IAMT Technology and Trends Roadmap

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The IAMT Technology and Trends Roadmap provides forward-looking insights on the direction of MediaTech from both end-user and vendor perspectives.
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Stan Moote – September 2026

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Technology and Trends

Transdisciplinary Integration
Enterprise, Medical, Education, Creators

AI-Enhanced Creation & Assistance
GenVideo/Script/Editing/ Captions

Agentic AI & Orchestration
Scheduling, Autonomous Production

Security Architectures & Controlled AI
Zero Trust, AI Security, DRM

Content Authenticity & Data Integrity
Trust, Provenance, Asset Traceability

Capture, Infrastructure & Compute
Volumetric, Spatial, MXL, Software-defined

Service Platforms & XaaS
MetaData/QC/Transcode

Business Intelligence
FinOps, AdTech, Churn, Audience Modeling

Immersive & Multi-Screen UX
Phygitial/Multi-angle viewing/XR venues

Contribution & Delivery
Transport/5G/CDN/ Public Data/BPS

Transdisciplinary Integration

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Enterprise, Medical, Education, Creators

Content Chain	Bleeding Edge	Early Adopter	Mature	Commodity
Create				
Produce				
Manage				
Publish				
Monetize				

Synopsis

Verticals that are adjacent to those considered "traditional" producers of video continue to emerge as a significant force. Corporate (including headquarters buildings and in-house productions), medical (huge creators/consumers of media for a variety of purposes), Education (especially with the post-pandemic seismic shift toward remote learning), museums (particularly with interactive and immersive exhibits) are just a few examples of this. While many of these other areas might have formerly been less adjacent to "traditional" video production, they are now utilizing many of the same technologies.

AI-Enhanced Creation & Assistance

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GenVideo/Script/Editing/Captions

Content Chain	Bleeding Edge	Early Adopter	Mature	Commodity
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Synopsis

AI-Enhanced Creation & Assistance continues transforming how content is produced and delivered, supporting creators at every stage. Bleeding-edge technologies, such as generative AI, autonomous editing, visual dubbing and Visual AI based marker-less motion capture hold transformational potential with increasingly more workflows transforming themselves with AI-augmentation, blending machine intelligence with human oversight. Semi-agentic tools are rapidly accelerating creative processes, while mature technologies like speech-to-text, translation, and captioning are fully integrated into daily content creation, enhancing efficiency, quality and audience impact.

Agentic AI & Orchestration

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Scheduling, Autonomous Production

Content Chain	Bleeding Edge	Early Adopter	Mature	Commodity
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Synopsis

Agentic AI & Orchestration is shifting media workflows from rule-based automation to AI-managed systems. Copilots, AI scheduling, and agent-driven control enable dynamic, real-time production, troubleshooting, and optimization-sometimes bypassing traditional control layers. Early deployments show viability even in live environments, with AI interfacing via APIs (NMOS, REST, SDN) and standards like Catena. While fully autonomous pipelines and AI control planes emerge, challenges remain around predictability, security, and trust. The trajectory: from automation to intelligent, adaptive orchestration-faster, more flexible, but requiring careful governance in high-value production environments.

Security Architectures & Controlled AI

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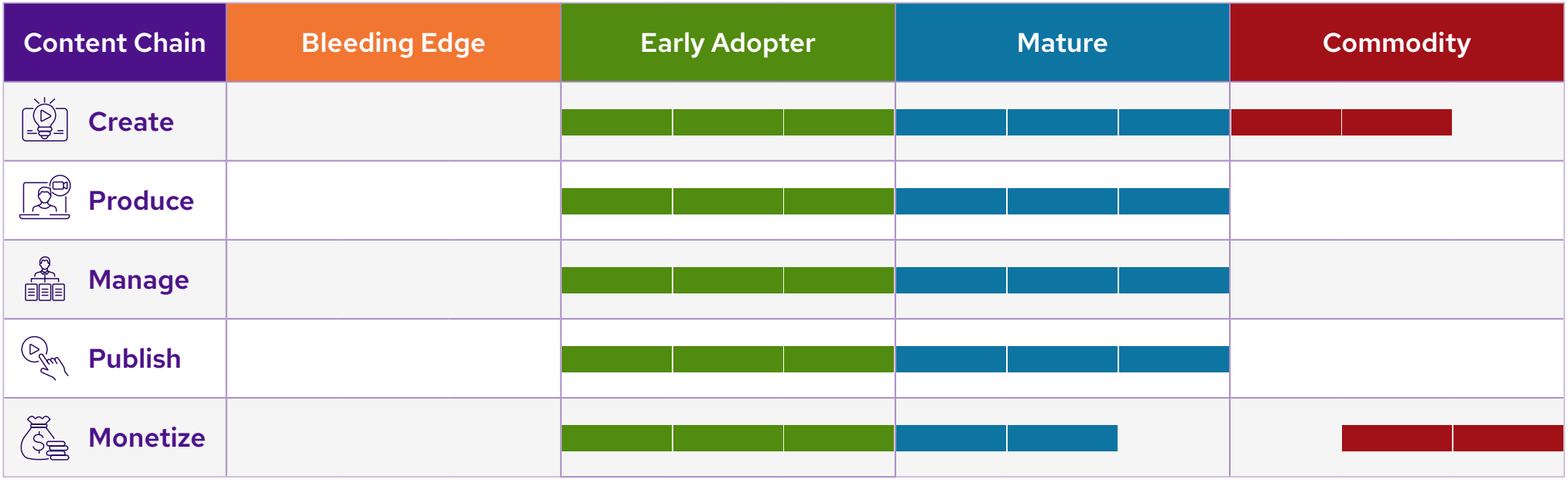
Zero Trust, AI Security, DRM



Synopsis

Security architecture for Controlled AI is moving from human-centered Zero Trust to control of non-human actors: every agent, tool call, credential, and data path must be explicitly verified, least-privileged, continuously monitored, and rapidly revocable. Model Context Protocol, or MCP, is becoming a central control plane because it standardizes how agents reach tools, data, and interfaces, making policy enforcement, isolation, auditability, and approval gates more practical at scale. Zero Trust already covers non-person entities; frontier models need to identify and chain vulnerabilities at machine speed, compressing defender response time and magnifying risk. AI driving faster cycles of vulnerability discovery and patching to stay ahead of bad guys –vendors need to need to pick up the pace.

Content Authenticity & Data Integrity

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Trust, Provenance, Asset Traceability

Content Chain	Bleeding Edge	Early Adopter	Mature	Commodity
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Synopsis

Content Authenticity & Data Integrity is becoming foundational as generative media scales. C2PA is emerging as practical infrastructure, enabling tamper-evident Content Credentials across production and supply chains. Signing, watermarking, and deepfake detection are moving into early adoption, while metadata lineage and fingerprinting are mature controls. New models – provenance networks and live content signing – are emerging to ensure trust in real time Adoption is uneven but accelerating, driven by risks to brand safety, elections, and publisher credibility-making authenticity a strategic, measurable layer of the media ecosystem.

Capture, Infrastructure & Compute

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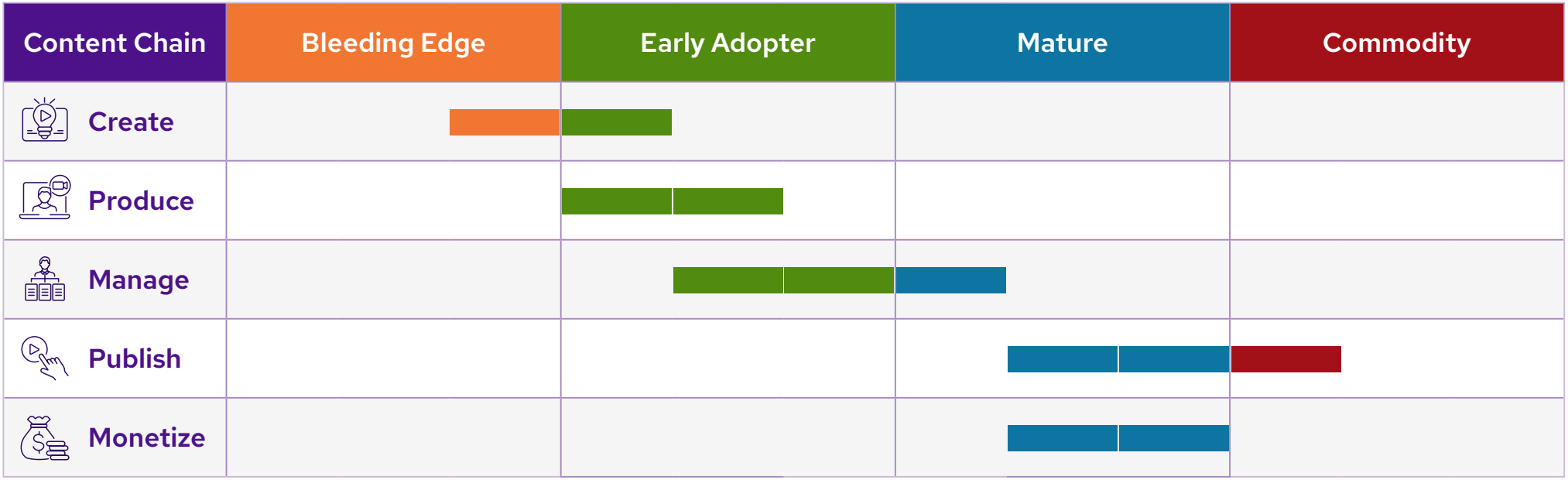
Volumetric, Spatial, MXL, Software-defined



Synopsis

Capture, Infrastructure & Compute is shifting media creation to software-defined, AI-driven, and compute-centric workflows. Power-efficient CPUs enable intelligent cameras/mics at the edge (auto-framing, beamforming), while volumetric and spatial capture redefine production. Ingest moves from fixed appliances to containerized CPU+GPU clusters; inter-app MXL enables ultra-low latency image processing, watermarking at ingest ensures provenance (C2PA) From SDI to IP and hybrid cloud, the stack is evolving toward GPU-native pipelines, TAMS, and real-time volumetric systems – unlocking flexible, scalable, and spatially-aware media production.

Service Platforms & XaaS

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MetaData/QC/Transcode

Content Chain	Bleeding Edge	Early Adopter	Mature	Commodity
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Synopsis

Service Platforms & XaaS are transforming media workflows into software-defined, service-based ecosystems. Transcoding, QC, and metadata shift to hybrid XaaS models, unified across on-prem and cloud into integrated supply chains. Event-driven workflow platforms no longer "watch" content – they "read" metadata, using AI to trigger actions, making rich, normalized metadata the control fabric. As standardization challenges persist, the stack evolves from CDN commodity to mature playout and cloud MAM, toward emerging editing-, QA-, and metadata-as-a-service – driving scalable, automated, and intelligent media operations.

Business Intelligence

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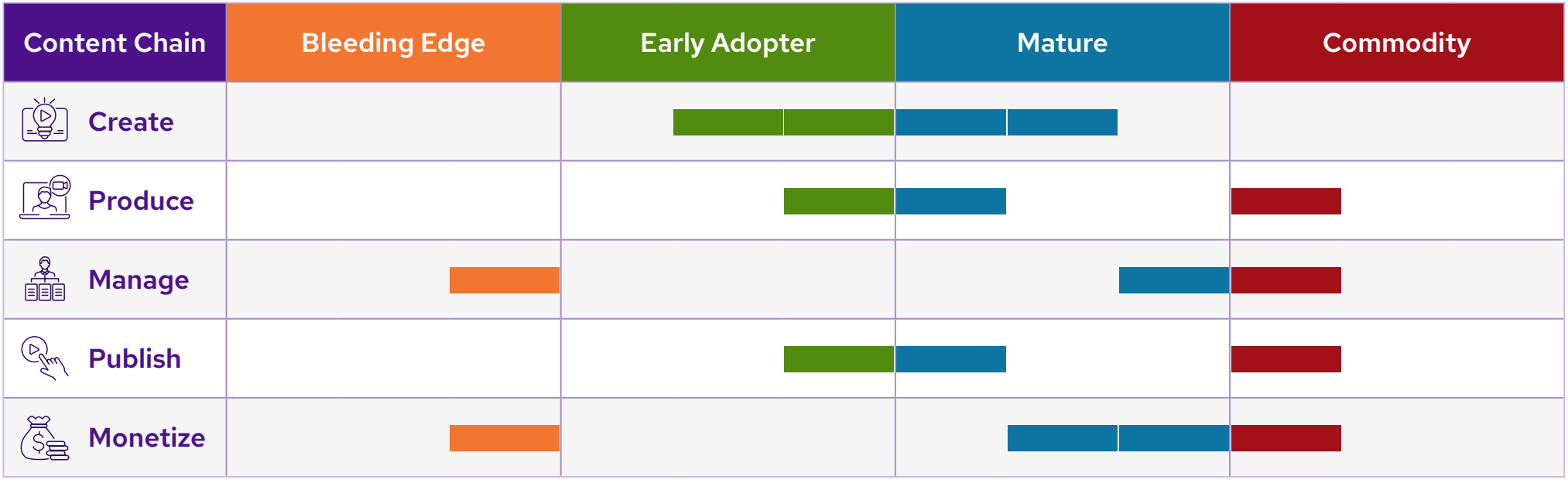
FinOps, AdTech, Churn, Audience Modeling



Synopsis

Business intelligence is shifting from reporting to predictive, AI-driven decisioning across audience, revenue, and operations. Mature capabilities – personalization, churn prediction, Ad Tech, attribution, and FinOps – optimize engagement and cost, while dashboards become commodity. Emerging layers include predictive audience modeling, automated revenue optimization, and AI-driven curation, scheduling, and monetization tied to rights and metadata. Programmatic and audience based ad sales continue to evolve. The direction: real-time, data-driven platform economics where insights directly trigger actions-maximizing lifetime value, efficiency, and revenue across the media supply chain.

Immersive & Multi-Screen UX

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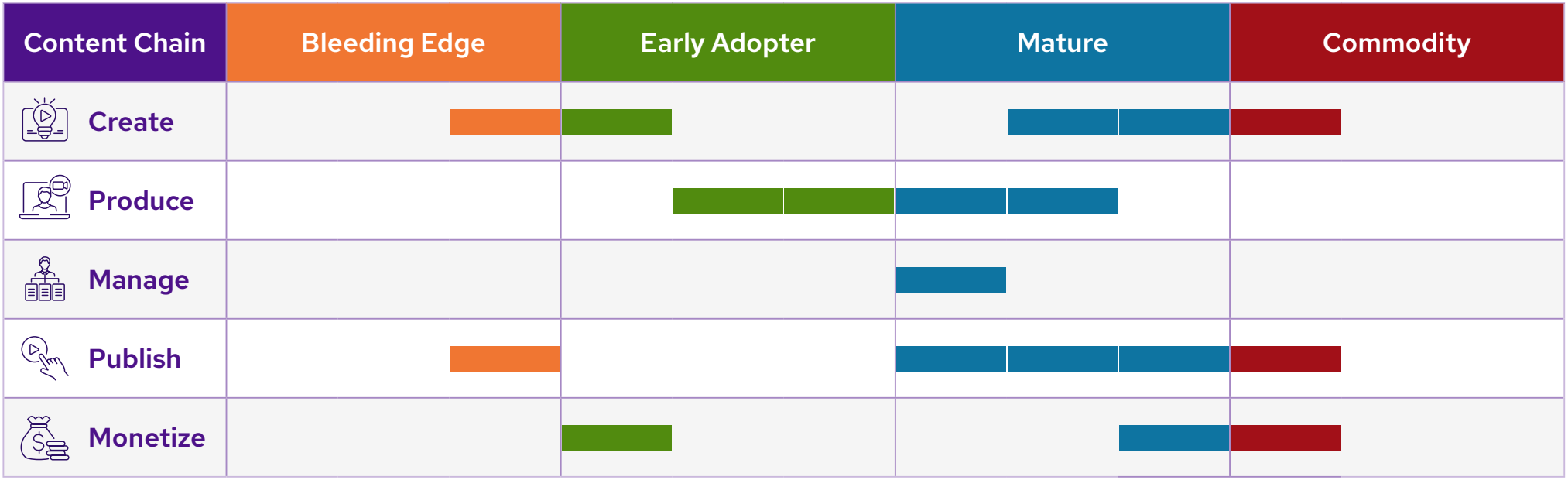
Phygitial/Multi-angle viewing/XR venues



Synopsis

Immersive & Multi-Screen UX blends content, interfaces, and environments across devices and spaces – "one experience, many surfaces" – turning passive viewing into real-time participation. From second screens and XR gaming to immersive venues and multi-angle sports, media is becoming interactive, persistent, and personalized. This shift unlocks new monetization across devices, venues, and data layers, while evolving storytelling into non-linear, ever-changing experiences. Powered by XR, game engines, advanced displays, sensors, and cloud sync, the line between physical and digital is rapidly disappearing.

Contribution & Delivery

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Transport/5G/CDN/Public Data/BPS

Content Chain	Bleeding Edge	Early Adopter	Mature	Commodity
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Synopsis

Contribution & Delivery is evolving toward IP-first, adaptive, and energy-aware distribution. Reliable internet transport (SRT, RIST)I and cloud based pipelines are now mainstream, while CDNs and fiber remain foundational. Emerging approaches – 5G broadcast, LEO satellite contribution, and ATSC 3.0 B2X – expand reach and flexibility, accelerating the shift away from legacy C-band. Efficiency is becoming critical, with "Greening of Streaming" driving optimization across networks. The result: a more dynamic, software-defined delivery layer that blends broadcast and broadband, scales globally, and adapts in real time to audience, network, and cost demands.