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CTO Office update

July 2025

IABM CTO office

The IABM CTO Office supports our members across three key areas:

- IABM Technology & Trends Roadmap
- IABM Standards Work
- IABM Member Working Groups.

The CTO office is led by **Stan Moote**
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IABM Technology & Trends Roadmap

A unique industry offering, the IABM Technology & Trends Roadmap ties both end-users and vendors into a mutual understanding of the significant MediaTech ecosystem.

It provides a reference for IABM members to better understand where their company's products sit on the technology adoption curve and is used for both internal and external business development, product development and CTO strategy. It's also a great tool to assist with budgeting and project planning.

Contact Stan for more information
stan.moote@theiabm.org

IABM IABM Technology and Trends Roadmap – 2025

The IABM Technology and Trends Roadmap isn't just for industry technologists to use as a reference. IABM has discovered industry execs using it as a starting point for their keynote speeches: product line managers are using it to plot their own products; and corporate board members get a better understanding of where the company's products sit on the adoption curve, hence a better grasp or risks vs gross margins. This also assists marketing activities by giving an indication of how best to promote products within M&E and adjacent/vertical market areas.



Stan Moote
CTO, IABM

This year's update has seen some major changes in the major technology and trends groupings as the IABM Roadmap working group felt best to portray the condition of the various aspects of the industry. As

product or service. New areas still needed to be highlighted, which are not generative, hence keeping the focus on AI/ML in general.

Provenance is better understood when it comes to

Technology & Trends Roadmap



IABM Technology and Trends Roadmap®

A crucial reference for industry technologists: a starting point for keynote speeches, a plotting tool for product managers, and an indicator for marketing on how best to promote products within M&E and adjacent/vertical market areas.

View the roadmap members only

Infrastructure will be used, otherwise it will be local infrastructure. The same goes for storage.

Production
(Remote/Hybrid/LiDAR)

IABM CTO office (continued)

IABM member Working Groups

As the only global trade association for vendors, IABM Member Working Groups help with industry deadlocks and pain points, improving interoperability amongst vendors where end users want 'best of breed' solutions.

IABM Member Working Groups are a collaboration of IABM members and end-users, or in some cases restricted to IABM members only. The groups allow members to share common issues which are ultimately costing their organisations time and money across R&D and customer service. They also provide IABM members with direct access to have their voices heard with key industry groups, such as the AMWA, for example.

IABM Working Groups Include

- IABM Tariff Strategy Working Group
- IABM Control Plane Working Group
- IABM Pan Regional IP InterOp Group
- IABM Security & Vulnerability Working Group
- IABM Sub-title Working Group
- IABM SIM Farm Working Group

For more information or to join any of the IABM Working Groups contact Stan Moote:

stan.moote@theiabm.org



I've been involved with IABM since the 1990s and am now in my tenth year as a staff member. The pace of change in our industry today is exponential—far beyond what we saw just a decade ago. As a CTO, I thrive on innovation and transformation, and it's inspiring to see Saleha step into the CEO role with such purpose. She brings a rare combination of industry insight, member engagement, and personal drive that is already re-positioning IABM as a leading force in the evolving MediaTech landscape. With Saleha at the helm, I'm confident IABM and its members are well equipped to navigate and shape the future of our industry.



Stan Moote – CTO, IABM

IABM CTO office (continued)

IABM Standards & Industry Associations

IABM collaborates with the EBU, ABU, NABA, DTG, SVG, HPA, TBA, SMPTE, AES, MOS, Movie Labs, EmmyTech, AMWA, AIMS, VSF Greening of Screening, ATSC, UHD Alliance/Ultra HD Forum, SBE to name a few.

The CTO team attend key industry groups and meetings to represent and inform IABM members (especially those who don't have time to attend themselves) with timely and effective information exchange for collaboration between MediaTech vendors and standards organisations. IABM also has special permission from SMPTE and AES to publish executive reports and summaries for our members.

Additional Policies and Standards and Industry Associations affecting members include:

- SMPTE & AES Technology Committees
- EMC and Standards
- Made in China 2025 (MIC2025)

More information is available through the IABM Standards Monitoring Group (SMG) contact Stan Moote for more info: stan.moote@theiabm.org

Warner Bros. Discovery

IMSC-Rosetta: A new era for subtitle formats – bridging broadcasting and streaming

In the realm of media, delivering subtitles consistently across various platforms has posed challenges. Warner Bros. Discovery (WBD) identified the pressing need for an innovative subtitle format. This format should seamlessly suit both conventional TV broadcasts and contemporary streaming services. Historical subtitles have been fragmented, existing in diverse proprietary and generalized formats. However, none of these formats proved universally fitting for all content types and languages.



Rob Cranfield
Director Media Supply
Chain Technology, Warner
Bros. Discovery

In response, WBD partnered with Yella Umbrella, a company with proven extensive experience in subtitle formats and linguistic support going back over 30 years. Their joint endeavor aimed to create a fresh subtitle file format that resolves these complexities. After evaluating multiple options,

IMSC-Rosetta retains the full spectrum of features seen in alternative subtitle formats, encompassing color, outlines, boxing, and text placement. Its distinctiveness lies in its definitive construction, facilitating seamless translation across disparate formats and languages via the

IABM

Getting back in Control

How do you build a multi-vendor facility and implement a seamless control system? One capable of spanning local hardware, on-prem, off-prem and multi-cloud systems? This article looks at how IABM's Control Plane working group has been assisting with the Rapid Industry Solutions (RIS) effort within SMPTE called Catena. The working group's emphasis has had a clear focus to avoid the pitfalls that have aborted several control system standardization efforts over the last couple of decades.



Stan Moote
CTO, IABM

What are those pitfalls?

Standardizing a control system that was specifically designed for an existing product family in the hope that others will 'jump on board'

I have seen this approach a few times. Whilst it could work, the proponent is often reluctant or unwilling to modify it to encompass functionality that is identified by the group during standardization. Considerable effort is expended, but the project withers on the vine and the proponent finds something better to do.

Creating a control system standard in a Standards Committee

This approach gets input from a number of stakeholders, however, is incredibly slow! Some of the prime movers will leave over time. New people will join part-way through and argue that the work done should be turned around. Being new work, not field-tested, it may not gain traction with vendors who have their own systems.

Publishing a Control System Standard with no exposure to potential implementers

With something as complicated as a control system, it is important to encourage independent implementations before the documents are finally published. This allows modifications to be made and interoperability testing.

Extending a vendor's control system in a Standards Committee

The original vendor is often reluctant to expend energy on features that are needed to make the system generic if the vendor does not have need for those features within its product range.

Translators

This approach recognizes that there are many proprietary systems and writes custom protocol translators/convertors for all the vendor products in the system. This soon gets out of control - pardon the pun. It is a maintenance headache.

I have seen systems with dozens of translators mainly because "best-of-breed" products were wanted, each having a dissimilar control protocol/systems making both control and monitoring a nightmare.

Security and Vulnerability

Nobody ever caught a virus over RS-422 or over SDI (often jokingly, yet seriously referred to as Secure Digital Interface). The point-to-point nature of these interfaces served as an air-gap for content and control flows. Today these both travel over IP networks, and the bad actors out there have racked up plenty of victims with "network" as the attack vector. Simply adding in "IT-style" security doesn't work due to the instantaneous nature of control and monitoring within our industry.



The IABM's enhanced engagement strategy is clearly delivering, from high-value networking at our industry events, at CABSAT as a great example, to impactful thought leadership and member activities and voices amplification.



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