

**For Immediate Release****Media Contact****Laura Riggs**[Laura.Riggs@TheIABM.org](mailto:Laura.Riggs@TheIABM.org)**+1.410.978.9174****IAMT Shares First Look at State of MediaTech Announced at 2026 NAB Show**

Key findings highlight shifts shaping the global MediaTech ecosystem

**Las Vegas, Nevada, April 19** — [IAMT \(formerly IABM\)](#) is releasing its latest **State of MediaTech Executive Summary**. The report, developed by IAMT's Business Intelligence Unit (BIU) is the organization's flagship industry research, providing a comprehensive, data-driven analysis of the trends, technologies, and business dynamics shaping the global MediaTech ecosystem.

For the first time, IAMT is making the executive summary available in the original slide format used in today's briefing with members and industry stakeholders. The slides reflect aggregated input from across the global MediaTech ecosystem, including technology providers, service companies, and end users.

As a neutral, member-based organization, IAMT delivers independent market intelligence and insight designed to help companies understand how MediaTech is evolving—across workflows, business models, and emerging areas of growth.

The five-slide preview plus index reflects key industry shifts and industry perspectives, highlighting three leading themes seen across the MediaTech landscape: Agility, Evaluation and Trust.

**Agility** is no longer a competitive advantage, it is the minimum requirement to operate in a market defined by volatility, cost pressure and the need for speed.

**Evaluation:** Every investment is now under scrutiny, with ROI and total cost of ownership defining which technologies get adopted and which do not.

**Trust** is no longer a brand value, it is a commercial differentiator in a market shaped by AI, authenticity and risk.

"The *State of MediaTech* report is built not only on the perspectives of technology vendors, but critically on the voices of the end-user buyers who are actively shaping the market," said Saleha Williams CEO IAMT. "By bringing together real-world insight into where organizations are investing, how they are adopting new technologies, and what is driving their decision-making, IAMT business insights research delivers a uniquely complete and actionable view of the MediaTech landscape."

[View the IAMT State of MediaTech Executive Summary Slide Deck](#)

**About the International Association of MediaTech (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.