IAMT STUDIO | VISUAL PODCAST SERIES

Inside IAMT's First Six Months

Purminder Gandhu in conversation with IAMT Chair Josh Arensberg and CEO Saleha Williams

IAMT Studio Visual Podcast Series

Duration: 18:45

Good morning, and welcome to our IAMT Visual podcast. We're here in our wonderful IAMT podcast studio, and I'm here with the chair of IAMT, Josh Arensberg, and the CEO, Saleha Williams. Thanks for joining us. Looking forward to having another chat with you and carrying on understanding how the expansion, the growth, development of IAMT as a service for the members is growing and expanding. Saleha, the new rebrand, you talked about it not just being a rebrand.

Yeah. So I think, first of all, thank you, and it's wonderful to have you here hosting us and moderating, so thank you for that, Purminder.

I think yeah, I mean, it was about six months ago, I guess, NAB, we relaunched as IAMT, the International Association of MediaTech. It wasn't just about a new logo or a new colour or even a new name. It was about representing the industry as it is today and where it's going in the future. And really, you know, the industry has changed, the market has changed. So in terms of our members and the buyers who are doing deals with our members, we wanted to really own that space in a way that many of our members were already playing in, operating in, doing deals in, but, you know, we're here to help them do more business, and IAMT gives them that positioning that is encompassing what was the broadcast side as IABM. And then in addition to that, I'm going to let Josh talk about this as well. We didn't just rebrand.

We launched a whole new range of services. We have the new IAMT Hub, the member hub here at the shows IAMT Hub on the digital side, which has been engineered for buyers to really see content, product, service, news from our members. Across all of that is MAI, our agentic AI model, which has been developed by Alpha Cogs, an IAMT member that really amplifies way beyond even our ecosystem into ChatGPT, Gemini, our members' thought leaders, products, and services, so way more than a rebrand.

I saw you nodding furiously through that, Josh. Reflections please.

So first of all, so thrilled to be here again with you, Purminder, and, you know, here, you know, having this conversation because I think it's such an important conversation to have right now at this moment in time. As we know, the industry's in this moment of transformation. We keep talking about it, and I think it was so important for our organisation to see where the industry had moved, make sure we were right there with it, and then really be kind of at the lead,

So we could help our members understand what are these new market opportunities and why is it that a rebrand, a name change, would make so much sense. And I have to say, and huge kudos to Saleha and the whole IAMT team because not only did they adopt this kind of change in the market and what was happening, but they really took it to heart and, you know, took this new brand and made sure that our members felt like they were part of this conversation, part of

this change, and I think it's really indicative now, six months later, that it's like we've always been IAMT. And it makes so much sense because our member companies and, you know, listen, I'm at Verizon, are expanding the portfolio of areas that they want to make sure they cover. It's not just broadcast anymore. It truly is MediaTech, and that means that, you know, with Saleha and the whole team showing up at places where we didn't always show up previously.

And now we're there because that larger breadth of capability that a name change, that a brand change really changes this mindset, and I couldn't be more proud of what Saleha has laid out for us. I just think it's a great road ahead, and I think the whole board is really supportive of this change, and I think we're seeing it now come to real fruition. So it's a proud moment, I think, for the organisation.

You talk about engagement and the direction that members are now moving in terms of the types of work that they're doing, so it seems really important that, yes, that was reflected. What's been the response from members? What's that engagement? What's really gained momentum with them, and what have they really got behind?

So I am utterly amazed at the levels of engagement. Even I didn't think it would go this big this quick. We are seeing, in the first half of the year since NAB when we relaunched, over 277,000 active engaged sessions on the new IAMT website. Now, that means they're not just going into marketing stuff. That's good, too. We love marketing. But they're going into IAMT Marketplace to see profiles of product services, news from members. They're going into the new BIU Business Insights portal to download data, research information about who is buying what, where, and how. They're going into the tech working groups to see how the hell do we navigate tariffs, how do we manage cybersecurity. And here at the show, we're launching the new dynamic software licensing best practice which has come out of the dynamic software licensing working group. You know, this is active engagement, not just from an audience content viewpoint, but from members who are driving the industry forward.

And in terms of our, you know, social media, again, it's not just marketing anymore. That was very much my beating drum last year, you know, getting the brand and getting the awareness of what we do out. Members are now reposting on, you know, a prolific rate, and we're seeing 80% engagement and, again, over 300,000 people globally, not just in the UK, not just in Europe, but in Asia Pac, America. And again, this morning's impact briefing, standing room only. Thank you, Purminder, for moderating that for us and opening that.

So, you know, it's not just a marketing thing. It's working because, you know, IAMT is trusted by the industry But it's driven by its members, and those members are delivering, engaging, talking, reposting, contributing, activating, you know, across the whole ecosystem and value chain.

I think it's also really reflective of what's going on in the industry more widely, right? So if you're representing members who are dealing and navigating those kinds of change management issues as well, to have been able to pull this one off and do it really smoothly and get it through the gate, that's no small task, is it? And you were nodding furiously just then. Those numbers that Saleha mentioned, they are music to your ears and-

Yeah, Because I think it represents you know, kind of what was needed at this moment in time for the members, for the industry. Take AI as an example. You know, with Saleha's leadership, we are out there with an AI solution that helps our members sell in a way that is engaging AI.

And so that's great, right? When you can go to a platform, and you can ask questions. Now, do the members need to go in, and has Saleha and the team done a great job, you know, creating that engagement and getting our members to come in and fill out information? Yes. Is there more that needs to be done? Absolutely. The more you feed it, the more you're going to be able to get from it. So I think that's a really great example of a way that Saleha's vision with the team was able to go and really execute on it. And here's a member who we were able to leverage to even help build the platform for us.

Yeah, exactly. I mean, huge kudos to Alpha Cogs. You know, I sat down with their founder Nicola Cogotti. We had lunch, and he said to me when I first came in, "Saleha, tell me whatever you need, and I'll support you." And that's the ethos of IAMT members, right? It is absolutely, how do we help the industry?

No, not passive. If you're going to tell me you're going to give me help, I'm absolutely going to take it. And, you know, I'm no coder, but I said, "This is my vision. What I want is for our members to be found front and centre in terms of how they are answering the pain points the industry is facing, that is, you know, specific to them, but at the same time is part of a thought leadership program that positions them as authoritative, expert, innovative." And Alpha Cogs, they went away, their team. They used their coders and developers on the bench, and they pulled that together, and they're still iterating on it. So Nick is, every week he's saying, "Saleha, we can now do this. We can now do this." and I think, you know, what's important is we are the International Association of Media and Tech.

We represent MediaTechnology vendors as well as the buyers. The buyers are those film companies, entertainment companies, media companies. Every single one of them are leveraging their archives and looking at how they can monetise that, how they can drive that forward in new ways on new platforms. I'm doing exactly the same. I'm taking all the thought leadership from our members over the last two, three years, training MAI on our archives, the journal, the video interviews, and it's bringing up, hey, this is, you know, not just a marketing message, but we do that as well. It's bringing up authoritative viewpoints on how the industry is changing and how our members are driving that forward. So it is just super exciting. And because, and I mean this so passionately, it's why I took the job. Because we are an independent, not-for-profit, everything we do goes back into the industry.

So all of this amplification of our members, their products, their services, their thought leadership, all of that drives deals for them. It drives amplification for us as the IAMT, and that then goes into one of our big announcements here at the show, the new IAMT next gen talent portal, because we just reinvest it all back in. And this is enabling the next generation of talents to put their projects, their profiles, their contact details up into the IAMT next gen talent portal. It amplifies them into our members, so our members get visibility with students, graduates, early careers. But it's also somewhere where organisations can, our members can go in and go, "Hey, I've got an internship opportunity," or, "You know what? Here's even a project I need someone in outer Mongolia to help me with," or wherever it might be. Is there somebody that's willing to kind of get involved?

Such a simple solution to a problem we've been talking about in the industry for a number of years now. How do we get that talent, you know, eyeballs from the people that are able to develop and grow that talent and, you know, ensure that the future of the industry is safe? So I

can't believe that, you know, such a simple kind of, "Let's just put these two things together and make that work," hasn't been done before.

I think one of the reasons... You know, there's lots of groups that do great things. So Rise do great mentorships and training and, you know, the same in the States Women in TV-

You know, SMPTE, Women in Tech. What we have done is say, "We're not trying to be a recruitment platform. We're trying to amplify talent." So I'm working with Rise, SMPTE, Women in Tech, you know, all of those groups, they're part of our global alliance and say, "Look, you know, as well as our universities, here's..." You know, we have here the vice president of Whistling Woods in India. Whistling Woods is the film entertainment college based in Mumbai. I was there a few months back. They had some of the most up-to-the-minute tech that most broadcasters, film studios don't even have yet, and they have their kids, and I mean, their, you know, their really cool students doing stuff with that tech in real time, and then you're seeing those graduates who are getting credits in Hollywood, Bollywood, global stages, not just in India. And what we're doing is saying, "Show us your projects. Put it up, you know, whether it's a film, whether it's you know, an animation, whether it's written, and then we can amplify that and then do that within an ecosystem of all of those groups as well." So...

Yes. And beautifully focused because obviously there are other platforms that kind of channel that stuff, but- you have to fight through quite a lot of noise to get to the gems. So yeah.

Exactly. So if you are a student- wherever you are in the world and you want to get into the MediaTech space you should look at theiamt.org and the talent portal and upload you know, your projects, your information, and that will get out now to over 400 global companies. And over-

Seven and a half-

That is a-

There's nearly, you know, 10,000 decision-makers on the talent training side. They need help, you know, understanding where the talent is, so that's what we do.

Amazing. Josh, how about you? What reflections do you have over the past five to six months? I mean, we sat down at NAB in 2025, didn't we, right at the beginning of this journey, and your enthusiasm certainly hasn't waned from April '25 till now.

Oh, thank you. Yeah, I mean, the space continues to evolve in a way that I don't think anybody could really predict. I mean, obviously there are some folks who look at the space, and they go, "Okay, you know what? This is where we think we're headed." But I think what we are looking at right now, especially with our organisation, is how do we answer the needs of our members? How do we make sure our members show up in a great way to their potential audience? And then how do we give them a new audience to grow with? And I think that is really a key part of the message as we look at, you know, what IAMT is doing, you know, let's call it with the adjacent spaces, but now those adjacent spaces are becoming primary spaces as we see really the world morphing.

I mean, let's look at the last six months. You know, we want to be able to travel the world and to go everywhere, but that doesn't always make sense anymore, and there's no doubt that the

connectivity that you can now get, you know, makes a smaller world. So what are the product sets? How do you leverage all this all over the world? And there's no question that we're starting to think about that as an organisation and how those pieces fit together, and those pieces come together because we have a team led by Saleha that's delivering on it, that's starting to think about, "Okay, what's next? How do we make sure that, you know, we look at InfoComm, we look at you know, AVIXA, we look at what's happening throughout the world in these adjacent spaces that maybe five years ago we weren't thinking about?" But I bet you Saleha was.

I think it's... I mean, we're delighted to announce that we have... We're bringing the new IAMT conference to London on the 1st and 2nd of December.

And that is... Again, we've had massive pre-registration before we even put the tickets on sale yesterday. And that is in partnership with AVIXA. And the reason for that is because, again, there is market opportunity in those other house of worship, corporate, sports that is beyond the traditional broadcast side. And you know, we've been doing a lot with AVIXA over the last 18 months. We've been in their shows. We've been bringing what is the best of media entertainment and broadcast and taking that to the pro AV market and then, you know, bringing that back in from, you know, companies, corporates. They want fantastic content that, you know, the CEO of a bank is saying, "Make me look like I'm on CNN, but I don't want the cost, the complexity, 5,000 broadcast engineers to put all that together. I want a studio where I can talk to my investors, my talents, my teams, as well as customers." So that's really exciting in terms of those new market opportunities and-

Well, also another theme that I'm hearing from people that service that industry is that with the advent of AI, live is actually way more credible, so being able to go live to your company and your audience with that immediacy is becoming vital.

Exactly. So because the whole AI sovereignty, fake news, fake information, and this isn't... I mean, don't get me wrong. I think AI has a fantastic place in helping to speed up production of content. But in a live, you do not want somebody putting out to your investors or to Wall Street or, you know, the London Stock Exchange information that is not live, credible, et cetera. So you need an infrastructure that can do that, and this is where, you know, new revenues are coming from. So it's incredibly exciting, and hence, that's why we are IAMT, the International Association of MediaTech.

Josh, Saleha, thanks very much. You're popping into the podcast studio for the IAMT. It's been a delight as ever. I look forward to our next conversation and reassessing where we've come from, where we've been, and where we'll be going next.

Excellent. Fantastic.

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