

September 10, 2026 IBC Amsterdam:

IAMT Releases Dynamic Software Licensing Best Practices to Align Commercial Models with Modern MediaTech Workflows

IAMT, (formerly IABM) today announced the publication of the first draft of ***IAMT Best Practices for Dynamic Software Licensing***, developed by the **IAMT Dynamic Software Licensing (DSL) Working Group**

As media operations accelerate their transition toward cloud, hybrid, and software-defined workflows, traditional software licensing models have failed to keep pace, creating a combined technology and commercial hurdle for the MediaTech industry.

As buyer models rapidly shift toward flexible, dynamic OPEX structures to manage variable workloads and distributed environments, legacy licensing approaches continue to introduce unnecessary administrative friction, cost ambiguity, and scalability bottlenecks.

To bridge this widening gap, the **IAMT Dynamic Software Licensing (DSL) Working Group** bringing together a powerful cross-section of buyers, technology vendors, system integrators, and cloud service providers has published the first draft of the ***IAMT Best Practices for Dynamic Software Licensing***.

Unveiled for **IBC Amsterdam**, this practical industry framework is designed to align licensing practices with the operational realities of modern, virtualized media environments.

The **IAMT Dynamic Software Licensing (DSL)** initiative features broad participation from industry leaders including Alpha, Amagi, AWS, CBC/Radio-Canada, Dell Technologies, InSync, LOGIC Media Solutions, MainConcept, MASV, Merapar, NBCU, NDI, Netflix, Qvest, Riedel, Ross Video, Sony, TAG VS, Telos Alliance, TF1 Group, and TVU Networks.

Aligned to IAMT's mission, this is IAMT initiative deliberately structured as a cross-industry initiative. Bringing together the perspectives of software suppliers and the organizations that purchase, deploy and operate their technology is essential to developing recommendations that are both commercially realistic and operationally useful.

Key elements of the first draft framework address:

- **Flexibility and Scalability:** Enabling licensing models to smoothly accommodate fluctuating workloads, shifting infrastructures, and evolving operational requirements.

- **Clarity and Transparency:** Improving mutual understanding of licensing terms and actual usage data across supply chains.
- **Cloud and Hybrid Deployment:** Factoring in the complexities of software deployment across on-premises, private-cloud, public-cloud, and hybrid architectures.
- **Operational Efficiency:** Drastically reducing administrative and operational overhead associated with software license management.
- **Interoperability and Consistency:** Encouraging standardized approaches that simplify commercial interactions between customers, vendors, integrators, and cloud providers.
- **Future Readiness:** Establishing foundational principles capable of evolving alongside emerging technologies and next-generation MediaTech workflows.

As **IAMT CTO Stan Moote** notes, “While software has become the foundation of sophisticated media workflows, licensing structures have lagged behind. This first draft moves the industry past merely identifying problems, providing a practical foundation that stakeholders can use to drive greater clarity, flexibility, and operational efficiency while protecting the velocity of software-driven innovation. It is a significant and important step because it moves the conversation from identifying problems to establishing practical principles that buyers, vendors, VARs and system integrators can use. We want these best practices to help create greater clarity, flexibility and efficiency while supporting the innovation that software-defined and cloud-based workflows make possible.”

Guillaume Lemoine a Broadcast Architect with **TF1 Group** and a member of the IAMT’s DSL group states “Recently, licensing lagged behind the software-defined infrastructure it now has to govern. Customer organizations absorbed the pain: operational risk, rigid licensing built for hardware, while the infrastructure underneath had gone elastic. These best practices matter because they came out of real industry collaboration. A common framework, instead of a different licensing model for every product in our stack, is the shared foundation our industry has needed.”

“Rather than acting as a prescriptive commercial model, the **IAMT Dynamic Software Licensing Best Practices** document serves as an unbiased, independent, collaborative industry resource” said **IAMT CEO Saleha Williams**. “Its purpose is to establish an industry common understanding and provide guidance that can help both buyers and suppliers develop licensing approaches appropriate for modern software-defined operations”.

View the Dynamic-Software-Licensing-Best-Practice v1.0 at:

<https://theiamt.org/groups/dynamic-software-licensing/>

IAMT (formerly IABM) connects, supports, and informs over 450 Media-Tech member companies world-wide, including 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 broadcast 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. **For more information, visit <https://theiamt.org/>.**

About the IAMT Tech Office

The IAMT Tech Office provides dedicated, expert-led working groups, through which members can collaborate on technical challenges and contribute directly to the development of industry frameworks, standards and best practices. **The IAMT Dynamic Software Licensing Working Group** is one of IAMT's initiatives focused on addressing emerging challenges across the MediaTech sector.

IAMT will continue to gather feedback from participating organizations as the **IAMT Dynamic Software Licensing Best Practices** document develops, with future versions reflecting the collective experience and requirements of the industry.

Organizations interested in contributing to the discussion are encouraged to learn more about IAMT membership and its Tech Office working groups at <https://theiamt.org/groups/>