IAMT MediaTech Forum – Visual Podcast

Unveiling a New Era for MediaTech: The Launch of IAMT – International Association of MediaTech

00:00:00 – 00:00:18 MATT STAGG
[upbeat music] Welcome to the first episode of the new rebranded IAMT. I am very lucky to have been asked to host this. And first guest,

00:00:19 – 00:00:27 MATT STAGG
we have Saleha, who is the CEO, and also, I'm pleased to say, a good friend of mine. And I think

00:00:28 – 00:00:37 MATT STAGG
everybody wants to know what's happened. Where are we, and why are we here? Why now? And what's your vision for the industry?

00:00:37 – 00:01:54 SALEHA WILLIAMS
So, this is just so exciting. It is day one, here at NAB in Las Vegas, but we chose today to launch IAMT, the International Association of Media Tech. You've known us previously as the IABM, the International Association of Broadcast Media, or going back, Broadcast Manufacturers. The industry has changed, and so are we. I was brought in to transform IABM and, having spoken with many of our members and just looking at what's happening in our world at the moment, we're moving beyond broadcast hardware-centric equipment. And as an association, we already have members who are operating in that wider space, in software-defined workflows, in cloud, in data security, let alone things like AI. So today is the launch of IAMT. New website went live at midnight. You can check that out at theiamt.org. The old one redirects in case you get lost. So that's the big announcement, day one.

00:01:54 – 00:02:06 MATT STAGG
And if you're here and you're a member, you must come up to the hub and you'll see me in here talking generally to myself [laughs] if no one's here.

00:02:06 – 00:02:06 SALEHA WILLIAMS
[laughs]

00:02:06 – 00:02:12 MATT STAGG
But I think one of the things that stands out when we've been talking about everything here is,

00:02:13 – 00:02:36 MATT STAGG
media tech is no longer broadcasting. It's about moving the video around. So one of the very interesting things that I saw from your media tech report was the different verticals now starting to be addressed, and I wondered if you could explain a little more about how that feeds into how you're shaping the organization to support the members.

00:02:36 – 00:03:39 SALEHA WILLIAMS

Absolutely. Thank you. So, effectively, most of our members have been vendors in the media tech space, but the majority of that over the last 50 years — because we're actually 50 this year — have been in the pure broadcast industry. And we are already seeing, and the State of Media Tech report is showing, much bigger market opportunity in verticals, parallel markets, including corporate companies, education, retail, as well as things like sports federations. In fact, technology vendors are seeing nearly 50% of their revenue growth coming from those other sectors. I was talking to a member a couple of days ago who said to me, 'My client, they're actually a bank.' The remit was: the CMO was talking to them and said, 'My CEO is saying, make me look like I'm on CNN.'

00:03:40 – 00:03:40 MATT STAGG
Right.

00:03:40 – 00:04:14 SALEHA WILLIAMS
And they are a bank, a big bank, and this is for their internal town halls. It's for investor briefings as well as customer events. So we are all now media content companies. Engagement comes through engaging content, not just broadcasting. And that's where the market opportunity lies for our members, and that's where we now have rebranded to IAMT to enable and support that wider ecosystem.

00:04:14 – 00:04:27 MATT STAGG
And you are doing a fantastic job. I think it was very interesting what you said, and we have spoken about it before — make me look like I'm on CNN. You can see that from a CEO of a bank.

00:04:28 – 00:04:31 MATT STAGG
People know how easy it is to make content.

00:04:31 – 00:04:46 MATT STAGG
You see people, they're professional. They've got lighting in their bedrooms, comes out. You can't then say, right, here's an internal town hall, and then it's somebody just stood up with a guy with an iPhone. Although, very good cameras, but

00:04:46 – 00:04:48 MATT STAGG
So you've been in the role

00:04:50 – 00:04:51 MATT STAGG
six months now?

00:04:51 – 00:04:51 SALEHA WILLIAMS
Seven months.

00:04:51 – 00:04:54 MATT STAGG
Oh, right. Sorry. Yes, it was,

00:04:54 – 00:04:57 SALEHA WILLIAMS
It was six months when we were first talking about you coming on board. [laughs]

00:04:57 – 00:05:18 MATT STAGG
Yes, that's right. So I'm very pleased to have even been invited. What a great team you've got. What was your biggest challenge? And I guess part of understanding how the organization worked would help you frame how you were going to approach the rebrand. But when you first came in,

00:05:20 – 00:05:30 **MATT STAGG**

what did you see about the industry and the members, and how have you seen that shift in terms of how you better serve them? Which you are — this is a classic example.

00:05:31 – 00:06:08 **SALEHA WILLIAMS**

I think it goes back to that engagement and connection, especially since COVID. When COVID happened, a lot of people were able to communicate if they were already used to communicating with their teams, with their customers, remotely on video, on Teams or whatever. But I think one of the biggest challenges has been that the whole industry is changing while facing massive geopolitical and economic challenges. It isn't just about doing more with less — it's actually doing more with way less.

00:06:08 – 00:07:23 **SALEHA WILLIAMS**

And maybe not even being able to operate in certain supply chains or geographies, or with things like tariffs. It's so complex, and changing, it seems, on a daily basis. So one of the biggest challenges for me was to dig into what I call the buried treasure of IABM — the research, the insights, the tech office, the training — and really pull those out so we could support members in a much more dynamic way, especially doing that over content and video rather than face-to-face. We're a global organization. We have over 400 member companies all around the world. Some are enterprise-level, big corporates; some are little startups or even individual consultants. So being able to shape the services and the value for each of those different types of companies, at different stages of maturity, from startups to legacy, and doing that with a remote team — my whole team is all over the world, so I don't sleep. [laughs]

00:07:23 – 00:07:28 **MATT STAGG**

[laughs] I know, and especially this morning, you were —

00:07:28 – 00:07:29 **SALEHA WILLIAMS**

Sorry.

00:07:29 – 00:07:35 **MATT STAGG**

It all went amazingly. You'll be able to see the press brief — the whole team were fantastic.

00:07:35 – 00:07:49 **SALEHA WILLIAMS**

But I think it's actually walking the talk here, because we've had to do what a lot of organizations need to do, or want to do, and do that in a way that cuts through the noise.

00:07:49 – 00:08:42 **SALEHA WILLIAMS**

How is your message — whether it's video content, news, product information, whatever that content is — delivered in a really engaging but immersive experience that combines multiple platforms: video, online, face-to-face, trade shows, events, one-to-one, group. So I think we are doing what the market is looking for, and the challenge was to come in, find that buried treasure, elevate it, and then elevate our members as part of that. My strategy when I first came in was based on three key pillars, from the world of media and entertainment: edit, elevate, and innovate. Edit meaning — let's look at what we've got.

00:08:42 – 00:09:00 **SALEHA WILLIAMS**

What do we refine? What do we cut? What do we invest in? How do we drive that forward? How do we innovate on top of that, with new products and services to support members? And how are we elevating our members? That's what we've been focusing on.

00:09:00 – 00:09:07 **MATT STAGG**

And that brings me on to my next topic, because you went in and were talking about finding the hidden treasures.

00:09:07 – 00:09:38 **MATT STAGG**

And I've seen some of them. Normally you'd say a trade organization's fine — yes, we're putting events on. But take, for example, your marketing team and your business intelligence unit. There aren't many, if any, trade organizations that have a business intelligence unit. What they typically do is have people who take stuff and pass it on to their members. But explain — you and your team — what that means.

00:09:40 – 00:09:44 **MATT STAGG**

What does that trend mean? And that is powerful stuff.

00:09:44 – 00:10:04 **MATT STAGG**

But let's talk about May, because that's how we're going to find it. When you're producing so much content, with so many members and so many diverse workflows and industry models, it's very difficult. So how about May?

00:10:04 – 00:10:13 **SALEHA WILLIAMS**

I am so super psyched about May. As part of our rebrand to IAMT, we've been working with Alpha Cox.

00:10:13 – 00:12:00 **SALEHA WILLIAMS**

Alpha Cox are an IAMT member, and they have developed and powered for us an agentic AI model that really utilizes answer engine optimization. We all know SEO — search engine optimization — we already had that, because we were posting content about our members and what they did. But we've taken that to the next level with May. May, as a platform, is the industry's first for a trade association, and she has been trained on our whole vault of member knowledge: three years of journal articles, IABM TV, our business insights research, working group outputs — all of that content put front and center for buyers, investors, and collaborators. So what anyone is able to do, not just our members, is go onto the new website, theiamt.org, click on May, and ask her a question. 'Give me the latest media trends in APAC,' or, 'Tell me which organization or company specializes in remote IP cloud production,' or, 'Who did this very specialist piece of work that only a CTO would know about?' And May will find that and bring it back as an answer, with an authoritative, authorized citation. This is the key thing, going back to your point about our business insights team — we are a not-for-profit, independent, mutual trade association.

00:12:00 – 00:12:02 **MATT STAGG**

Don't get many of those, so [laughs]

00:12:02 – 00:12:04 **SALEHA WILLIAMS**

We're not pay-to-play.

00:12:04 – 00:12:15 **SALEHA WILLIAMS**

The articles and interviews that are done are done on that basis, so they are unbiased from a sponsorship viewpoint. You can always sponsor a white paper.

00:12:15 – 00:12:32 **SALEHA WILLIAMS**

But May is providing that trusted source for buyers, press, and media, because it's drawing on original content from our members, wherever they sit in the content value chain.

00:12:32 – 00:13:13 **MATT STAGG**

And that is amazing, because very often, if you're in a company, there are areas where you can learn more from your competitors about what your other departments are doing internally. I guess that's the role you're taking — to be able to say, 'Look, this is all happening, this is public domain.' But as you said yourself, it's about cutting through the noise. There's so much content everywhere, and what you're doing with the team, and May, and bringing forward and elevating certain content, is very similar to what people are doing in the broadcast industry: 'Okay, we've got a huge back catalog.'

00:13:14 – 00:13:20 **MATT STAGG**
'We want to sweat these assets — how do we do it?' And actually, you're walking the walk, if you like,

00:13:20 – 00:13:24 **MATT STAGG**
and leading that, saying, 'This is exactly what we've got. We've got our archive.'

00:13:24 – 00:13:31 **MATT STAGG**
And we need to reuse that in the best way to serve your members. I think it's absolutely fantastic.

00:13:31 – 00:13:40 **SALEHA WILLIAMS**
And then you keep feeding it with all the new innovations we've brought on board over the last 12 months. So the IAMT marketplace launches today.

00:13:40 – 00:13:57 **SALEHA WILLIAMS**
This is an Amazon-style profile page that each member gets, where they can upload their own videos, news, and press releases, and product and service information, which then links directly to their own website and even their own sales content.

00:13:58 – 00:14:16 **SALEHA WILLIAMS**
So we are actively driving buyers to our members, but doing that through a trusted, independent platform — building on the heritage of knowledge we have as we go forward.

00:14:16 – 00:14:26 **MATT STAGG**
And over time, people must go and look at the State of Media Tech — your members must have a look at that, because that really does...

00:14:27 – 00:14:46 **MATT STAGG**
That's a flagship product. It's well known in the industry. People expect it. I read it every year, and what I really saw this time is that it's not just presenting the facts — which is great anyway, you do need that.

00:14:46 – 00:14:48 **SALEHA WILLIAMS**
But you need the data.

00:14:49 – 00:14:50 **MATT STAGG**
What does that mean for me?

00:14:50 – 00:14:51 **SALEHA WILLIAMS**
Exactly.

00:14:51 – 00:14:54 **MATT STAGG**
And the value that that brings,

00:14:55 – 00:15:04 **MATT STAGG**
you would pay tens of thousands of pounds to a consultancy house just to find a fraction of that.

00:15:04 – 00:15:04 **SALEHA WILLIAMS**
Absolutely.

00:15:05 – 00:15:10 **SALEHA WILLIAMS**
And these are our own in-house analysts — this isn't outsourced to anybody.

00:15:10 – 00:15:48 **SALEHA WILLIAMS**
Our member community all know our analysts and our member engagement team, and they work together to help members amplify product news or innovation, whatever it may be — aligned to what's used in the State of Media Tech. So companies are able to see where people are investing, where the technology trends are, and where the challenges are. The State of Media Tech isn't just from the vendor community — around 45%, I think, is media tech buyers.

00:15:48 – 00:16:24 **SALEHA WILLIAMS**
So you're bringing both perspectives in, not just the vendor community. And it comes down to: what do I need to know? Why is this important to me, whether I'm a vendor or a buyer? Why is this important now? And how do I move forward with buying decisions — understanding who can help me with the challenges and pain points I'm managing as an operator or a buyer — and also, as members, how they can partner with other members across the ecosystem.

00:16:24 – 00:16:40 **MATT STAGG**
That is fantastic. I think what's really good — and you nailed it — is that two of the big things in our industry to come out of the report, and all the work you and the members did, and the business intelligence behind it, were trust and agility.

00:16:42 – 00:16:47 **MATT STAGG**
And that's what the trust part is — you are a trusted, independent

00:16:47 – 00:16:48 **SALEHA WILLIAMS**
Yes.

00:16:48 – 00:16:50 **MATT STAGG**
source of information.

00:16:52 – 00:17:05 **MATT STAGG**
It's not just, 'Okay, I'll put an IAMT logo on and we're part of this club.' It's actually — you're giving them things that are so expensive to get elsewhere.

00:17:05 – 00:17:08 **SALEHA WILLIAMS**
Completely. And again, you have to apply — we welcome you.

00:17:08 – 00:17:10 **MATT STAGG**
Yes, of course.

00:17:10 – 00:18:11 **SALEHA WILLIAMS**

But if you are an IAMT member, buyers know you're of a certain standard in terms of your products and services and what you can deliver, but also in terms of your integrity and values. That's the beauty of a membership community — we're able to amplify those members in a way that goes beyond just, 'Here is the product information.' It means knowing that, if you're an IAMT member, that is the absolute standard of companies, large and small, all around the world, who are really driving this industry forward. So as a buyer, you want to know who those people are — and as a member, you're connecting directly to buyers with that trusted, authoritative voice. That's why our new messaging is: IAMT, trusted by the industry, driven by members.

00:18:11 – 00:18:16 **MATT STAGG**
What can I say? What a great point to end on. Saleha, thank you.

00:18:16 – 00:18:16 **SALEHA WILLIAMS**
Thank you.

00:18:16 – 00:18:22 **MATT STAGG**
And you were my first guest, and hopefully they're all as easy as this. [laughs]

00:18:27 – 00:18:29
[upbeat music]