



iabm

connect | support | inform

IABM AGM Update

21 July 2025



connect | support | inform



Having been part of IABM's journey for the past 20 years, I've had the privilege of witnessing its growth, resilience, and transformation firsthand. Now, I'm genuinely excited to be part of the next chapter as we move forward under the inspiring and visionary leadership of Saleha Williams.

In today's rapidly evolving media technology landscape, this new direction is about more than just change—it's about staying ahead. IABM is becoming more relevant, agile, and impactful than ever, ensuring we continue to deliver real value to our members and create new opportunities for our talented team.

The future is bright, and I'm proud to be part of it.



Lucinda Meek – Chief Finance and Operations Officer, IABM

Contents

Introduction from IABM Chair	4	IABM Team update	16
IABM CEO update	5	IABM Skills & Development	20
IABM mission and forward strategy	7	IABM Business Intelligence Unit (BIU) ..	23
Our transformation	8	IABM CTO office	28
Results so far H1 2025	9	IABM Board Members 2025	32
IABM Impact™	10	What the industry is saying... ..	36



I can't quite believe it's been nearly three years with IABM, and what a journey it's been. This past year has felt truly transformative and deeply meaningful. I'm genuinely honoured (and excited!) to be stepping into the role of Global Head of Member Engagement and Growth, leading our brilliant MEG team across APAC, the Americas, and EMEA. Working alongside such passionate leadership, colleagues and engaged members has been a real privilege, and I'm so looking forward to what's ahead.



Ana-Claire Bernardes – Global Head IABM Member Engagement & Growth (MEG)



So impressive all the work done so far. We are so proud of being members of such a pushing forward reality and Saleha's mantra to drive change at every level in the industry. Her energy and commitment to innovation, sustainability, and ethical leadership completely resonate with Alpha Cogs' vision of what vendors and partners should strive for every single day. I can't wait to see what the future holds for IABM and Alpha Cogs.



Nicola Cogotti – CTO Alpha Cogs, EMEA

Introduction from IABM Chair



Josh Arensberg
IABM Chair

Welcome to the IABM AGM 2025.

Without a doubt, we are at a pivotal time in our industry and for IABM, as the industry continues to undergo significant disruption driven by IP, cloud adoption, AI, and a shift toward software-defined workflows, alongside geopolitical and economic challenges we are all experiencing globally.

Our members face immense pressure to innovate, reduce costs, find new revenue streams and possible new market expansion opportunities. But with challenge comes opportunity, and the last six months have seen the start of an ambitious transformation agenda led by our new CEO, Saleha Williams. With over 30 years of global experience across the technology vendor, services and software side, together with the end user media side, and driven by the IABM Members' Board mandate for change, Saleha's leadership has already brought a fresh perspective essential for navigating our rapidly changing broadcast technology landscape.

Saleha's vision and energy are exactly what IABM needs at this crucial time and I and the IABM Members' Board wholeheartedly support her bold transformation, which puts value creation for our members firmly at the heart of our forward vision and strategy. We are confident that this new direction, with IABM's mission firmly at the centre, will strengthen IABM's position as the industry's leading global voice, supporting our members as we all navigate these challenging yet opportunistic times.

I would like to express my thanks to the IABM Members' Board, the SVG and IABM members for re-electing me as Chair and I look forward to supporting Saleha and her team to drive IABM forward and proactively secure our future success

Josh Arensberg – Chair, IABM Board

IABM CEO update



Saleha Williams
IABM CEO

"Are you sure they want someone like me?"

It was my second response to Jeremy Burnell of JBA Associates, the executive head-hunter tasked with finding IABM a new CEO.

(For the record, my first response, having been an IABM member, presenter and partner since the inception of my career over 30 years ago, was "Thank you, I'm honoured you thought of me").

There has always been an enormous respect and fondness for IABM. Established nearly 50 years ago (we are 50 next year!), IABM has always been at the centre of the broadcast technology industry. Guided by previous leaders, to its highest member numbers, we became a significant voice in the industry and on a global scale.

However, when COVID-19 prevented IBC, NAB and other major trade shows from happening (for two years, if you recall), as with many of our members, the financial and economic impact on IABM itself was more than significant: four years on, the industry is indeed at an inflexion point, and so too is IABM. The industry is evolving; the way end-users buy broadcast technology products and services is changing. Technology is changing at an unprecedented rate, and all amid a challenging economic and geopolitical context that seems to shift by the day.

Change is hard. And it's not just about new leadership - it's about an organization that needs to change in order to survive, let alone thrive.

So, when I was asked to consider the CEO role, I was very clear, "If you want someone to keep things going the way they have been, I'm not that person. If you want someone who knows and loves this industry, who has the global experience, ability and passion to transform IABM and to lead our fantastic IABM talent team to continue IABM's impact on a truly global scale, then let's talk".

And so I was brought in with a clear mandate by the IABM Members' Board to transform IABM and modernize and revitalize the way we deliver member benefits and deliver positive impact for our members, our community and for the MediaTech industry and ecosystem.

Six months in, it has been intense, invigorating and inspirational. I would like to extend my special thanks to my IABM team, the SVG, and to you, our members, who have supported us as we embark on our transformation to ensure that IABM remains the pivotal voice and global community within the media technology ecosystem.

This AGM update outlines our key updates, achievements and strategic direction for IABM. We hear from our members, industry voices and the IABM team. We are just beginning, but with your support, I'm excited about the future.

Thank you.

Saleha Williams – CEO, IABM



connect | support | inform



IABM has been an integral part of Beam Dynamics' journey from startup to hyper-scale over the last 5 years. We've relied on IABM's resources at trade shows and events heavily throughout our journey and in several cases this has helped Beam acquire new enterprise customers and develop partnerships with other vendors. The recent transformation and renewed focus at IABM is further validating the ROI on our membership and participation.



David Kaszycki –CEO, Beam Dynamics, USA

IABM mission

IABM is the independent, international trade and business organization that connects, supports and informs the entire international media-tech ecosystem.

How we do it

- ✓ We help our members make sense of the digital transformation happening in the Broadcast, Media & Entertainment technology landscape, keeping the industry abreast of transformative media technologies, business and market trends and connecting media companies across the global MediaTech community.
- ✓ We are the trusted, effective and influential source for MediaTech business intelligence, standards and regulatory information, and skills development. We connect, share knowledge and promote collaboration.
- ✓ Everything we do is for the benefit of our members. We are neutral, independent and not for profit.

Our forward strategy is based on 3 strategic pillars.



Edit

Our internal transformation
- people, processes,
platforms: re-imagining how
IABM operates, connects,
supports and delivers value.



Elevate

Clarity on IABM's value
proposition, our place in
the industry ecosystem.
Delivering a dynamic,
relevant, inspirational IABM
for a new digital era.



Innovate

Beyond the show discounts,
amplifying the IABM
Impact™. Utilising our
digital platforms and
events to amplify members,
industry thought-
leadership, and creating
proactive networking and
collaboration opportunities.

Two year transformation



Our transformation

From

To

IABM traditional benefit delivery focused on a small no of members.



IABM dynamic benefit delivery – across the entire member base, globally.

Internal operational silos, with limited cross functionality hindering holistic member benefit delivery.



A strong, motivated, empowered team, with member engagement, member benefits and member value central to everything we do internally.

Narrow market focus: predominantly centred on the traditional broadcast tech sector.



Wider market focus: traditional broadcast tech sector combined with parallel market opportunities in vertical markets such as corporate, HOW, education, retail.

Diluted and confused brand positioning and outdated marketing and communications.



Clarity of the IABM value proposition, dynamic digital marketing and member amplification across multiple marketing platforms.

Perceived as UK/Europe-centric, outdated and losing relevance.



Global – delivering the IABM Impact™, a pivotal voice across the industry, a global community at the forefront of innovation and business agility.

Economically vulnerable – susceptible to broader economic downturns and member investment at IBC.



Building financial stability and long term relevance for IABM and our members: evolving our revenue streams and benefits deliver to ensure long term sustainability.

Results so far H1 2025

- ✓ **Repositioning IABM** – driving thought leadership and brand equity globally.
- ✓ **Internal team transformation** – fostering a culture of innovation and promoting cross-functional collaboration.
- ✓ **Enhance member engagement** – deepening relationships with our member community, amplifying IABM members across the industry globally.
- ✓ **Strategic Partnerships**: expanding our reach, influence and market intelligence.
- ✓ **Re-imagining the IABM member experience** – IABM Hub, IABM Impact Stage, IABM TV.
- ✓ **Internal operations review**: platforms and processes, using data to re-imagine how IABM operates and delivers member benefits.

800+

visitors

to IABM Hub &
IABM Impact
Stage™ at NAB
Show 2025

2000+
visitors

to IABM Hub,
IABM Awards™,
IABM Briefings
2024

8400+
views

of IABM.TV Impact
interviews at NAB
Show 2025

7600

IABM
LinkedIn
followers

33000
circulation

of IABM newsletters
globally

IABM Member Engagement H1 2025

- >1000 member visits in IABM Member Lounge globally
- >250 member & customer meetings (in Member lounge)
- >283% increase in social media and member amplification
- >13.4% IABM LinkedIn Engagement (LinkedIn average 3%)

IABM impact™

IABM Member Lounge NAB Show 2025



“

The IABM Lounge was buzzing with energy! A packed house filled with amazing insights, powerful discussions, and endless opportunities to connect and grow.

”

IABM impact™ (continued)

IABM TV Interviews on the Show Floor



“

High-energy interviews on the show floor led by Stuart and Stan – delivering fantastic conversations, fresh insights, and amplifying member innovations on the show floor.

”

IABM impact stage and member lounge

The home of powerful thought leadership sessions and industry-shaping conversations. With an exciting line-up of speakers, in-depth discussions and live interviews, this stage delivers the insights that matter most.



Maximising show engagement for members

A curated thought leadership approach for IABMTV



iabm NABSHOW

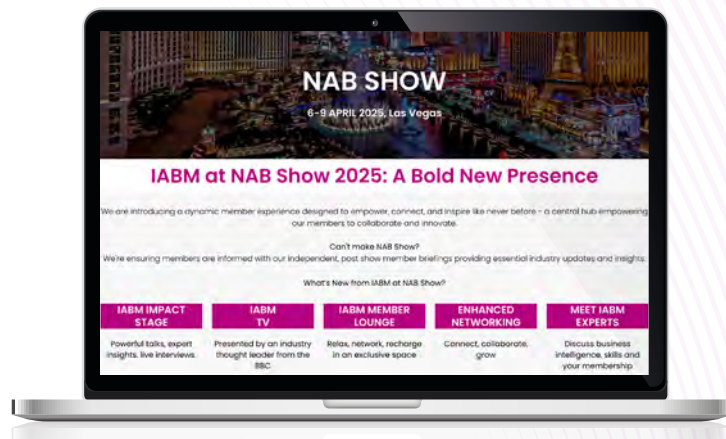
IABM is thrilled to welcome **Purimder Gandhu** as Special Guest Producer and Presenter for IABM Impact Stage and IABM TV at NAB Show 2025.

With an outstanding career spanning over 30 years at the BBC, as a News Producer, Studio Director, and R&D Technology Transfer and Partnerships Manager, Purimder brings unparalleled insight into the future of broadcast technology.

A Technical Emmy shortlister, 2024 NAB Best Paper Award winner, and IABM Peter Wayne Golden BaM Award™ recipient, Purimder has played a key role in pioneering new technologies, from digital audio to immersive sound, connectivity solutions, and award-winning 5G collaborations. She is also a jury member for the Royal Television Society (RTS) Tech Awards and Broadcast Tech Awards.

At NAB Show Las Vegas 2025, Purimder will lead our IABM TV studio and, brand new this year, the IABM Impact Stage, both hosted in the expanded IABM Members Lounge (N259 LMR).

iabm
IABM Impact Stage
CALL FOR CONTENT



NAB SHOW
6-9 APRIL 2025, Las Vegas

IABM at NAB Show 2025: A Bold New Presence

We are introducing a dynamic member experience designed to empower, connect, and inspire like never before – a central hub empowering our members to collaborate and innovate.

Can't make NAB Show?
We're ensuring members are informed with our independent, post show member briefings providing essential industry updates and insights.

What's New from IABM at NAB Show?

IABM IMPACT STAGE Powerful talks, expert insights, live interviews.	IABM TV Presented by an industry thought leader from the BBC.	IABM MEMBER LOUNGE Relax, network, recharge in an exclusive space.	ENHANCED NETWORKING Connect, collaborate, grow.	MEET IABM EXPERTS Discuss business intelligence, skills and your membership.
---	---	--	---	--

Pre show campaigns and member posting/reposting



iabm NABSHOW

Unlock Exclusive Member Benefits at NAB Show 2025

This year, IABM is elevating its presence at NAB Show like never before, bringing you more networking, more insights, and more opportunities to connect with industry peers, gain valuable market intelligence, and maximize your show experience.

As an IABM Member, you have exclusive access to:

- IABM Member Lounge – N259 LMR**
Your Exclusive Space at NAB Show

Located in a prime position at NAB Show, the IABM Member Lounge is your dedicated space for:

- Network** with fellow members, clients, and industry leaders in a relaxed environment. Recharge with accessible Wi-Fi, complimentary refreshments, comfortable seating, and quiet areas for meetings.
- Engage** in insightful thought leadership sessions at the IABM Impact Stage.

[FIND OUT MORE](#)

iabm
IABM Impact Stage
CALL FOR CONTENT



iabm NABSHOW

IABM is delighted to invite you to an exclusive evening of industry connection and insight during NAB Show 2025

Join us for our **Meet the IABM CEO Cocktail Reception**, a special gathering where IABM's new CEO, Sandra Williams, will share the vision for the future and our bold new approach to supporting the MediaTech ecosystem.

Location: IABM Member Lounge (Room N259 LMR)
Date: Sunday, April 6, 2025
Time: 17:00 (GMT)

This reception is a unique opportunity to engage with fellow industry leaders, exchange ideas, and explore how IABM is creating a dynamic hub of innovation, collaboration, and thought leadership at NAB Show 2025.

We would love for you to be part of this important conversation.

[RSVP](#)

iabm
Meet the IABM CEO at NAB Show
Join us for an exclusive evening of industry connection and insight during NAB Show 2025.



iabm NABSHOW

A CALL FOR PARTICIPATION, PANELISTS AND INTERVIEWEES AT NAB SHOW 2025

iabm
IABM Impact Stage
CALL FOR CONTENT

How your clients can be involved with the IABM Impact Stage

At NAB Show Las Vegas 2025, IABM will be hosting a series of impactful thought leadership sessions across the duration of the show, on the IABM Impact Stage situated in the IABM Member Lounge featuring industry experts and thought leaders.

These sessions, featuring top industry experts and thought leaders, represent our signature industry impact briefing – a must-attend event. As part of our enhanced presence at NAB, we invite representatives of IABM members to contribute to our exciting line-up by sharing their expertise on our stage panels. We're now looking for speakers who can provide insights and perspectives on the following topics:

- New Revenue Generation
- Business Transformation
- Sustainability
- Democratization of MediaTech
- Successful Supplier/Vendor Relationships

[Find out more about each topic here.](#)



iabm NABSHOW

IABM Industry Impact Briefing – Your Essential NAB Show 2025 Kick-off

Get ahead of the conversation before NAB Show even begins!

Join us for the **IABM Industry Impact Briefing** – the ultimate executive insight session, designed for MediaTech leaders.

Location: IABM Member Lounge (N259 LMR)
Date: Sunday, April 6, 2025
Time: 8:30 AM – 9:45 AM PST

This fast-paced, high-value session will set the stage for the week ahead, delivering exclusive data-driven insights, analyzed discussions, and peer-to-peer conversations with industry thought leaders, MediaTech buyers, and vendors.

[Secure your seat here](#)

iabm
IABM Industry Impact Briefing
What to expect



Amplify @amplify
Great to see our Product Amplifier, Toni Vilata, speaking at the IABM panel at #NABShow!

He shared how we're building real AI tools like #Spin and #GenViews – made for creators, built for real workflows.

#MediaTech #iBamplify #MetaMeta #Automation #broadcasting #Partnerships #showamplify #iBamplify

iabm
IABM Impact Stage
CALL FOR CONTENT



Judy Zuo @judyzuo
I am honored to be a member of IABM APAC council! So nice to meet CEO of IABM Sandra Williams, thank you for hosting this great event and glad to see how IABM is changing!

I really enjoyed the Panel discussion with Sami Sani and Jack Lee! Special thanks to 德豐 for the great support as always and Angela Lin for the nice photos!

Knos Media Hub @knosmediahub
We definitely know a lot about video feed, but being part of the content! That's a different story!

A big thanks to the iabm that has been very welcoming and the great conversation at the #IABMImpact Stage. It was a pleasure to contribute!

#IABM #IABMImpact #MediaTech #NABShow #BroadcastIndustry #Leadership #Innovation #Partnerships #CloudInnovation #NAB2025

iabm
IABM Impact Stage
CALL FOR CONTENT



Derek Barreille @derekbarreille
After years of coming to NAB Show, I will get a hour's time chatting with industry peers about the biggest topics.

Yesterday, I had the chance to join Ana-Cristina Bernades on the Impact Stage and share some insights on something we know quite well at **Prophet**.

Building successful buyer-vendor relationships.

This is a core part of our identity and something I feel very strongly about.

We don't just provide them. We build our solutions to their goals and always implement their feedback quickly to deliver as much value as we possibly can.

This is a big reason why so many of our clients stick around for the long term, and I'm incredibly proud of my team for that.

Hope thanks to Ana-Cristina and the IABM team for the invite and great conversation, as always. I'm sure it'll be a great session if you're interested.

#NABShow #ProphetProduction

iabm
IABM Impact Stage
CALL FOR CONTENT



QuickLink @quicklink
At NAB Show, our very own Bethan Hill, Head of Business Development, spoke with Stan Moore from IABM to talk all things sustainability in broadcasting.

During the conversation, Bethan introduced #StudioEdge™ – QuickLink's powerful solution for seamlessly bringing in the highest-quality Zoom, Microsoft Teams, and StudioCall cables into live productions.

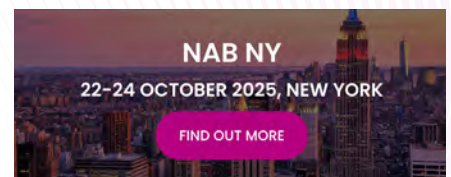
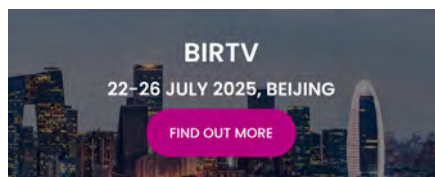
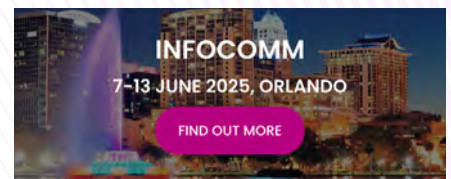
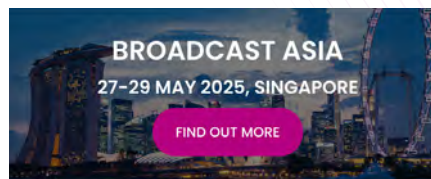
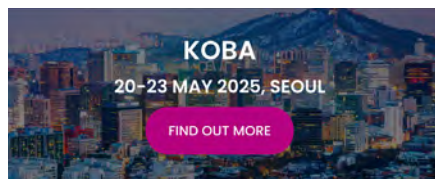
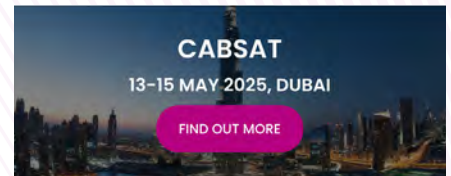
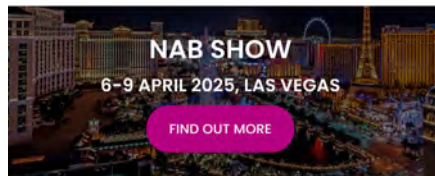
Also highlighted was the Carbon Calculator in #StudioCall™, a groundbreaking tool that offers a real-time view of carbon emissions saved by choosing remote over in-person participation.

[Watch the full conversation](#)
<https://bit.ly/3H4g2t5>

#NABShow #NAB2025 #IABM #Sustainability #SustainableBroadcasting #RemoteGuests #RemoteProduction

iabm
IABM Impact Stage
CALL FOR CONTENT

A global presence



“

Thank you for organising a fantastic panel discussion at Broadcast Asia.

”

Isabella Chan – Country Manager YoloLiv, APAC & EMEA

“

Thrilled to be a part of it.

”

Product Evangelist – VIZRT Group, USA

“

IABM's 'Building stronger relationships between MediaTech Buyers and Vendors' – I loved being part of this discussion as it is one of the most important topics in the industry. Thank you IABM.

”

Jiri Gabriel – COO MISTV, EMEA

IABM Team update

Executive Leadership



Saleha Williams
CEO

» [LinkedIn profile](#)



Lucinda Meek
CFOO

» [LinkedIn profile](#)

IABM Membership Engagement & Growth (MEG) Team



Ana-Claire Bernardes
Global Head of
Membership
Engagement & Growth

» [LinkedIn profile](#)



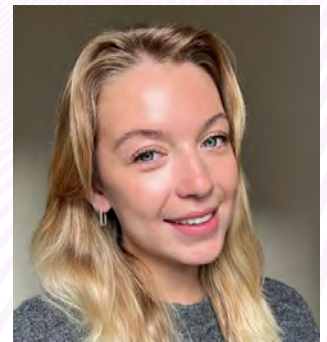
Sushant Rai
Head of Membership
Engagement &
Growth APAC

» [LinkedIn profile](#)



Michelle Kelly
Head of Membership
Engagement &
Growth Americas

» [LinkedIn profile](#)



Juliette Langlois
Membership
Engagement Manager

» [LinkedIn profile](#)

IABM team

IABM Business Insights Team (BIU)



Chris Evans
Head of Knowledge

» [LinkedIn profile](#)



Riikka Koponen
Principal Analyst

» [LinkedIn profile](#)



Olga Nevinchana
Senior Analyst

» [LinkedIn profile](#)

CTO office and Skills & Development



Stan Moote
CTO

» [LinkedIn profile](#)



Stuart Ray
Head of Skills &
Development

» [LinkedIn profile](#)



Over the past six months, IABM has taken a huge step forward in terms of efficiency and collaboration – it's a sea change. Under the new leadership, our company culture has become more inclusive and open to different opinions and views. There's real team spirit. I returned to IABM after maternity leave during Covid and it was challenging. This year I have travelled and presented for IABM at industry events across the USA, MENA and Asia, meeting and interviewing our members to understand their business and industry challenges in each region and how our BIU team can best support. As a female analyst I feel I have found my professional self again.



Riikka Koponen – IABM Principal Analyst

IABM team

IABM Marketing Team



Paul Young
Marketing Lead



Danny Steed
Digital Marketing
Executive



Roger Thornton
IABM Journal/Editor

GEP/IABMTV



Purminder Gandhu
Technology Evangelist

Accounts



Betty Wilson
Accounts Assistant



connect | support | inform



HPE values the platform IABM provides for driving innovation and aligning the industry on key challenges. The collaborative energy across members is helping shape a smarter, more connected media technology future.



**Matt Quirk – Director, Hewlett Packard Enterprises
WW Channel & Partner Ecosystem – OEM Solutions, UK**

IABM Skills & Development

IABM is dedicated to helping the MediaTech industry attract and retain the next generation of talent and to keep our industry keep learning.

IABM Skills & Development is led by **Stuart Ray**
stuart.ray@theiabm.org



IABM Student Bursary Scheme

Now in its 15th year, the IABM is proud to deliver the IABM Student Bursary Scheme, which supports over 10 international students to attend IBC each year. Currently partnering with university MediaTech departments across Europe, with plans to extend the programme globally in 2026, IABM supports students from three European countries in attending and experiencing all that IABM and IBC have to offer, broadening their horizons and facilitating industry connections and networking.

For the first time this year, the students will also have real hands-on experience helping with filming and editing for IABMTV and taking part in panels sharing their views on the industry and their career hopes and dreams, on the IABM Impact Stage.



University students from Southampton Solent University, Rhein Main University of Applied Sciences and Université-Polytechnique Hauts-de-France were at IBC on the IABM Bursary Scheme.



In the three years since I joined IABM I have seen how important our role is in supporting and bringing together our members across the world. We exist for our members and the last few months in particular have seen the whole team at IABM come together to push forward on this mission. I am delighted that so many members take advantage of the benefits of IABM membership and that our highly regarded training courses remain such an important part of so many member companies' employee development schemes.



Stuart Ray – IABM Head of Skills & Development

Bridging the AI skills gap: essential knowledge for media professionals

The media landscape is in the midst of a seismic shift. Artificial Intelligence (AI) is the game-changer that's reshaping how media is produced, distributed, and consumed. Whether you're in advertising, journalism, content creation, or any corner of the media world, there's no escaping it: AI is here, and it's not just for the tech gurus. The most challenging aspect is that once again, even our most seasoned media professionals may need to play catch-up on another emerging technology that is becoming pervasive in everything we do.



Damon Nicola
Hosted AI

Why AI matters in media

First things first, let's clear the air – AI isn't about replacing human creativity or turning our jobs into a sci-fi dystopia. It's about enhancing what we do best. Imagine automating the repetitive, time-consuming tasks (hello, keyword research and data analysis) so you can focus on the big picture – creating killer content that resonates.

strategies, perhaps a dabble in analytics. But when it comes to AI, many find themselves in uncharted waters. And it's not just about knowing how to use AI tools – it's about understanding them. The difference between someone who can operate an AI tool and someone who can use it effectively and strategically is the difference between staying afloat and leading the pack. AI literacy means knowing when to use AI, which tools to pick, and

IABM Skills & Development (continued)

IABM Training Courses

With a team of expert trainers and the ability to offer bespoke and on-site courses, virtually or in groups, IABM is the leading provider of CPD across the MediaTech industry.

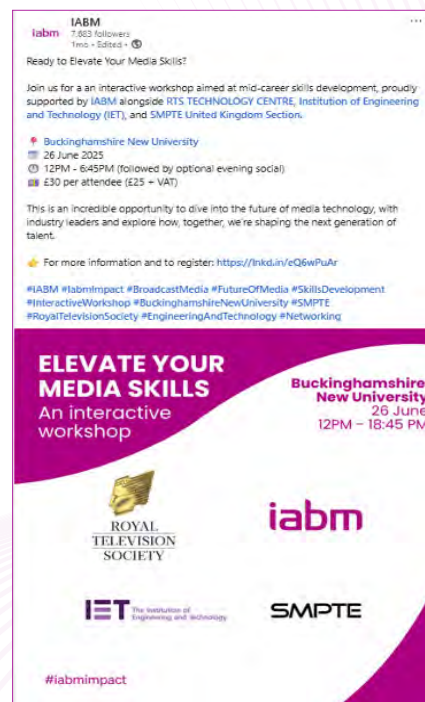
Courses are offered at every level, from new MediaTech starters to experienced teams looking to make a step up. IABM offer a wide range of training and e-learning courses from Understanding the Broadcasting and Media Industry and AI for complete newbies, to in-depth technical courses covering PTO, IP, HLS and much more.

Contact Stuart for more information
stuart.ray@theiabm.org

Industry collaborations & Support

IABM are proud to collaborate and support important talent, skills and development programmes across the MediaTech industry including:

Royal Television Society (RTS), SMPTE and IET
 Elevate your Media Skills: An interactive workshop and the World Skills Café at IBC 2025.



Skills & Development update

Key Highlights of the past year

- ✓ IABM E-learning courses accessed 348+ times, delivering over 1300 hours of E-learning.
- ✓ Our new AI course launched at NAB 2025 was an instant success with 4 x increase in sign up compared to any other IABM course.
- ✓ AWS attended our new AI course.
- ✓ IABM E Learning is now integrated into Grass Valley in-house training.
- ✓ 120+ Telestream employees have completed IABM training.
- ✓ Our IP courses and Introduction to Broadcast Technology remain really popular courses.
- ✓ 3x open courses now offered.

In addition:

✓ IABM members receive 10% discount on FMC Training (IABM receives commission).

✓ IABM Partnered with IABM member Metadata-AI in devising and delivering a brand new MediaTech AI E-learning course.

Looking forward

- Potential for new Learning Management System leading to much improved user experience and easier generation and implementation of new courses.
- Improvement in tracking learner progress and fault finding.
- Possible new course development in Security and Dynamic Media Facilities.
- Improvement in Marketing and Comms should lead to increase in training engagement and revenue generation.

IABM Business Intelligence Unit (BIU)

The IABM Business Intelligence Unit specialises in using a hybrid research approach incorporating primary quantitative, qualitative and secondary desk-based research to deliver comprehensive, diverse data sources and methodologies, ensuring a holistic view of MediaTech industry trends.

BIU is led by **Chris Evans**
chris.evans@theiabm.org



Led by Chris Evans head of Knowledge, with Principal Analyst Riikka Koponen and Senior Analyst Olga Nevinchana, our in-house dedicated analyst team provide members with industry research and business insights enabling them to not only keep abreast of our rapidly changing industry ecosystem, but also make business decisions, plan sales pipeline and accelerate marketing programmes.

IABM BIU research streams include:

- ✔ IABM State of MediaTech – strategic analysis of the MediaTech sector.
- ✔ IABM MediaTech Radar – blogs and newsletters focusing on spotlight topics in MediaTech.
- ✔ IABM Geo Tracker, Tech Tracker and Chain Tracker – analysis of specific trends in different segment, technologies, geos and sectors.
- ✔ IABM Megatrends Report – analysis of major trends that are fundamentally changing the MediaTech ecosystem.

Contact Chris for more information
chris.evans@theiabm.org



I joined IABM a year ago to lead the Business Intelligence Unit. What really motivated me was the strength of IABM's membership and the role IABM plays supporting this international community. Spending time with members it was evident that IABM needed to rebuild awareness of its member benefits and clarify its purpose to the industry. Saleha joining has really supercharged the change that was needed, re-establishing IABM's mission, and galvanising the team to work together with a clear focus on delivering more benefits and opportunities for members. I'm incredibly proud to see how we are all stepping up to the challenge together and the culture of empowerment this is creating within the organization.



**Chris Evans – IABM Head of Knowledge/
Business Intelligence Unit**

IABM Business Intelligence Unit (BIU) update

Building more dialogue between members, GEPs, and BIU has led to better deliverables



More Interaction with Analysts

Increased presence at major trade events from BIU analyst team for technology briefings and meetings with members.

Onboarding members with MediaTech Vantage™ platform.

Bespoke consulting and tailored briefings for Platinum members.



Implementing Member Feedback

Increasing granularity of survey segmentation for cloud product.

Modularising access to ChainTracker™ for product category depth.

Launching Trade Show Visitor Tracker pilot to offer more insights into tradeshow attendance for members with syndicated data methodology.



Refining the Content Calendar

Increasing detail of data in State of MediaTech report and presentation.

Defining 2025 Megatrend research series with Global Engaged Partners.

Curating thought leadership throughout annual calendar of global trade events and increasing speaker placement opportunities for members.

IABM Business Intelligence Unit (BIU) update

Overview of 2025 Report Calendar

A closer look to the IABM 2025 Megatrends.



Business Transformation

This trend focuses on the ongoing evolution of business models, driven by AI, interactivity, and hyper-personalization. It emphasizes the need for businesses to adapt to new monetization strategies, creator economy growth, and the challenges posed by fragmented content streams.



Security in MediaTech Ecosystems

Security remains a top priority as digital ecosystems continue to grow. This trend addresses key concerns around cloud security, content protection, and the safeguarding of assets. It also covers emerging vulnerabilities, particularly those related to AI, including misinformation and misuse.



Gaming Industry Convergence

The gaming industry is increasingly intersecting with media, entertainment, and technology sectors. This trend highlights the rise of interactive experiences and hyper-personalization in gaming, as well as the potential for new monetization opportunities within gaming environments and other sectors.



It's been great to see how IABM has transformed over the past months—we now have a much clearer understanding of what IABM can do for us, where to access our member benefits, and how to truly engage with the community. The value it provides has become far more targeted—closely aligned with our real needs, industry trends, and hot topics. Through localized support and platforms like the councils, companies like Kiloview are now better able to share our voices, gain visibility, and connect with the broader industry.



Judy Zuo – VP Marketing and Sales, Kiloview, China

IABM Business Intelligence Unit (BIU) (continued)

IABM Research Streams

The new structure of the Business Intelligence Service.

State of MediaTech

Strategic analysis of MediaTech sector

NAB 2024

NAB 2025

IBC 2024

IBC 2025*

MediaTech Radar

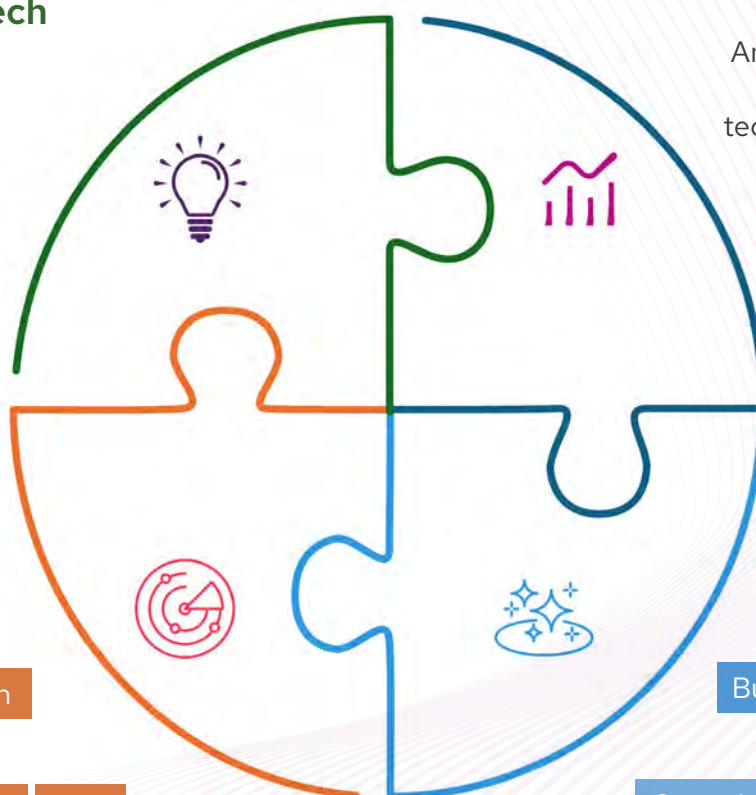
Blogs and newsletters focusing on spotlight topics in MediaTech

Jan Feb Mar

Apr May Jun

Jul Aug Sep

Oct Nov Dec



Trackers

Analysis of specific trends in different segments, technologies, geographies and sectors

GeoTracker

TechTracker

ChainTracker

Megatrends

Analysis of major trends that are fundamentally changing MediaTech

Democratization

Business Transformation

Security

Game Industry Convergence*



All organisations that want to be involved in the success of our industry should take part in the IABM MediaTech Industry Tracker.



Mike Crimp – CEO, IBC



Thank you IABMTV & Chris Evans for this amazing interview opportunity.

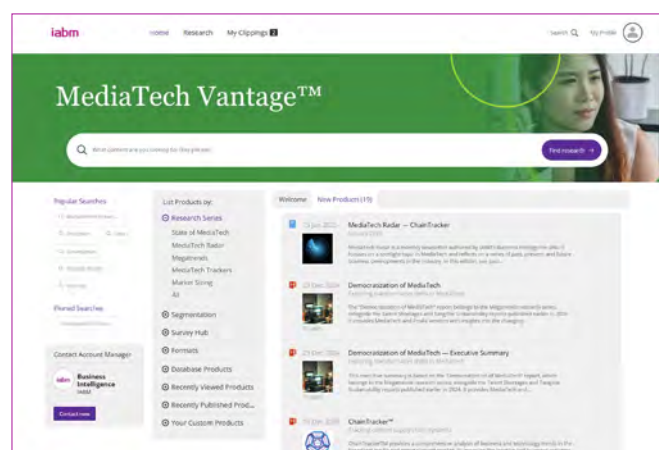


Louis Hernandez Jr – Executive Chairman, Grass Valley

IABM Business Intelligence Unit (BIU) update

MediaTech Vantage™ – platform overview

IABM's interactive platform delivering MediaTech insights:



- ✓ A centralized resource for all MediaTech intelligence needs.
- ✓ Search and filter content through a seamless user interface.
- ✓ Access, interact with, and download MediaTech trends and data in various formats.
- ✓ Create, download, and share personalized research streams.
- ✓ Take surveys to contribute to IABM's research and get access to exclusive content.

How to actively engage with IABM's Business Intelligence Unit



Access Reports Published in 2025

Business Transformation, State of MediaTech (NAB), and GeoTracker™ 2025 reports all available to access.

We are adding flexibility to how you can buy reports by offering one-time licences to purchase reports separate to membership packages.



Take the MediaTech Industry Tracker Survey

We are consolidating our survey efforts around our flagship MediaTech Industry Tracker to ensure our membership has access to robust and representative data. Strategic emphasis on building ambassadorship to boost survey distribution and extend reach.



Join the Trade Show Visitor Tracker

Active pilot project with regional councils of syndicated data collection for post-event reporting. The project will allow IABM to provide more granular insights to participating members by aggregating their visitor data for benchmarking and review.

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**
stan.moote@theiabm.org



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



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

The Tariff Strategy Working Group
Collaborate. Share. Strengthen Your Strategy.

Join the Tariff Strategy Working Group

Tariff policies are shifting rapidly across global markets—putting new pressure on technology manufacturers and vendors. The impact on sourcing, pricing, compliance, and logistics is too significant to tackle alone.

That's why IABM is launching a member only **Tariff Strategy Working Group**—a focused, collaborative forum for information exchange, peer support, and actionable insights.

In this video, Chris Shaw, COO of US-based Cobalt Digital, explains the importance of this group.

IABM-Tariff-Group

Stan Moote, CTO IABM | Chris Shaw, COO Cobalt Digital

The Tariff Strategy Working Group - IABM
Private Listed

25 members
Including Andrew Warman and 21 other connections

Invite connections

Analytics
Last 15 days activity

Metric	Count	Change
Active members	14	▲ 100%
New members	7	▲ 230%
Posts	8	▲ 300%
Post views	668	▲ 154%

Stan Moote posted in The Tariff Strategy Working Group - IABM

Stan Moote • You
CTO at IABM
★ Admin • Admin • 50+ • 11

Paul has some good points, posted as a reply and ended up on the bottom of the postings ...more

2 comments

59 Impressions

Most recent

Thomas Tang, OLY • 1st
Founder and President at Apontec

Even if the software is broken out, the software is still tarified with a special 9900.0000 code.

Like • Reply • 1 reply

Stan Moote CTO at IABM

Admins

Danny Steed • 1st • Owner
Senior Digital Marketing Executive

Paul Treleaven • 1st • Manager
Technical Consultant at IABM



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.

”

Hasan R. Sayed Hasan – Managing Director, Master Media, UAE

IABM Board Members 2025

Continuing Board Members



verizon

Josh Arensberg
Chair



Andreas Hilmer
Immediate Past Chair

“

As past chair of IABM, our strategic direction is a matter of profound importance to me. I'm thrilled with the progress we've seen under our new CEO. Saleha has the vision and the board's full support.

”

Andreas Hilmer – Chief Marketing Officer, Lawo



Jade Kurian



SONY

Peter Sykes



David Phillips

IABM Board Members (continued)

Elected Directors



Stephanie Lone



Alison Pavitt



Oscar Teran



Adam Marshall



Glodina Lostanlen



Hasan R. Sayed Hasan

IABM Board Members (continued)

Elected Directors



Ajey Anand



Tom Wootton



Chris Lennon



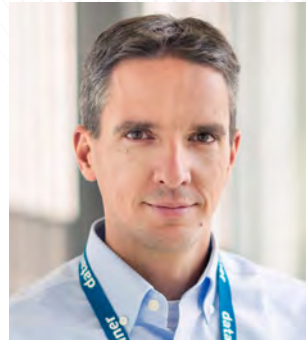
Anna Lockwood

IABM Board Members (continued)

Elected Chairs of Member Councils



Paul Stechley
Americas



Thomas Gunkel
EMEA



Sumit Suri
APAC

Appointed



Saleha Williams
CEO, IABM



Lucinda Meek
CFO, IABM

What the industry is saying...

PROINTERVIEW

MAY 2025

broadcastsproms.com

PROINTERVIEW

BREAKING BARRIERS, BUILDING FUTURES: THE NEW FACE OF IABM

A new CEO. A fresh vision. And a long-overdue shake-up at IABM. Saleha Williams tells Vijaya Cherian she is here to do more than lead – she's here to disrupt



When Saleha Williams stepped into the role of CEO at IABM – the International Association for Broadcast and Media technology suppliers – she wasn't just filling a vacancy. She was stepping into history.

"As the first woman to lead the organisation in its decades-long existence, Williams brings more than just industry experience to the table. She brings vision, courage and a refusal to maintain the status quo.

"I was brought in with a clear mandate to revitalise IABM," she says. "The industry has gone through a turbulent few years, and so has IABM. It was time for change."

Williams' appointment reflects a marked shift in the broadcast technology sector. With more than 35 years in the industry, spanning roles across technology, media, consultancy, marketing and commercial strategy, her deep understanding of the ecosystem is matched only by her passion to future-proof it.

"I've grown up with IABM," she says. "I've been a

member, a presenter, an interviewee. I've helped with conferences. I know what it's been and what it can be."

Williams is generally perceived as a transformation agent, driven by innovation and bold thinking. "If you want someone to just keep things going the way they've been, I'm not that person. IABM has often been perceived as very British, male-based, older, even focused on legacy broadcast hardware – not global, not diverse, not innovative. Some have even questioned its relevance. That's the perception I'm here to change."

That honesty has been a breath of fresh air to many members, but she acknowledges that transformation comes with friction. "Change is hard. And it's not just about new leadership – it's about an industry at an inflection point. Some have built amazing careers in this space, but the world is shifting. Technology, AI, convergence, geopolitics – it's all coming to a head."

There's also no ignoring the fact that some pushback has had a different undertone. "There are people who don't think a woman should be running IABM. That's a very small group, but it exists. My answer is simple: I'm not here because I'm a woman. I'm here because I'm the best person for the job."

One of Williams' priorities has been reimagining how IABM delivers value, not just at trade shows but year-round. "There's a perception that IABM is where you go to get trade show discounts. And yes, you'd be mad not to take advantage of that. But there's so much more we offer, and it's often buried."

From free AI courses and professional training to market insights and strategic support,

“Change is hard. And it's not just about new leadership – it's about an industry at an inflection point. Some have built amazing careers in this space, but the world is shifting. Technology, AI, convergence, geopolitics – it's all coming to a head.”

SALEHA WILLIAMS, CEO, IABM

Williams wants members to tap into what she calls "buried treasure".

"We've launched new training programmes, expanded our Vantage analytics platform, and we're offering tailored regional insights. Most of it is included in the membership, and members are genuinely surprised when they discover what's already available to them."

She also speaks candidly about internal challenges. "Without a CEO for nearly two years post-Covid, we had to reset our internal systems – CRM, data platforms and onboarding tools. We're not just rebuilding the website, we're rebuilding the machine behind it."

Her strategy has also placed a strong emphasis on international engagement, particularly in the Middle East. At

EXECUTIVE INTERVIEW

A MISSION FOR THE future

As she prepares for her first trade show as IABM CEO, Saleha Williams sits down with Jenny Priestley to discuss her vision for the organisation, how it can support its members, and plans for the future

It's safe to say Saleha Williams has had a long and storied career in the media and entertainment industry, with over 30 years' experience working with vendors, broadcasters, and filmmakers. Now, as the new CEO of the IABM, she is advocating for broadcast and media technology suppliers.

Throughout her career, Williams has worked with and been a part of the IABM, including producing its conference. Since joining the organisation at the beginning of 2025, she has been working on shaping its vision for the future.

Williams describes her new role as the perfect way to bring both sides of her career together. "It just felt at this stage in my career, having lived and worked in the industry all over the world, it was exactly the right time to be considered. I'm excited about what the IABM as an organisation is doing. I'm excited about where the industry is going, and therefore how the IABM can genuinely support our members in navigating that future landscape both business and technological."

"It's not often, genuinely you get the opportunity in an industry you love to lead an association that is so pivotal into its next chapter," she continues. "That's why I'm here, and I'm super excited about what we're going to do going forward."

Despite new leadership, the IABM's mission remains the same: to connect, support and inform its members. As the industry continues to evolve in the way it innovates, collaborates and integrates, so will the IABM, says Williams. "We're a not-for-profit, we're neutral, we're independent, so everything we do gets put back into the IABM as an international global association, and it's really about the impact we can have for our members across the industry from the business, technology and talent viewpoints, as well as standards, etc."

"There is an amazing team at the IABM. I'm quite lucky. If I'm really honest, to have inherited some fantastic people, and there's a lot of hidden talent that hasn't quite been brought to the surface. What attracted me was empowering that team and really elevating IABM and the vitality of who it is, how it supports, and how it moves forward, and also utilising the knowledge of our members, because there's a wealth of experience."

Knowledge and power

Williams wants to develop the way the IABM connects and supports its members further, delivering insights and information in a more innovative and dynamic way by utilising its digital platforms and opportunities as the industry's various trade shows. "We want to support members with information, research, and insights," she states. "I think it really is about trying to give members the knowledge and power to enable them to make the decisions in their businesses, supporting them with the information and insights to drive businesses forward, to do deals, to be able to understand the landscape as well as insights on the technological level and regional geographic focus with that as well."

365

HOME WATCH RECORDS MY PROFILE SEARCH

INTERVIEW

PEOPLE & PURPOSE

SALEHA WILLIAMS: 'THE INDUSTRY IS CHANGING AND IABM NEEDS TO AS WELL'

by Vijaya Cherian

The recently appointed CEO of the International Trade Association of Broadcast & Media Technology (IABM), Saleha Williams, has combined creative, commercial and technological interests in media throughout her career. As David Davies discovers, this means she is ideally placed to deliver "transformational change" at IABM.

When Saleha Williams says that she "wanted to be in media and technology from an early age," you aren't left in any doubt. Having become immersed in computer technology at school in the 1980s, she took a Saturday job as a runner for a school paper, facilitating the movement of ads between the art and printer departments. At 18 she went to work for News International during the period that it acquired the TV licence money to work on its advanced technology services at what subsequently became its production base at Euston Road in London.

"I've always loved technology, and the whole essence of broadcasting and programme-making has always been something I've been very passionate about," confirms Williams, who notes that as her career has progressed it's become ever clearer that "my secret spot is very much the business commercial side combined with media creativity and the technological advancements surrounding that. I've continually looked at those three aspects in terms of how to be more effective and efficient in the way things are produced financially, as well as technology advances, and all within the rubric of group game-making."

Given the profound changes presently undergoing much of broadcast and media, it seems an entirely logical move for Williams – who has also worked with Cameron Place in Hollywood, film studios in Bollywood, broadcast across the globe including CNN and the BBC, and also tech giants like Google, Cognizant and Cisco – to have recently joined IABM as its new CEO. From the start of her conversations about the role, it's been apparent that these changes – and their implications for services and the wider industry – have been at the forefront of the organisation's core mind.

"It was very clear that broadcast media needed major transformation. They recognised that the industry is changing and IABM needs to as well," says Williams, who has previously been a conference speaker and producer for the Association on many occasions. Somewhere along the way, however, she feels that "although the concept of the IABM had remained apparent, its value to members had become a little unclear. There was a whole issue of how best to

connect members in these times that we observed as transformational."



Saleha Williams, CEO, IABM

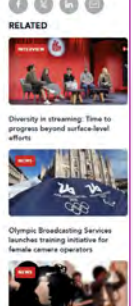


FAVOURITES

ADD TO MY LIST

SHARE THIS

RELATED





connect | support | inform

“

Thanks for shining
the light.

”

Ajey Anand – CEO Norigin Media, EMEA

iabmimpact.com | theiabm.org

IABM is a company limited by guarantee
Registered in England No: 5262009
Registered office: 5, Deansway, Worcester, WR1 2JG, UK
VAT No: GB72729770