

Advisory

Post Press Event Copy

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EMAIL SUBJECT LINE

Advisory: IABM Has Rebranded as IAMT

EMAIL PREVIEW TEXT

IAMT Offers New Research Access Program for journalists—plus the rebrand, Agentic AI “MAI” platform, and key MediaTech insights unveiled at NAB Show.



MEDIA ADVISORY

IABM Has Rebranded as IAMT

IAMT Launches a New Intelligence and Research Access Program for Accredited Journalists, alongside its Rebrand, Agentic AI Platform “MAI”, and Global Alliance – all shaping the future of MediaTech.

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► **If You Missed Sunday’s Press Breakfast...**

Related Press Releases and Media:

- [IABM Rebrands as IAMT, Launches Agentic AI-Powered Discovery Platform and Global Alliance to Power the Future of MediaTech](#)

New identity, agentic AI platform MAI, and Global Alliance position IAMT as the central hub for intelligence, connection, and growth across the global MediaTech ecosystem

[Transcript of Fireside Chat with Ben Wickham, Director of Creative Output, SKY](#)

[IAMT Logos and Photos from Press Event and Hub Ribbon Cutting](#)

- [IAMT Shares First Look at State of MediaTech Announced at 2026 NAB Show](#)

Key findings highlight shifts shaping the global MediaTech ecosystem

- **Contact [Laura Riggs](#) to arrange interviews with:**

- Saleha Williams, CEO IAMT
- Ben Wickham, Director of Creative Output, SKY Sports
- Nicola Cogetti, Founder and CTO Alpha Cogs

- Matt Stagg, Neutral Wireless and an IAMT Global Alliance Ambassador
[See Headshots and Bios here.](#)

► **IAMT Launches Intelligence and Research Access Program for Accredited Journalists**

NEW as part of its evolution to serve the MediaTech ecosystem, **IAMT now invites accredited journalists to access and use its research, intelligence and insights when developing news articles.**

IAMT's Business Intelligence Unit (BIU) delivers powerful, data-driven insights and market research that journalists can access through the new IAMT website. Plus, IAMT's knowledge vault encompasses thousands of member-contributed articles, reports, and videos.

[Learn more and apply for the program here.](#)

► **Experience IAMT's Agentic AI Platform "MAI" in Action**

As announced in Sunday's Press Breakfast

Get a hands-on demo of "MAI" agentic AI-powered intelligence platform developed by Nicola Cogetti, Founder and CTO of Alpha Cogs, designed to unlock industry insights and discovery platform integral to the IAMT website.

[Room N257LMR](#), open daily during Show Floor Hours

Press Demos offered Sunday, Monday and Tuesday at 11:30am led by Nicola Cogetti

Or visit anytime to test drive; no appointment needed!

Nicola Cogetti is available for interviews through Tuesday, contact [Laura Riggs](#) to arrange.

► **Saleha Williams, IAMT CEO, Delivers Keynote at [SET:30 Seminar 2026](#)**

Revolution or Evolution? – Defining the future of Broadcast & MediaTech

Catch IAMT CEO, Saleha Williams, on stage at the SET:30 Seminar 2026, as she delivers an unmissable keynote speech to reveal the forces reshaping the global broadcast and MediaTech landscape. Drawing on exclusive IAMT industry intelligence, including brand-new data from the IAMT State of MediaTech Report debuting at NAB Show 2026, this keynote will uncover the trends, technologies, and investment priorities driving the industry's next era of transformation.

[LVCC, North Hall, Rooms N107 and N108](#)

Tuesday at 8:10am

About IAMT

IAMT (formerly IABM) connects, supports, and informs technology innovators, service providers, buyers, and end users across the broadcast, streaming, enterprise, and emerging media sectors. As the industry continues to evolve beyond traditional boundaries, IAMT equips its members with the market access, intelligence, and influence needed to thrive in a rapidly changing landscape. Through the delivery of actionable business insights, the facilitation of meaningful connections and opportunities, and by serving as a global platform for innovation and thought leadership, IAMT empowers organizations to make smarter decisions, expand into new markets, and drive measurable business impact across the global MediaTech ecosystem.

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