

FOR IMMEDIATE RELEASE

Following its relaunch IAMT brings its most ambitious IBC programme yet to Amsterdam

Brand-new IAMT Business Intelligence Reports, IAMT Dynamic Software Licensing Best Practices Publication, the IAMT Start-Up Discovery night, the biggest ever IAMT Journal including a World Cup Special, and the launch of the brand-new IAMT Talent Portal, headline the association's presence at IBC 2026, RAI Amsterdam, 11-14 September.

IAMT (International Association of MediaTech), formerly IABM, today confirmed its full programme for IBC 2026, its largest showing since the association relaunched from IABM at NAB Show earlier this year. Running across all four days at the RAI Amsterdam, the programme puts member visibility, new connections, industry intelligence, start-ups, and emerging talent at its centre.

Reactions to the new IAMT

The global market has enthusiastically embraced the associations rebrand and positioning as the IAMT (International Association of Media Tech) resulting in an unprecedented surge in member renewals, new members and global community engagement. Building on the momentum of IAMT MAI the association's groundbreaking agentic AI model and the IAMT Marketplace, an Amazon-style digital commerce platform tailored for its community, IAMT is experiencing extraordinary reach that powerfully amplifies its members and partners directly into the wider global buying ecosystem.

At the heart of its programme at IBC is the **IAMT Member Hub** in the Diamond Lounge (Entrance G, Hall 3), the association's home at the show and the meeting point for members, buyers, end users and the wider MediaTech community. The IAMT Hub also houses the new **IAMT Visual Podcast Studio now streaming across Apple Podcasts, Spotify, Amazon Music and more** together with the **IAMT Impact Awards** presentation. The IAMT Member Hub is available to members and provides refreshments and free WiFi. IAMT will also be on the show floor in Hall 8 stand 8.F54, Entrance C.

IAMT opens IBC Show Conference

Day 1 IBC opens with the **IAMT Impact Briefing** on Friday 11 September, 09:15 to 10:15 in Conference Room 1, Entrance, where **IAMT CEO Saleha Williams** will give the opening keynote **"MediaTech Redefined: The Momentum of Change"**: this will be followed by the exclusive launch of the latest **State of MediaTech Report** presented by **Chris Evans, Senior Principal Analyst at IAMT**. Produced by the IAMT Business Intelligence Unit, with insights from MediaTech buyers as well as vendors, this refreshed business insights and market report sets out the trends, buyer priorities and

market forces shaping the industry. A must for anyone buying or selling MediaTech in today's challenging economic and political environment.

The IAMT Impact Briefing closes with the media buyer panel, **"Winning the Trust of MediaTech Buyers"**, hosted by **Purminder Gandhu, Director Consultant at Kaurwave**, who is joined by **Emily Bergün, Senior Media Services Engineer, Arsenal Football Club** and **Jenny Englund Stridh, Head of Media Production Technology at Schibsted**. The session takes a candid look inside how buyers make investment decisions and what suppliers need to do to stand out, short and long term.

The Q3 edition of the newly designed **IAMT Journal**, the biggest ever edition, also returns to IBC in print and digital at the show, free to collect from the IAMT Member Hub, along with **IAMT's first ever 40-page World Cup Supplement**, highlighting IAMT members whose technology helped deliver the biggest sporting stage in the world.

Recognising the industry's best

The **IAMT Impact Awards** ceremony takes place on Saturday 12 September, 17:00 to 18:30 in the IAMT Member Hub, with winners crowned live. The awards recognise outstanding achievement across game changing products and services, leadership, transformational projects and collaboration including start-ups and the IAMT Global Alliance, IAMT's wider media-tech buyer and partnership programme.

Backing MediaTech start-ups

New for 2026, **IAMT** and **Norigin Media** host the **Start-Up Discovery Night** on Saturday 12 September in Leidseplein. The first of its kind, IAMT evening brings ambitious start-ups together with investors, broadcasters, telcos and established MediaTech leaders. An overwhelming success, the event is now oversubscribed and open to registered attendees only.

Supporting emerging talent

IBC also sees the launch of the brand-new **IAMT Talent Portal**, connecting emerging talent with today's industry leaders. Based on the success of IAMT MarketPlace, the IAMT Talent Portal is another first of its kind, designed to highlight emerging talent to IAMT members and vice versa - free for students, graduates and early career professionals and IAMT members. IAMT also welcomes 12 bursary students from the UK, France and Germany through the returning **IAMT Bursary Scheme**, unveils the findings of its new **"Talent Trends in MediaTech"** report at the World Skills Café and IBC Talent Programme, and **Stuart Ray, IAMT Head of Skills and Development**, will lead two **Rise Tech Tours** introducing the Rise Mentorship Programme to members driving the industry forward.

Visibility beyond the show floor

Launched as part of the new IAMT, over 400 member companies and 7,500+ MediaTech professionals worldwide, have been uploading new product and service innovations and industry news into the **IAMT MarketPlace** ahead of IBC. Open to all attendees at IBC, IAMT MarketPlace also feeds **IAMT MAI**, the association's new agentic AI model powered by **Alpha Cogs**, which surfaces member expertise when buyers search for products, industry examples and trusted MediaTech partners. See IAMT MAI in action at theiamt.org

Extending member stories and visibility to IAMT's global audience long after the halls close, the new **IAMT Studio** comes to IBC for the first time with the **IAMT MediaTech Forum - Visual Podcast**

Series, together with an extensive programme of live member show interviews recorded on show floor. **Episodes are available at theiamt.org/studio and on all major podcast platforms.**

For those who can't make it to IBC this year, IAMT is running **the IBC Debrief, a post show webinar Thursday 24 September – register now at iamt.org/ibc-2026**

“As the global MediaTech industry gathers at IBC in Amsterdam, we are reminded that MediaTech’s rapid evolution is best met by walking forward together, turning shared challenges into collaborative momentum. Building on the massive success of **IAMT’s relaunch and the launch of IAMT MAI, IAMT MarketPlace, IAMT MediaTech Forum - Visual Podcast Series, our new IAMT Talent Portal, plus the biggest ever edition of the IAMT Journal including a 2026 World Cup Special**, our presence at IBC brings this vision fully to life” **said Saleha Williams IAMT CEO**. “This is one of the biggest and most ambitious programmes we have ever brought to Amsterdam, designed to put our members centre stage through intelligence, recognition, and a dynamic host of new member benefits tailored to help them do more business and connect directly with the wider global buying ecosystem. I could not more excited about launching the **IAMT Talent Portal at IBC** to support emerging talent and help drive genuine industry diversity. A massive thank to the brilliant **IAMT Team** and all our members, partners and supporters”.

What’s next

Post IBC, IAMT is at NAB Show NYC and InterBEE in Japan, finishing the year with IAMT’s brand new **Annual Conference & Awards 2026, “Leading the Next Era of Media Technology”**, which takes place 1-2 December 2026 at the Richmond Hill Hotel, London, in partnership with **AVIXA**. Registration is open at theiamt.org/richmond.

The full **IAMT Navigator guide to IBC 2026** is available at theiamt.org.

ENDS

About IAMT

IAMT (International Association for MediaTech), formerly IABM, connects, supports, and informs Media-Tech product and services 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 provides over 400 member organisations 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, playing a defining role in the future of Media-tech.

For more information visit **theiamt.org**

Media contact

Paul Young, Head of Marketing, IAMT
+44 (0)789 401 9845

paul.young@theiamt.org

Notes to editors

- IBC 2026 runs 11-14 September 2026 at the RAI Amsterdam.
- IAMT Member Hub: Diamond Lounge, Entrance G, Hall 3. IAMT booth: stand 8.F54, Entrance C.
- The State of MediaTech Report will be available at theiamt.org/stateofmediatech from 11 September.
- Sponsorship enquiries: Emma Labrador Becker, Partnerships Manager, sponsorship@theiamt.org.
- Images attached
 - IAMT Team photo
 - IAMT Logo
 - IAMT CEO image
 - IAMT Navigator PDF