

IAMT MediaTech Forum – Visual Podcast

MediaTech Giants Verizon, Lawo and IAMT Discuss What the New IAMT Means for the MediaTech Industry

00:00:00 – 00:00:08

[upbeat music] [laughs]

00:00:08 – 00:00:32 **MATT STAGG**

Hi, everyone, and welcome back to IAMT's podcast with me, Matt Stagg, talking about the rebrand — what it means to customers, what it means to members, and how we take this amazing organization forward. What a power panel we've got with us today. We have Josh Arensberg, global MD for sport, media, and entertainment at Verizon,

00:00:34 – 00:00:39 **MATT STAGG**

as you already know — he's been on this show — Saleha Williams, the CEO of IAMT,

00:00:40 – 00:00:46 **MATT STAGG**

and we've got Andreas Hilmer, the chief marketing officer for Lawo. Thank you, everybody. [clapping]

00:00:47 – 00:00:47 **JOSH ARENSBERG**

Thanks for having us.

00:00:48 – 00:01:17 **MATT STAGG**

It's gonna be a good one. So I thought it might be a good way of starting — we've already discussed this with Saleha, so she knows — it might be good just to start with Andreas, then move to Josh, and explain what it means for you and your company, and how the organization can help serve you. Obviously you're the ex-chair, and we've got the current chair, Josh — so this is gonna be good. Over to you.

00:01:17 – 00:02:06 **ANDREAS HILMER**

Yeah. So, Lawo obviously is one of the vendors in this media and broadcast space, and we'll come back to broadcast later on when we're discussing the journey this organization is on. We're providing infrastructure solutions — software-based video and audio processing on a converged platform. And our customer base has changed over the years from pure broadcasters into a lot of other verticals, including Pro AV applications. That's also one of the drivers behind what we're facing in general with media tech, and I think we'll be discussing how this influenced the reasons for the change we're facing here.

00:02:06 – 00:02:08 **MATT STAGG**

Brilliant. And Josh?

00:02:08 – 00:03:27 **JOSH ARENSBERG**

Oh my gosh, it is so great to be here having this conversation, especially during the NAB conference here in Vegas. This is a conversation that, at least for Verizon, is so important, because we're all in the same communication services sector, right? We're all about connecting, and connecting is exactly what's happening — not just with IAMT, but across the entire industry, as they look to IP, look to new forms of

delivery. It's not the same old, same old — all of this is changing as we move to IP, move to creative, where you have YouTube creators and all these new forms of delivery. So we're really excited about IAMT's positioning now in the market and how it's going to continue to evolve. I think this is really a moment where we're all looking at what's happening with this change and this new evolution, and I'm thrilled that Saleha is sitting right beside me, because she's done this — she did this in the business world, in consulting in the space — and now we're lucky enough as an organization to have her really help bring on this change.

00:03:27 – 00:03:55 **MATT STAGG**

That's perfect, and that leads me in, because what everybody's going to be asking — and I'll start with you, Saleha, because you're the key person here — is: why IAMT, and why now? We've mentioned shifts in the industry, but IABM had strong brand recognition, a great legacy. So what really fundamentally drove this change? What changed in the industry that made it not just desirable, but necessary?

00:03:55 – 00:05:07 **SALEHA WILLIAMS**

So I'm going to be really controversial here and say: yes, we've had, as IABM, a great legacy in broadcast media, or broadcast manufacturing, back when we first started. But I think there's been a perception issue around IABM as an organization — that we were only for the hardware manufacturers — when in fact we already have a whole ton of members. We have over 400 across the world who are already operating in the software, cloud, data, and AI space in media and entertainment. So part of this rebrand was to elevate those members who are already innovating and operating in this space, but also to really widen the market opportunity, because we've moved beyond broadcast. It's a difficult time economically and geopolitically, but there is a market out there for media tech vendors, and there is growth. The State of Media Tech report has shown us that media tech vendors are seeing up to 50% of their revenue coming from outside broadcast.

00:05:07 – 00:05:20 **SALEHA WILLIAMS**

So the key thing is: we're not losing broadcast. We're building on it, and we're elevating our members and widening the market opportunity for those members across the entire media ecosystem.

00:05:20 – 00:05:37 **MATT STAGG**

Well, that's good — and I think what came out to me, in this show and in a lot of research I've been doing, both within our own organization, Neutral Wireless, and in some of the consultancy work I do in the industry, is trust and agility. What was great is IABM had the trust —

00:05:37 – 00:06:14 **MATT STAGG**

— and you brought the agility. The ability to actually do everything that your team is telling members to do — you're walking the walk, not just talking the talk, if you see what I mean, because you've made trust and agility a key part of this brand. So, as the outgoing ex-chair, what problems do you think IAMT — as a new, more agile organization — will be able to solve that IABM didn't? Where do you see this?

00:06:14 – 00:06:51 **ANDREAS HILMER**

So first of all, it's representing its members and having a footprint, making this industry visible — I think that's one of the major points. And obviously, it's providing benefits to its members, like research. There's a lot of industry and business insight you gain as a member, and a lot of networking opportunities — and that's become even more important than in the past, because the solutions our customers address have become more complex.

00:06:51 – 00:07:20 **ANDREAS HILMER**

So there's a lot more interaction needed between the different vendors, and IAMT is actually a platform to enable that. The customer side has also become a lot wider and more complex, and getting access to that is something IAMT is actually providing. So, in a way, this organization is reducing complexity on behalf of its members.

00:07:20 – 00:07:50 **MATT STAGG**

And that's perfect. I tell you, working in many verticals over my time, you don't get that from a trade association anywhere — that's just a badge. Josh, you've seen that at Verizon — a huge company made up of many different areas. You've almost got internal competitors sometimes when you come into your role. So how does this help your function as part of Verizon?

00:07:50 – 00:09:23 **JOSH ARENSBERG**

Yeah, I mean, you really have to look at what's happening across the industry, right? We talked earlier about the creator economy and what's happening there — it's all opportunity. You just have to understand what the risk is, what's in the market today, and then figure out how to open up these new markets. There's no question IAMT is a place where I'll go for research, to better understand what's happening. As a large telco, a large connectivity provider — not just in the US, but with a million miles of fiber around the world — that fiber is being used in many different places, in Europe, in Asia, all over. I was talking to Andreas earlier — a great example of this is the World Cup. Verizon is the official telecommunications sponsor of the World Cup, but it's companies like Lawo who are actually the other end of the cable, the other side of that connection. I think it's so cool, and it's organizations like IAMT that help bring this together. When we think about these workflows, it's becoming ever more critical right now, especially with AI, to be able to discover who's on the other side of that connection — how you're delivering a seamless experience for the end customer, the consumer of those experiences.

00:09:23 – 00:10:16 **MATT STAGG**

And that's — well, we can hear everybody chatting in the hub. If any of the members haven't been up here yet, N257 is a great place — you look around and everybody's here, doing work, meeting customers, and meeting each other. I mean, I'm here — me and Josh needed to talk anyway, and we were here, and it's great, you meet new people. For me, the big question is: what does success look like? I'd like to take it from different viewpoints. For you, as a company and a member, over the next 12 to 24 months, how would you rate or view success, based on your requirements of an international association?

00:10:17 – 00:10:46 **ANDREAS HILMER**

Being relevant, remaining relevant — that's key. I think we'll become, as an organization, even more relevant. In a quickly changing environment, there needs to be some consistency somewhere, some reference points, and IAMT will prove to be that kind of cornerstone you can rely on.

00:10:46 – 00:11:00 **MATT STAGG**

Brilliant. I'm going to come to you last, because I'd like you to have the final word as the leader of all this great change. But Josh, where do you see things in 12 to 24 months? This is part of your tenure as the current chair.

00:11:00 – 00:11:53 **JOSH ARENSBERG**

Yeah, I mean, listen — I think we already saw the great change with Saleha coming into the organization and bringing new breath and fresh air in. But really you have to look at what's happening with AVIXA, and these adjacencies, to see why this change is so important, and the opportunity it opens up for our members and the industry. We're here right now at NAB, which is a great show — but I think about IBC and the changes we'll see there, and CES and the changes there. There really is this phenomenal moment

for us as an industry to say: we actually have a broader capability, more places where people are trying to communicate.

00:11:53 – 00:12:16 JOSH ARENSBERG

And there's no doubt that 5G is a huge enabler of that — Verizon in particular is doing our part to enable that across the board. But the point is, connectivity is no longer the issue.

00:12:16 – 00:12:57 JOSH ARENSBERG

And when connectivity is no longer the issue, all of a sudden you get these opportunities — these startups, these environments where you can now create, deliver, produce, post-produce these experiences. There's no doubt IAMT wants to help you connect, help you think about how all these pieces fit together. Saleha has a mandate from the board to go out and do this — to make sure she and the organization are empowered to deliver on these new things for our members, but honestly, more importantly, for our industry.

00:12:57 – 00:13:07 MATT STAGG

And I'm going to come to you, finally, Saleha — but I guess there's a different spin from me. Because if I'd had to do what you did to a company, especially a not-for-profit, which is —

00:13:07 – 00:13:12 MATT STAGG

— so many different challenges along the way, in how things are approached.

00:13:12 – 00:13:12 SALEHA WILLIAMS

Sure.

00:13:12 – 00:13:29 MATT STAGG

If it was me, I'd have said, 'What does success look like?' I'd have said, 'Yesterday. That's done, right? See you.' And I know you're not that person. What do you see coming in the next 12 to 24 months? This is really exciting for me, because I feel like I'm part of it too.

00:13:29 – 00:14:44 SALEHA WILLIAMS

You are part of it. For me, it's really simple: it's enabling our members to do more business. That includes making them more visible, amplifying them, keeping them relevant, supporting them with intelligence, research, insights, and training, and really enabling that connectivity and networking — putting members front and center with the people who are buying their products and services. Beyond that, it's also about where they need to partner, where they want to look at investors, or even acquiring startup companies. We have a huge focus on startups, and on how we support new talent coming into the industry — new companies as well as new people. So for me, success is all about our members' success — and for them, that means doing more business, making them more visible, and doing that in a way that's trusted. Part of what we're doing there is the launch of our new AI model, May — we're the first industry association to do this. People have been talking about it; we're doing it.

00:14:44 – 00:15:00 SALEHA WILLIAMS

And we're making our members the answer to the industry's pain points and questions — enabling that visibility and relevancy, and positioning members, as well as connecting them directly with media buyers.

00:15:00 – 00:15:02 JOSH ARENSBERG

Well, and breaking down the silos, right?

00:15:02 – 00:15:03 SALEHA WILLIAMS

And breaking down the silos.

00:15:03 – 00:16:00 SALEHA WILLIAMS

Because it's an ecosystem that's so much broader — and the way you go to market, the difference between Verizon's go-to-market and the end of the cable and everything in between, needs an ecosystem to work together. We're all about the visibility of how we make the complex simple, because we have the answers, and we've got the companies who've done it — the FIFA World Cup, the amazing events Lawo have done, your own events on the sports side. There's stuff in retail, stuff with the Royal Opera House, Milan Fashion Week, as well as the great broadcasters and media streaming companies we continue to work with. Putting all of that together is just so exciting, and I think it's about continuing to elevate the industry, and our members, to do more business in it.

00:16:00 – 00:16:02 JOSH ARENSBERG

I mean, you can hear the passion — let's be —

00:16:02 – 00:16:02 SALEHA WILLIAMS

You can.

00:16:02 – 00:16:03 JOSH ARENSBERG

Let's be clear here.

00:16:03 – 00:16:17 MATT STAGG

And we all know we're all passionate, and I know there's only limited time for everybody, 'cause we'll be here all afternoon talking. I just want to say thank you so much, Andreas, Saleha, and Josh.

00:16:17 – 00:16:23 MATT STAGG

We're back again later on, and thank you for watching. I'm going to make a very quick exit, 'cause I've realized we haven't paid our membership dues, so —

00:16:23 – 00:16:24 ANDREAS HILMER

[laughs]

00:16:24 – 00:16:24 JOSH ARENSBERG

[laughs]

00:16:24 – 00:16:25 MATT STAGG

See you all later.

00:16:31 – 00:16:32

[upbeat music]