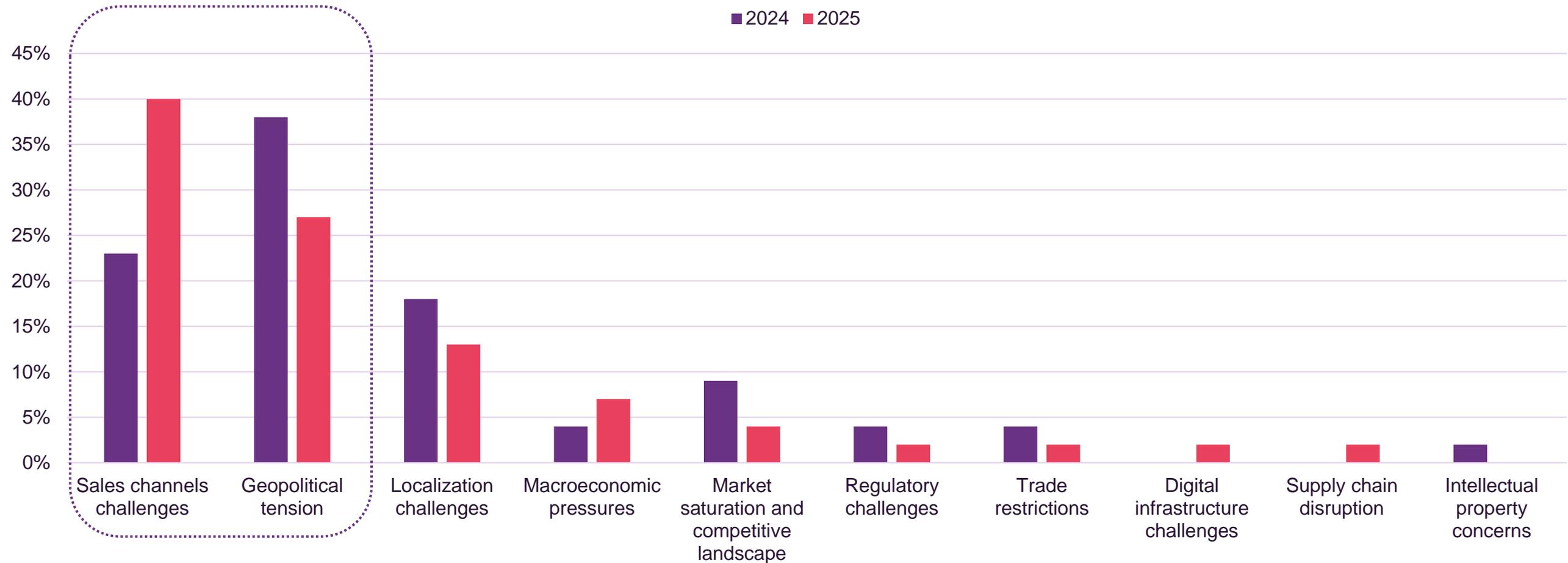


Skill gap: The lack of skillsets, engineers' fear and resistance to adopt IP is slowing down the adoption.

Challenges - MENA

Sales channel challenges have become a primary barrier to business growth in the Middle East

Regional barriers to growth in the Middle East



Q. What is the major regional barrier to the growth of your business in each of the regions where your company operates? (All industry, Middle East 2024 n=56, 2025 n=45)

Key takeaways – MENA

Despite MediaTech investment remains flat, the on-going shift to OTT induces optimism



Profitability (OTT)

Media businesses are moving to OTT to attract younger audiences and to diversify revenue streams, enabling new business models. This is accelerating the development of AdTech market, empowering SMEs and smaller brands.



Transformation (Social Media)

Social Media is emerging as the new mainstream channel to watch live news, drama as well as short UGC content.



Agility (Live Sports)

Agility enabled by the tech infrastructure allows media businesses to respond to rapidly changing environment and competition. Major sporting events require technology that enables agility and scalability during peaks in traffic.

Online Resources



Scan to access
MediaTech Vantage
and download BIU
Reports – Members
Only



Scan to find out more
about IABM
Membership



UpStream

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Global Trends in Enterprise AV Investments and Middle East Market Perspectives

Dan Goldstein, Chief Product Officer - AVIXA



AVIXA

**Audiovisual and Integrated Experience
Association**

Defining the Pro AV value chain

Tier 0 Direct

Manufacturers that sell directly to end users, without intermediaries such as resellers, distributors, or integrators.

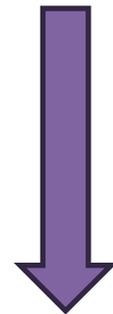
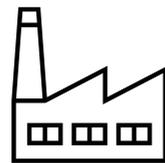
Tier 1 Resale

Manufacturers that sell to systems integrators or resellers, who in turn sell to end users. This is typically a direct relationship between manufacturers and integrators, though may also include distributors serving as resellers to end-users.

Tier 2 Distributor-based

Manufacturers that sell to distributors or resellers. The products then get passed around, sold one or more times through various channels, and eventually get purchased by the end user.

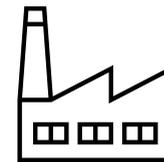
Tier 0 Manufacturer



End User



Tier 1 Manufacturer



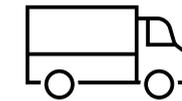
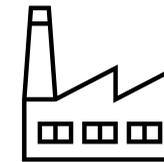
Reseller/Integrator



End User



Tier 2 Manufacturer



Distributor



Reseller/Integrator

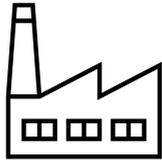


End User



Data for each stage of the value chain

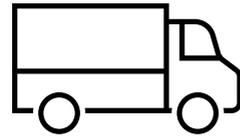
Manufacturer



Product volume, price & growth

Manufacturers require TAM data to benchmark performance with indication of areas of growth/decline.

Distributor



Projects & solution trends

Distributors look at how products are bundled and who the customers are, also with an eye on TAM.

Reseller/Integrator



Projects & solution trends

Integrators need to understand what specific end-users need and want, with focus on solutions and mix.

End User



Business/organization needs

End user are the source of demand and want to understand options.

What macro trends will affect industry growth and how will they impact solutions and spaces?
MACRO ECONOMIC TREND ANALYSIS (META)

What solutions (products & services) and spaces do end users plan to invest in in the next quarter:
MARKET OPPORTUNITY ANALYSIS REPORT (MOAR)

Source

Source

How will economic, technology, industry & solution trends affect products now and in five years:
INDUSTRY OUTLOOK AND TRENDS ANALYSIS (IOTA)

Offices and experiences are key drivers.

The bulk of the post-COVID recovery is over, which turns attention to the new norms.

Hybrid offices are the norm.



Pro AV's biggest vertical market was threatened by the possibility of full remote working. Today, Pro AV serves the hybrid future. End users' increased confidence in long-term norms is unlocking spending, as is the early refresh cycle of pandemic projects.

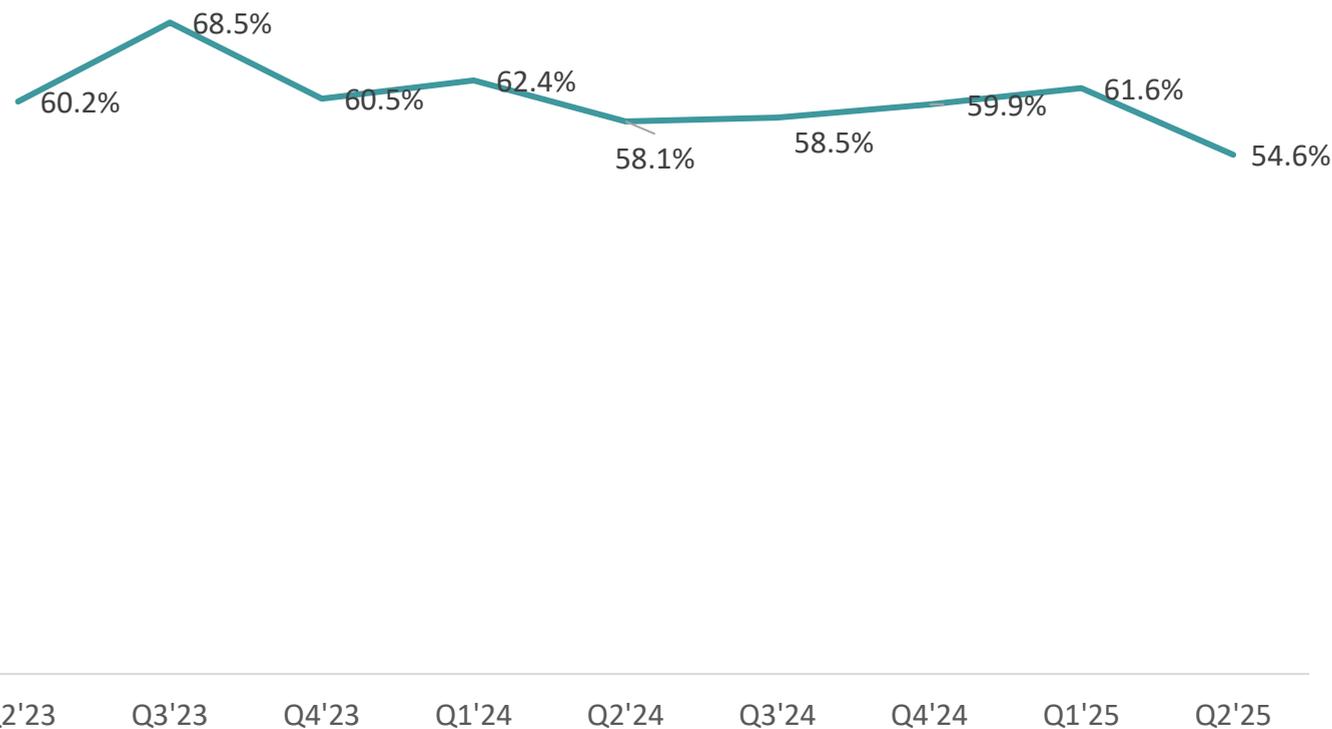
The experience economy is back.



In the 2010s, the rise of the experience economy drove major Pro AV revenue. The pandemic halted that trend completely—but now it's back. This is a long-term trend that will drive revenue gains for years to come.

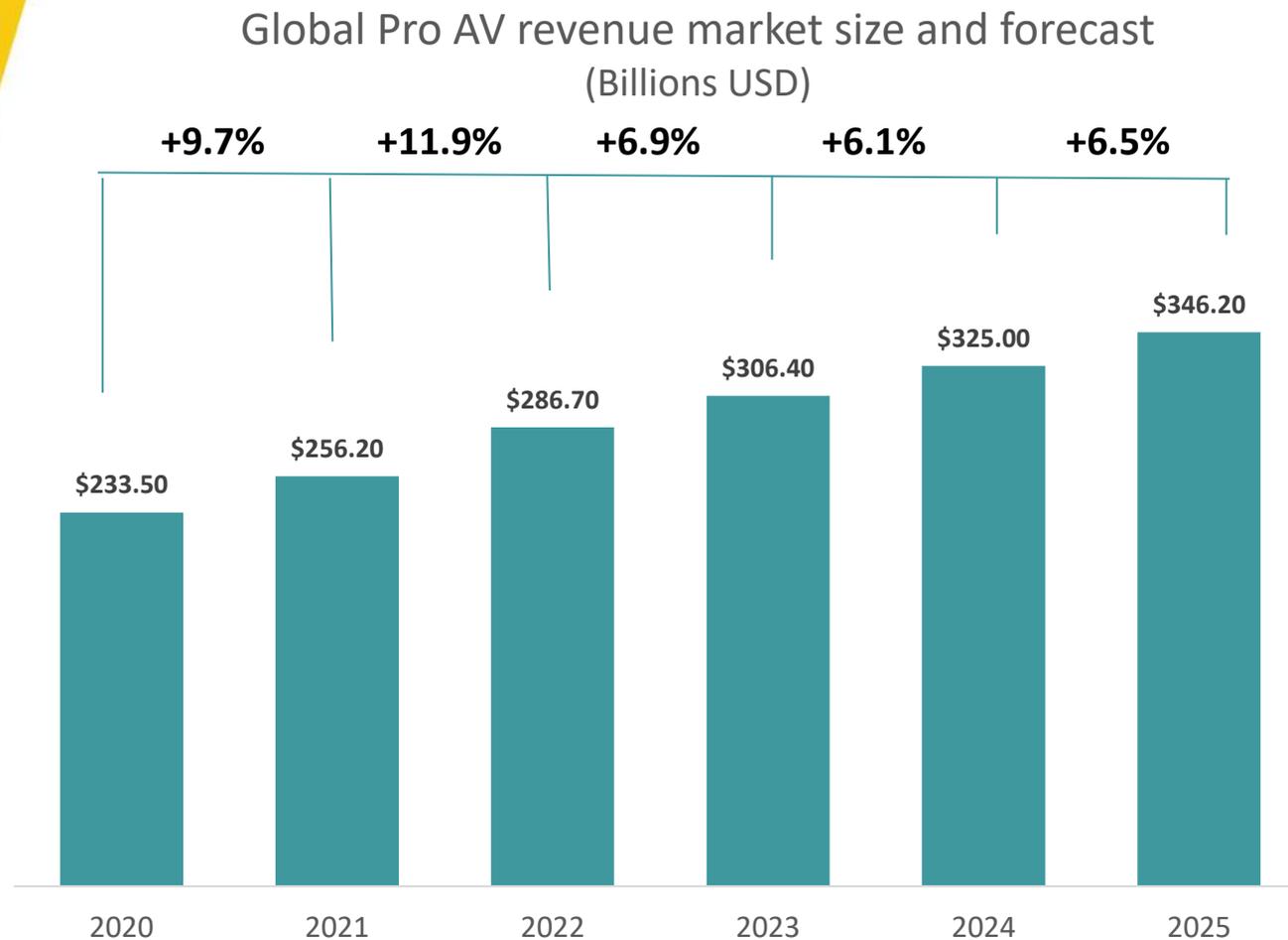
Economic uncertainty is a headwind.

Quarterly share of respondents who expect a budget increase compared to the same quarter in the previous year.



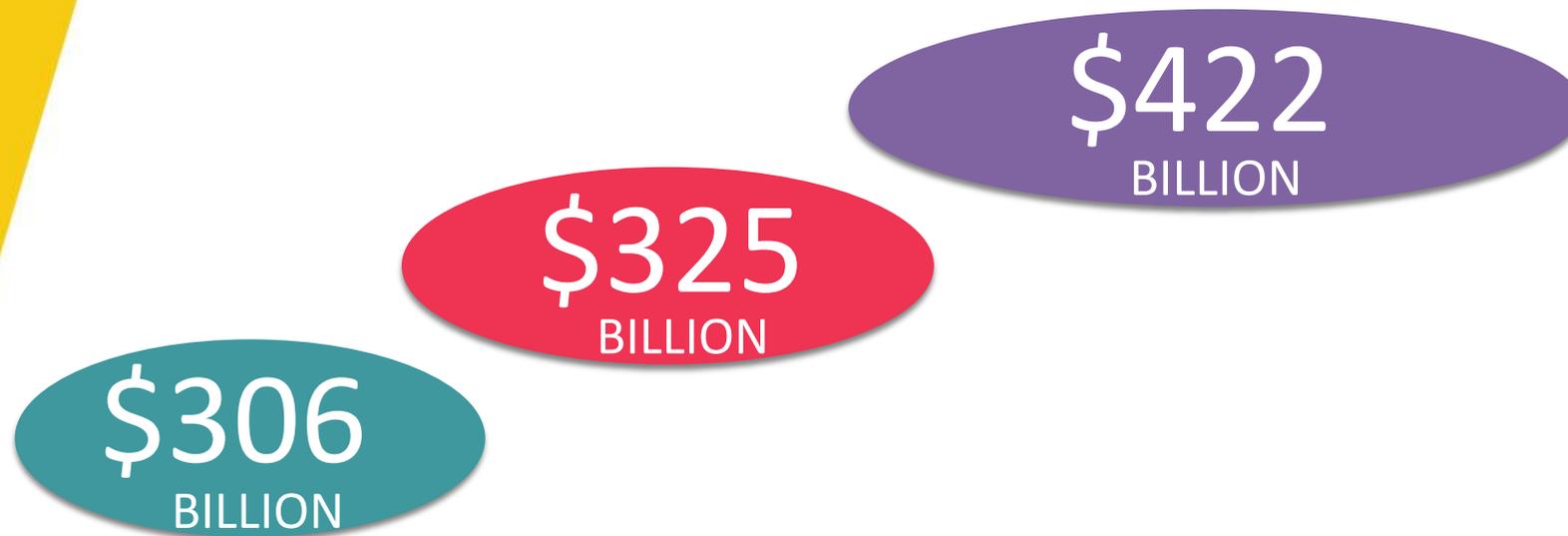
- ✓ The 2Q25 MOAR highlights that the cycle is expected to continue through the first half of the year.
- ✓ In addition to the weakness in corporate and education already present in late 2024, tariffs are adding to uncertainty.
- ✓ In the office market RTO, hybrid, and remote scenarios are still playing out.
- ✓ **One bright spot is Live Events where expansion and some replacement cycles are beginning to become evident.**

Short-term outlook: challenged by fence-sitting.



- ✓ The initial phase of recovery was somewhat slow relative to the massive decline of 2020 and was driven by conferencing and learning solutions.
- ✓ Peak growth occurred in 2022, as demand surged and the supply chain was strained.
- ✓ The pace of growth slowed in 2023, as demand normalized, supply rebounded, and prices dropped.
- ✓ Growth was expected to bottom out in 2024, with stronger economics in 2025.
- ✓ The current outlook of 6.5% is now challenged, due to stronger headwinds and customer hedging.
- ✓ The industry must pivot to long-term engine of growth – **venues, entertainment, and broadcast AV**

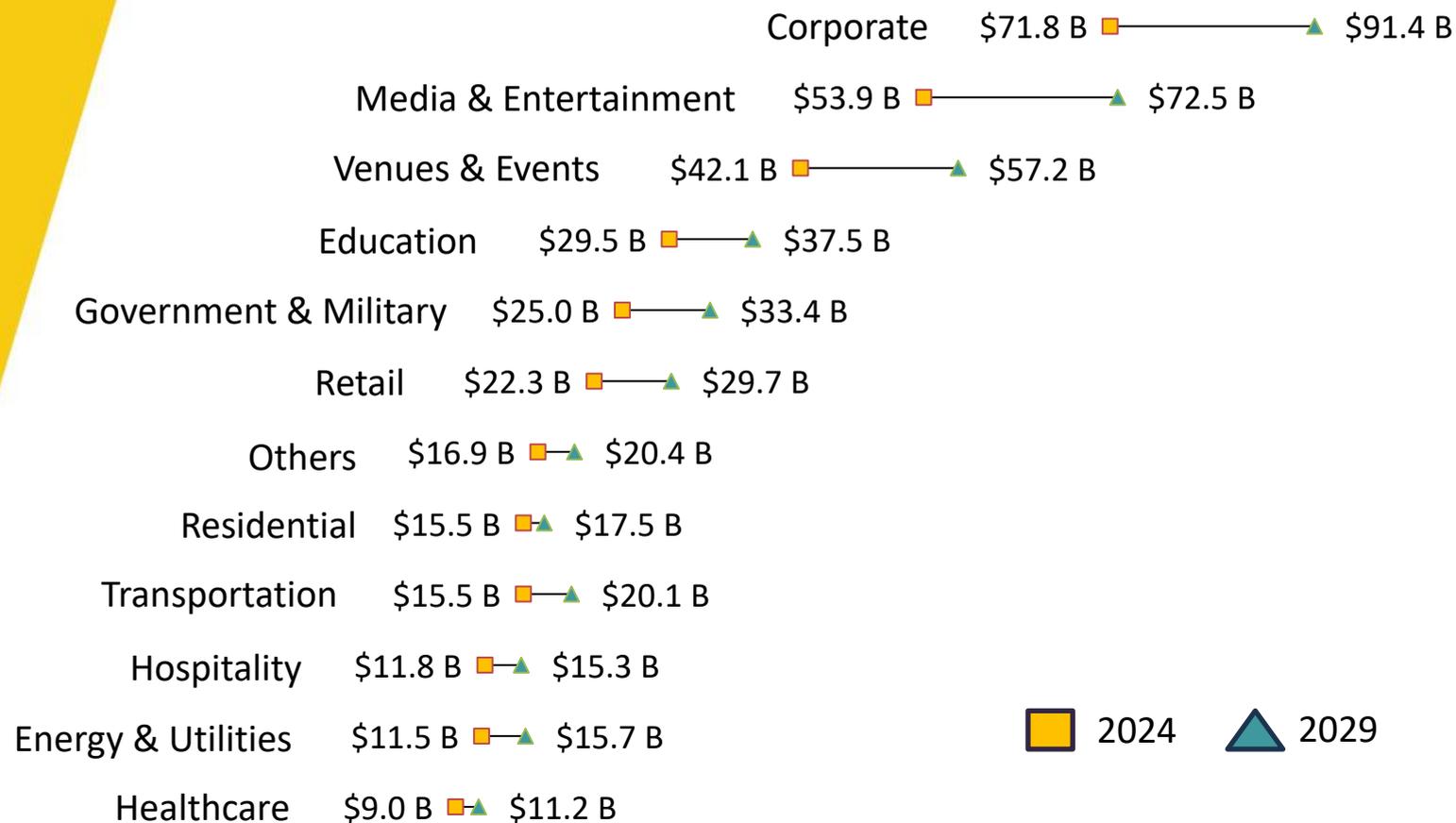
Mid-term outlook: consistent, measured growth.



- Pro AV market growth was expected to bounce back in 2025, after dropping from **6.9%** to **6.1%**.
- 2024 forecasts show **\$98Bn** added over 5 years, a **5.35%** CAGR.
- Tariffs are expected to dampen growth in the revised forecast.
- Pro AV is in transition, away from pandemic recovery to new engines of growth driven by experiences.
- AI is here but it's early!

\$90 Billion Corporate Pro AV market by 2029.

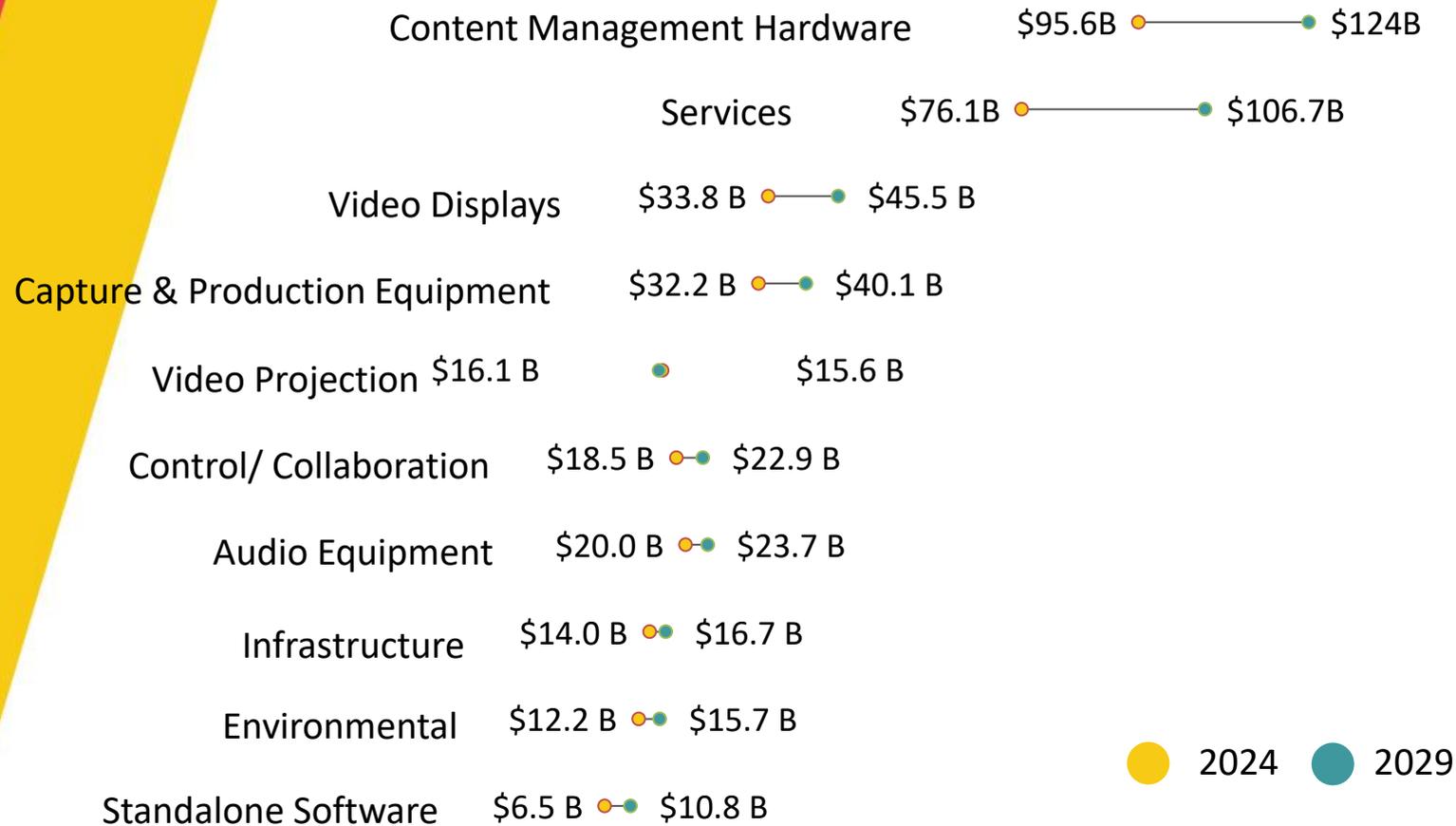
Media & Events remain strong, Transportation and Energy & Utility segments continue to expand.



- ✔ Corporate is the first segment on a path to achieve a \$90Bn market fueled by Conferencing and Collaboration for hybrid offices and new construction, as well as expanding Content Capture and Production, and Security, Surveillance and Safety.
- ✔ The return of Live Events and new technology for immersive AV experiences are driving Venues and Events towards a \$57Bn market.
- ✔ Reduction in government Education initiatives for AV technology will cause a slower growth from the segment.
- ✔ Energy & Utilities and Transportation will increase in scale, surpassing Hospitality and Residential, respectively. Utility control rooms and Transportation hub overhauls are driving AV investment.

Hardware volume & services remain primary.

Product sectors appear in three tiers: Content Hardware/Services; Video Displays/Capture; and everything else



- ✔ Led by Media Servers, Content Management Hardware will see above average growth at scale. The market is moving video workflows to cloud-based functionality, but there's still strong demand for on-premise hardware.
- ✔ The demand for Services continues to expand, encompassing integration, installation and cloud, as well as a healthy managed services and maintenance market, growing at 11% year over year.
- ✔ With the dynamics of market saturation in LED displays and new use cases in transportation and public spaces, Video Displays are likely to hold position as the third largest product segment.
- ✔ Capture & Production Equipment is expanding to encompass virtual production and new use cases in corporate, suggesting a solid trajectory.
- ✔ Control & Collaboration, still a lead solution area, is decelerating in post pandemic adoption.

MENA is a thriving Pro AV market.

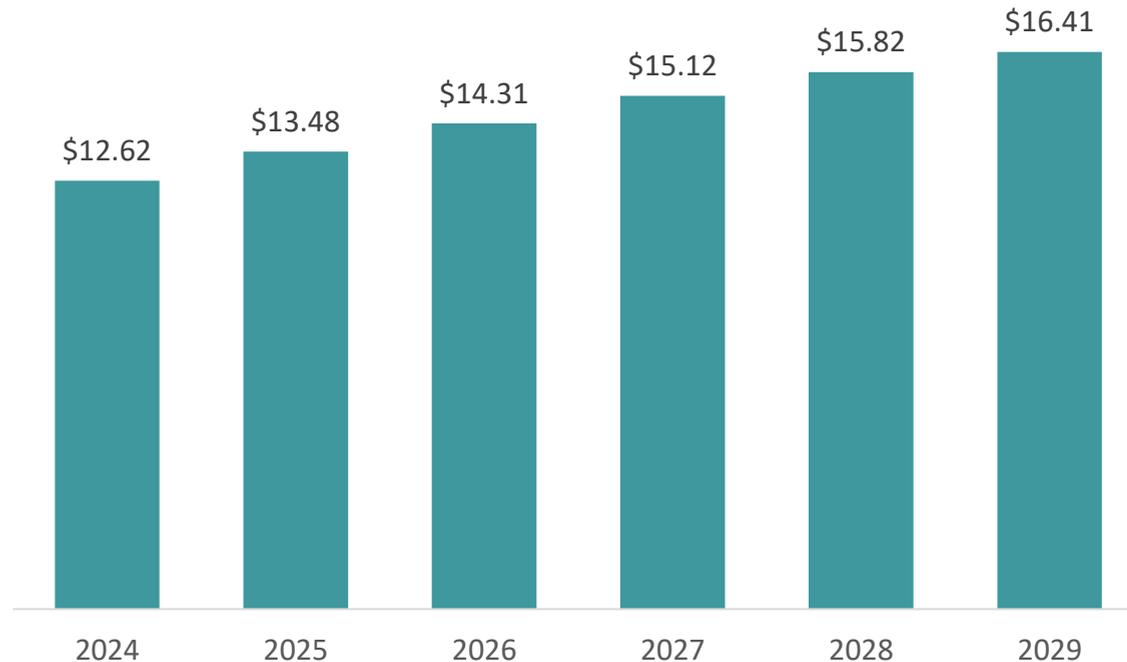
Robust growth: The compound annual growth for Pro AV in the sub-region is expected to be 5.4% over the next 5 years, on par with the global average.

Application diversity: While conferencing is the largest area of spending, security and live events are prominent.

Software adoption: Plug-and-play solutions will take Pro AV to a new layer of customers.

Vertical variety: Multinational corporations, media/entertainment, and venues are leading Pro AV equipment buyers.

Annual Pro AV Revenues (\$B)



Includes: Algeria, Bahrain, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Sudan, Syria, Tunisia, United Arab Emirates, and Yemen.

Source: AVIXA 2024 IOTA

Experiences drive each buyer segment.

In which of the following spaces does your company plan to make AV upgrades this quarter?

Space	Corporate	% Planning Upgrade
Boardrooms/Group Collab Spaces		39.0%
Individual Work Spaces		36.1%
Control Rooms		35.6%
Classrooms/Corp Training Facilities		33.4%
AV Production Rooms for Broadcast		32.9%

Space	Venues/Entertainment	% Planning Upgrade
AV Production Rooms for Broadcast		30.4%
Individual Work Spaces		30.4%
Classrooms/Corp Training Facilities		26.1%
Large Group Presentation/Auditoriums		24.6%
Waiting Areas/Lobbies		24.6%

Space	Government	% Planning Upgrade
Control Rooms		40.2%
Boardrooms/Group Collab Spaces		35.1%
Classrooms/Corp Training Facilities		29.9%
Individual Work Spaces		26.8%
Large Group Presentation/Auditoriums		22.7%

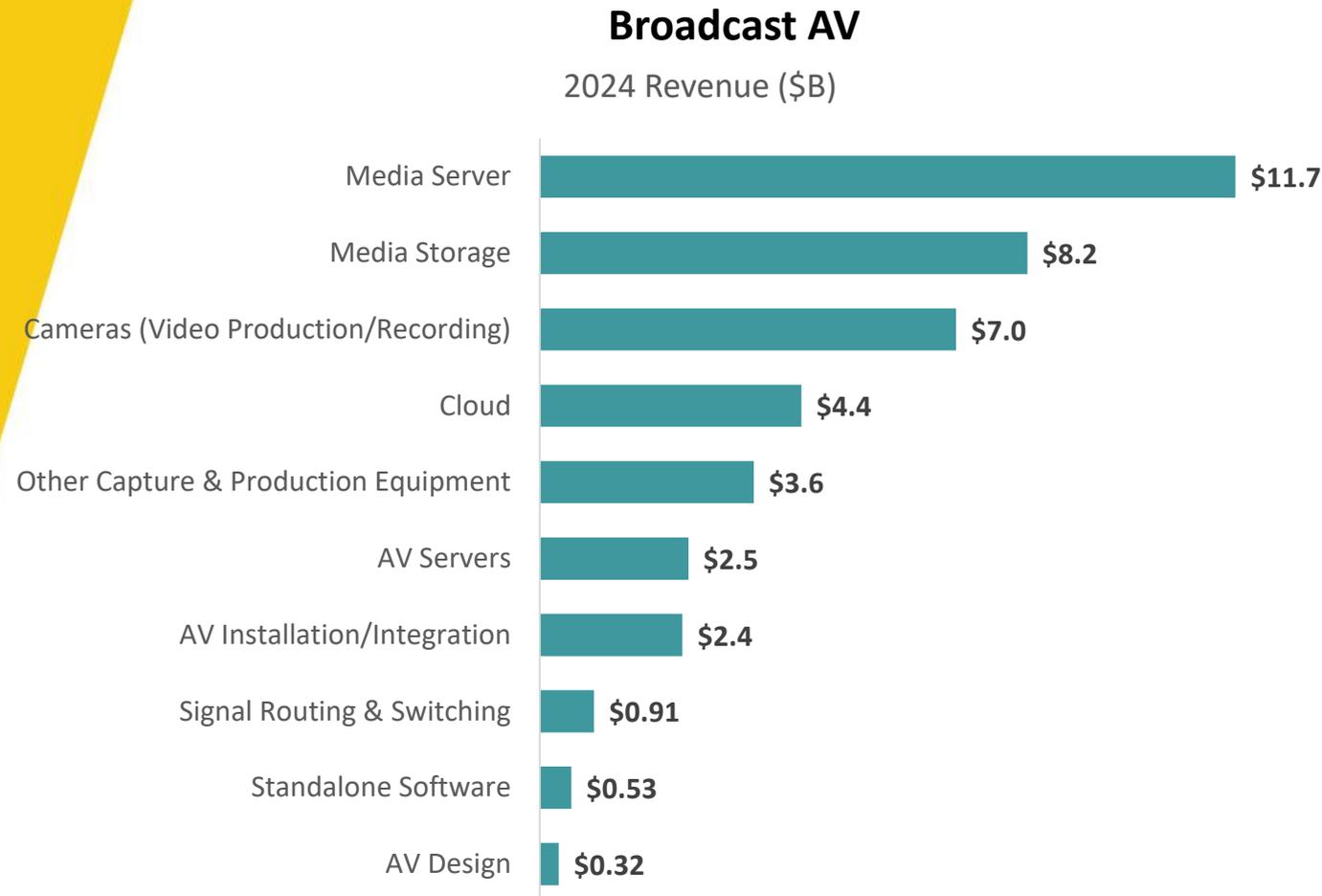
Space	Education	% Planning Upgrade
Classrooms/Corp Training Facilities		57.3%
Boardrooms/Group Collab Spaces		36.0%
Large Group Presentation/Auditoriums		27.0%
Individual Work Spaces		24.2%
Waiting Areas/Lobbies		19.1%

Space	Hospitality	% Planning Upgrade
Restaurants/Bars		40.7%
Waiting Areas/Lobbies		28.4%
Dining Facilities		25.9%
Boardrooms/Group Collab Spaces		24.7%
Control Rooms		23.5%

Space	Retail	% Planning Upgrade
Individual Work Spaces		36.0%
Retail Salesfloors		36.0%
Boardrooms/Group Collab Spaces		35.3%
AV Production Rooms for Broadcast		28.8%
Control Rooms		28.8%

Broadcast AV: technology drill-down

New technologies are expanding applications from Media & Entertainment to Education, Corporate markets



- ✓ Growth is increasingly driven by the integration of new technologies, the advancing virtualization of video workflow processes, and the creation of digital content.
- ✓ 'Hybrid events', such as CEO Town Halls and product launches, mesh Live Events with Conferencing & Collaboration workflows.
- ✓ Virtual production solutions are expected to become widespread as they generate cost-savings for both live and pre-recorded content creation. Virtual production studios will become increasingly common in large to mid-sized corporations and higher-education institutions.



Thank you!

Reach out to me at:
dgoldstein@avixa.org



UpStream

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**Broadcast AV: Navigating the New Demands,
Across Enterprise, Education, and Healthcare**

**Girish Narayanan, Founder and Managing Director
- Granteq**



“Make it look like I’m on CNN.”

GIRISH NARAYANAN, MANAGING DIRECTOR, GRANTEQ



GIRISH NARAYANAN, MANAGING DIRECTOR, GRANTEQ



GIRISH NARAYANAN, MANAGING DIRECTOR, GRANTEQ



THE NEW REALITY

GIRISH NARAYANAN, MANAGING DIRECTOR, GRANTEQ



Why does a pharmaceutical company need a TV studio?

GIRISH NARAYANAN, MANAGING DIRECTOR, GRANTEQ



From CEO messages to live events –
all done in-house.

GIRISH NARAYANAN, MANAGING DIRECTOR, GRANTEQ



Hybrid learning demands broadcast-quality AV

GIRISH NARAYANAN, MANAGING DIRECTOR, GRANTEQ



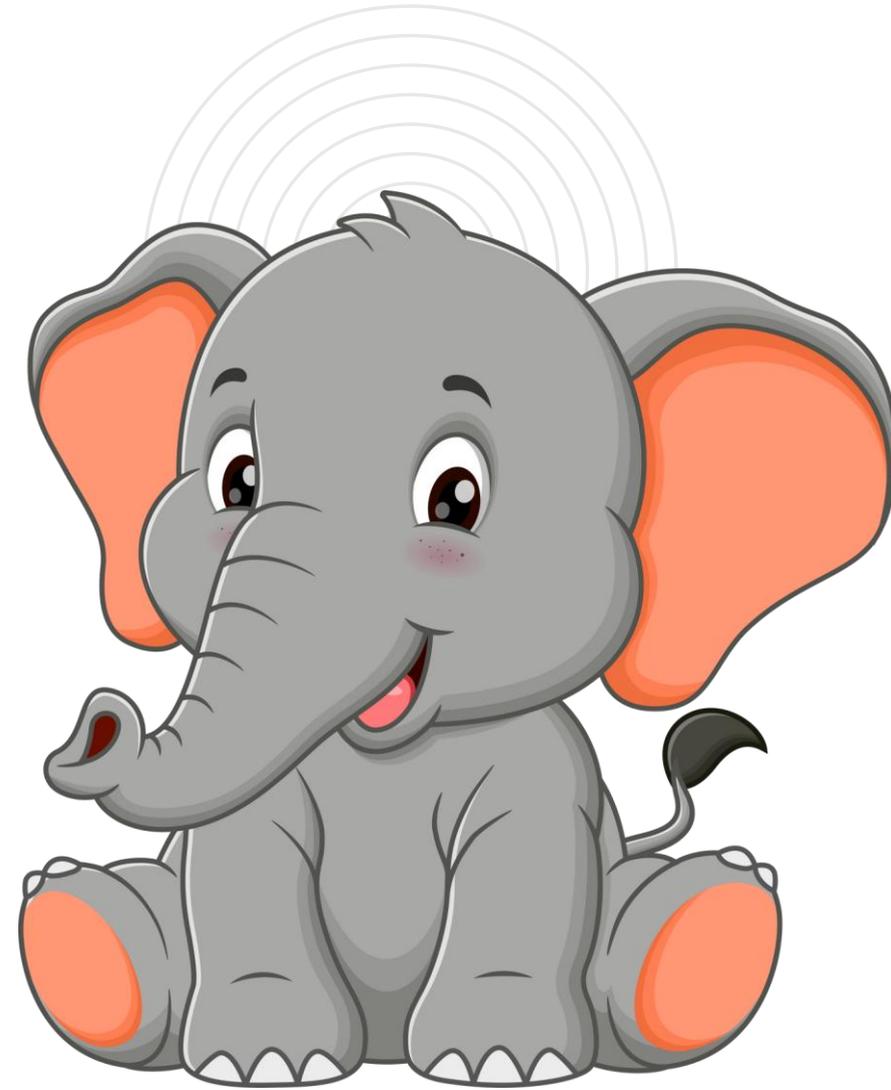
Healthcare is embracing broadcast
tech for training and telemedicine.

GIRISH NARAYANAN, MANAGING DIRECTOR, GRANTEQ



New AV demands. What's next?

GIRISH NARAYANAN, MANAGING DIRECTOR, GRANTEQ

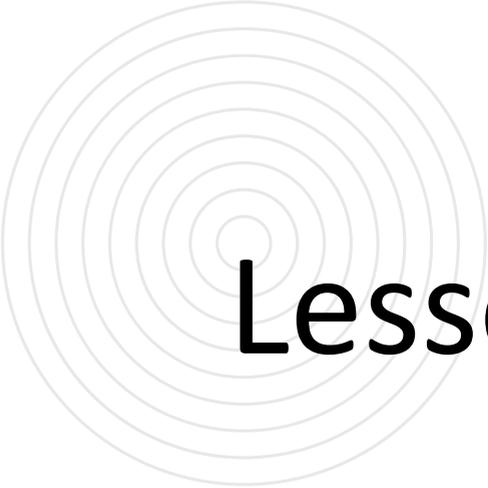


GIRISH NARAYANAN, MANAGING DIRECTOR, GRANTEQ



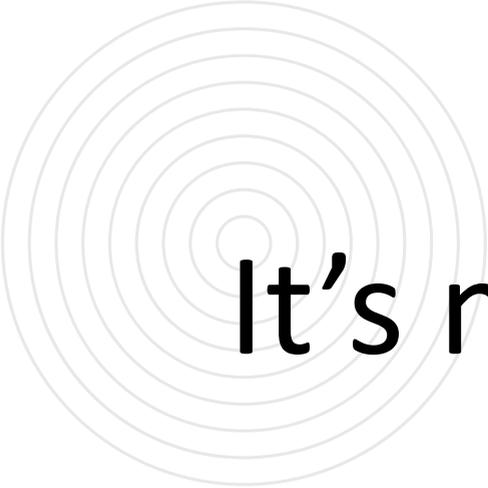
GIRISH NARAYANAN, MANAGING DIRECTOR, GRANTEQ

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Lessons Learned

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It's not just about the gear.

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Invest in your team's skills and
change management.

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Potential risks and disruptors

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Great AV isn't about screens and
speakers, it's about connecting
people

GIRISH NARAYANAN, MANAGING DIRECTOR, GRANTEQ



THANK YOU

GIRISH NARAYANAN, MANAGING DIRECTOR, GRANTEQ



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**Panel: The end-user impact of investing in
Broadcast AV**



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Thank you!

