



DRIVING GLOBAL MEDIATECH FORWARD: IABM CEO SALEHA WILLIAMS ON STRATEGY, SKILLS, AND THE ROAD AHEAD

As the broadcast and media technology industry accelerates into a new era of IP workflows, AI-driven production, and shifting audience habits, global trade association IABM is sharpening its mission to guide members through both disruption and opportunity. At the helm is CEO Saleha Williams, who will deliver the keynote “Shaping the Global MediaTech Landscape: Trends, Data, and the Road Ahead” at the Broadcast India Show 2025.

In this exclusive conversation with Broadcast & Film, Saleha Williams outlines her vision for IABM’s next chapter: expanding data-driven insights, tackling regulatory challenges, and investing in workforce skills to future-proof the sector. From the surging demand for regional content in South Asia to the global adoption of cloud and AI, she shares how IABM is connecting members with the intelligence, partnerships, and training they need to stay resilient and competitive in a fast-evolving marketplace.

Vision & Priorities

Q: What is your overarching vision for IABM and the key strategic priorities you’re focusing on for 2025–26?

As a dynamic global trade association, IABM’s role is to connect, support and inform our members in practical and impactful ways. My vision is to strengthen and expand that role as the broadcast and media technology sector continues to transform at an extraordinary pace, ensuring that IABM is always evolving in step with the industry.

Our strategic priorities are clear. First, to ensure our members have access to the insights they need through our Business Intelligence Unit and MediaTech Vantage™ platform. Second, to ensure we are supporting and informing our members on global and regional industry regulatory issues and updates, our Global Tariffs Working Group is the latest example of this. Third, to invest in skills development that will help future-proof the industry workforce. And fourth, to broaden our global reach through our regional councils, our Member Engagement & Growth team, and partnerships that extend into parallel markets such as ProAV and enterprise. Everything we do is geared towards amplifying our members’ voices and delivering real value in a rapidly evolving landscape.

Global Industry Health

Q: Is the global broadcast, media, and technology industry experiencing stress or challenges at the moment?

The industry is certainly in a period of transition, with shifts in business models, technology adoption, and audience behaviors all happening at once. Change always brings challenges, but it also creates opportunities for innovation and growth. We are seeing exciting developments in areas such as live sports, creator-led content, and collaborations between international platforms and local media brands.

What matters now is how organizations respond. Those that adapt quickly, embrace new workflows, and invest in talent are well positioned to thrive. At IABM, our role is to give members the intelligence and connections they need to navigate this environment with confidence, turning complexity into opportunity.

Technology Trends

Q: How are innovations like IP-based production, AI, and cloud workflows reshaping broadcast and media operations?

IP, cloud, and AI are increasingly shaping how content is created and delivered, offering new levels of agility and efficiency. The real enablers are skills, collaboration, and interoperability, ensuring companies can adopt these technologies at a pace that fits their strategy. At IABM, our role is to give members the insight and connections to focus on what creates value, so innovation becomes a driver of resilience and growth rather than change for its own sake.



INTERVIEW



Member Value

Q: In what ways is IABM evolving its services to meet the changing needs of its global membership?

We are focused on making IABM's services more accessible and impactful. Our IABM Hubs at major trade shows around the world enable members to connect, network and collaborate on business and technology issues. In a time of major economic uncertainty, we also provide members with exhibitor discounts at IBC Show, NAB Show and many other industry trade shows around the world.

Our IABM Business Intelligence outputs are now built into all membership tiers, so companies of all sizes can benefit from high-quality insights to guide their strategies. We have also launched a program specifically to help start-ups, with a hugely discounted membership fee to support and enable start-ups all over the world.

We have also strengthened our global presence through the Member Engagement & Growth team in APAC, EMEA, and

the Americas, ensuring local perspectives directly shape our programs and member services. Alongside this, new working groups give members a forum to share knowledge on fast-moving issues such as tariffs and supply chains. Together, these steps ensure IABM continues to deliver value that is both practical and relevant.

Emerging Markets

Q: What opportunities and challenges do you see in the Indian and broader South Asian broadcast technology markets?

India and South Asia are pivotal to the future of broadcast and media technology. We see a huge appetite for innovation, whether in streaming, live sports, or the growth of regional language content. At the same time, the region's rapid digital transformation poses challenges around infrastructure, monetization models, and talent pipelines. For IABM, the opportunity is to support members who are entering or expanding in these markets with data, connections and training. Our research shows that global

buyers are increasingly looking to South Asia not just as a consumer market but as a hub for production and innovation. That is why engagement here is a priority for us going forward.

Talent & Skills Development

Q: How is IABM supporting the next generation of talent and future leaders in broadcast and media technology?

Skills shortages are one of the most pressing challenges facing our industry, particularly in software engineering, systems integration and broadcast technology. At IABM we are addressing this on multiple fronts.

The IABM bursary program brings students into major industry events, giving them both exposure and hands-on experience. Our training portfolio has been expanded with courses in IP, cloud, and AI, including a new AI fundamentals course that has quickly become one of our most popular. And through collaborations with partners, we are extending training discounts and resources globally.

Our goal is to make sure that the next generation not only enters the industry but is equipped to thrive in it.

Keynote Preview

Q: What key message will you share in your keynote at the Broadcast India Show 2025?

My keynote, Shaping the Global MediaTech Landscape: Trends, Data, and the Road Ahead, will focus on giving a big-picture view of where our industry is heading. Drawing on IABM's unique market intelligence, I will highlight the major forces shaping broadcast and media technology worldwide, and what they mean in practice for businesses.

The central message is that change brings both challenges and opportunities. To thrive, our industry must combine strong leadership, collaboration around interoperability and innovation, and continued investment in people and skills. IABM's role is to connect, support, and inform, helping organizations remain resilient and competitive in this evolving landscape, in India and across the globe.



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