



# Conference Keynote

**IABM is crucial to supporting media technology vendors  
through the most turbulent era in our history**

Peter White, CEO, IABM



# A Period of Unprecedented Change

Broadcast & Media Is Changing Forever



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Business is Changing



Technology is Changing



Culture is Changing

# Consumer Is King

Content Is When and Where They Want



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## The Change Starts With The Consumer

Quality of Experience



On-Demand



Live



Online



Interactive



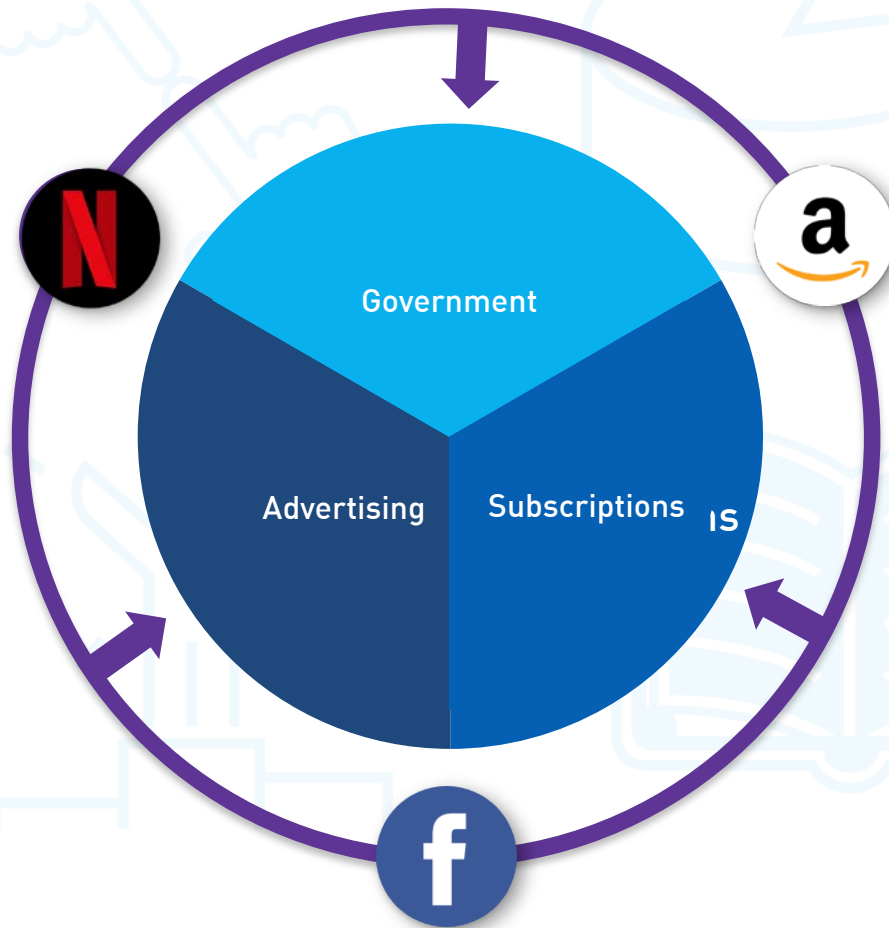
Social



Mobile

# Business Models Are Changing

Competition Is More Intense Than Ever



Competition for Content & Eyeballs

Increase in Content & Tech Costs

Pressure on Margins

# Business Models Are Changing

Requiring A Different Kind of Technology

From  
One-to-Many  
to  
One-to-One



Personalisation



Agility



Automation



Efficiency

More with Less



# Technology Demand is Shifting

Media Technology is Evolving



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Move to Automated, Data-Driven Workflows



Hardware



Software



Virtualisation



Cloud



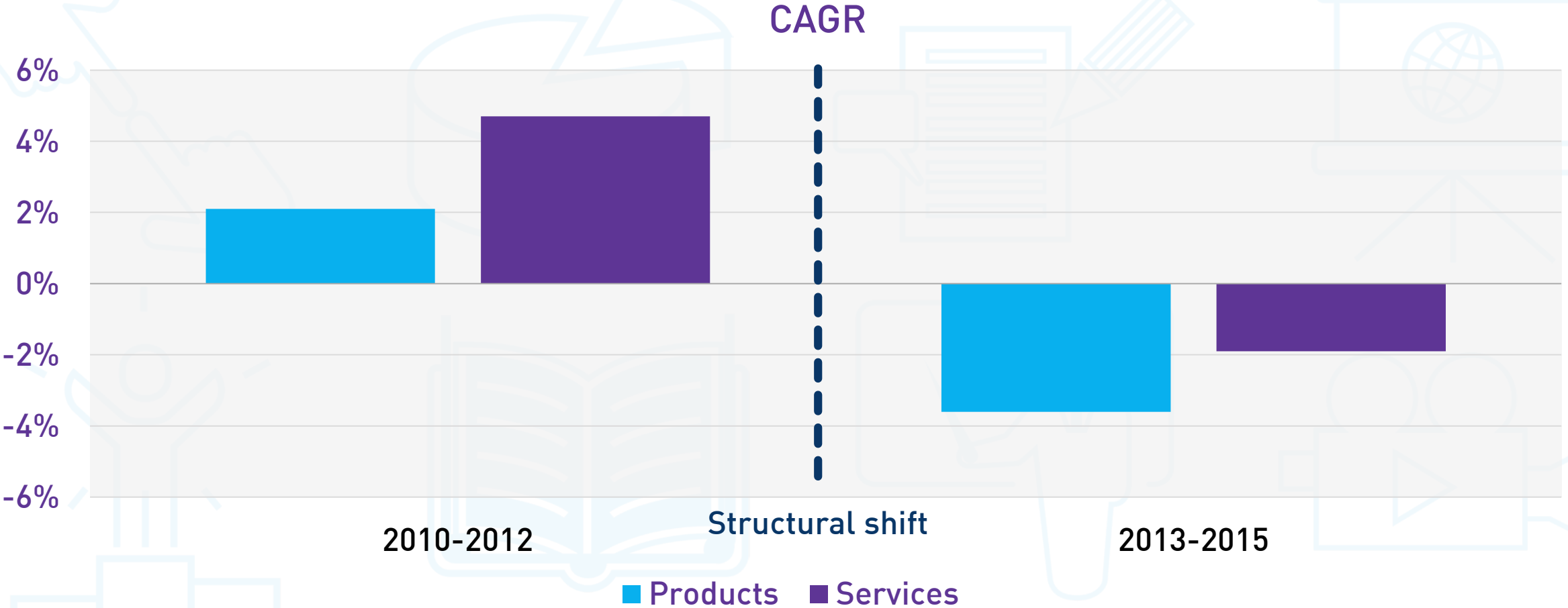
SDI



IP



# Products and services revenue growth



Source: IABM DC Global Market Valuation & Strategy Report (GMVR)

# Technology Demand is Shifting

## Affecting Vendors' Business Models



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Cloud



Move to consumption-based, pay-as-you-go model

Shift from Capex to Opex influencing cashflows

Increased competition from new players (e.g. public cloud providers)

IP



Shift to software-defined products running on generic IT

Fast-evolving, and sometimes uncertain, standards to support

Increased competition from IT industry players

Skillsets Are Changing



# Your Business Will Have to Change



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## New Business Models Required to Support Technology Users

### From Hardware to Software

Shift to Virtualised, Software-Defined Products  
Requiring New Skills & Approaches to Development

### From Transaction to Collaboration

Expectations for Collaborative Relationships with Users Requiring  
New Approaches to Delivering Projects, Selling/Marketing Practices

### From Bespoke to Generic

Shift to IT-based Technology Putting Downward Pressure on Prices,  
Requiring New Approaches to Differentiation

### From Capex to Opex

Transition to Opex Model Requiring New Approaches to Manage  
Sub-based or Consumption-based Cashflows

# Conference Themes



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2011

Adjusting to new Business Models,  
Profiting from the Journey

2012

Adapt or Die

2012

Adapt or Die

2016

Transformation  
& Collaboration

2017

Elevating Business



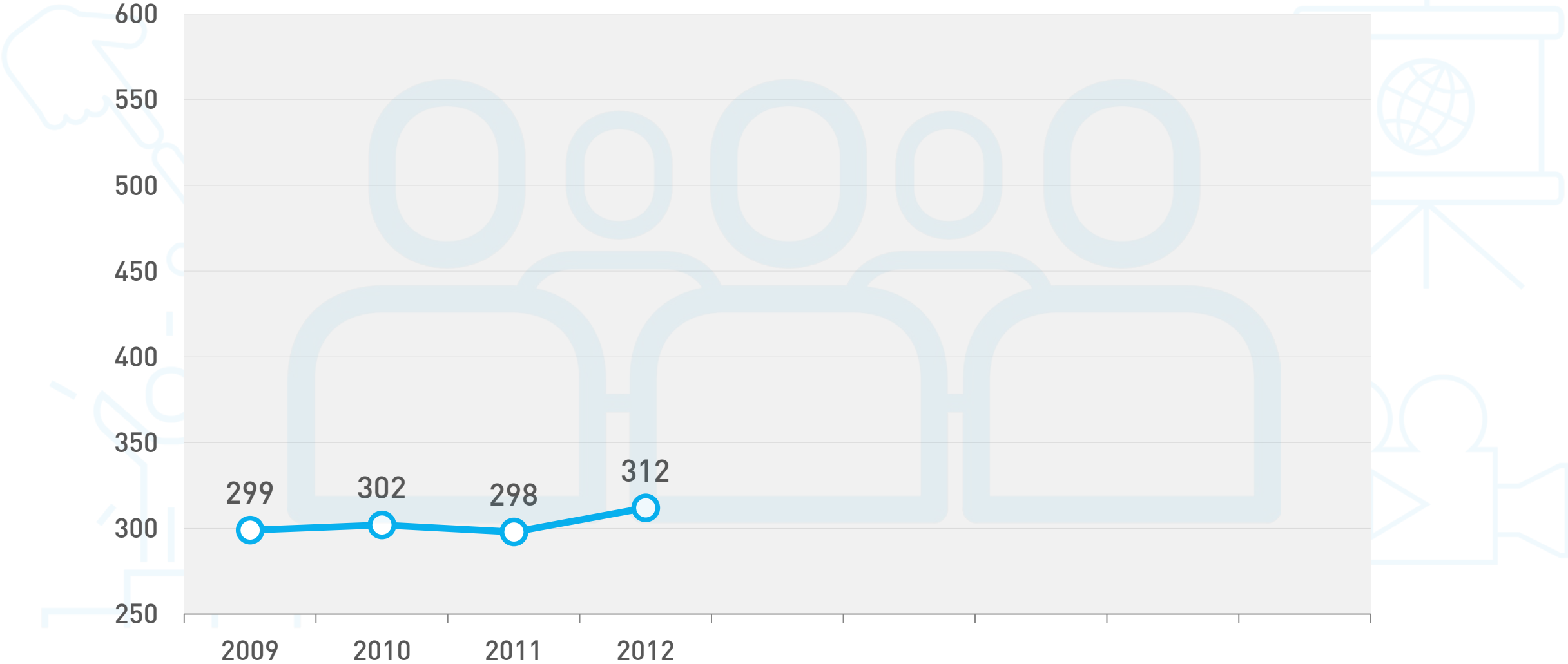
# IABM initiatives since 2012



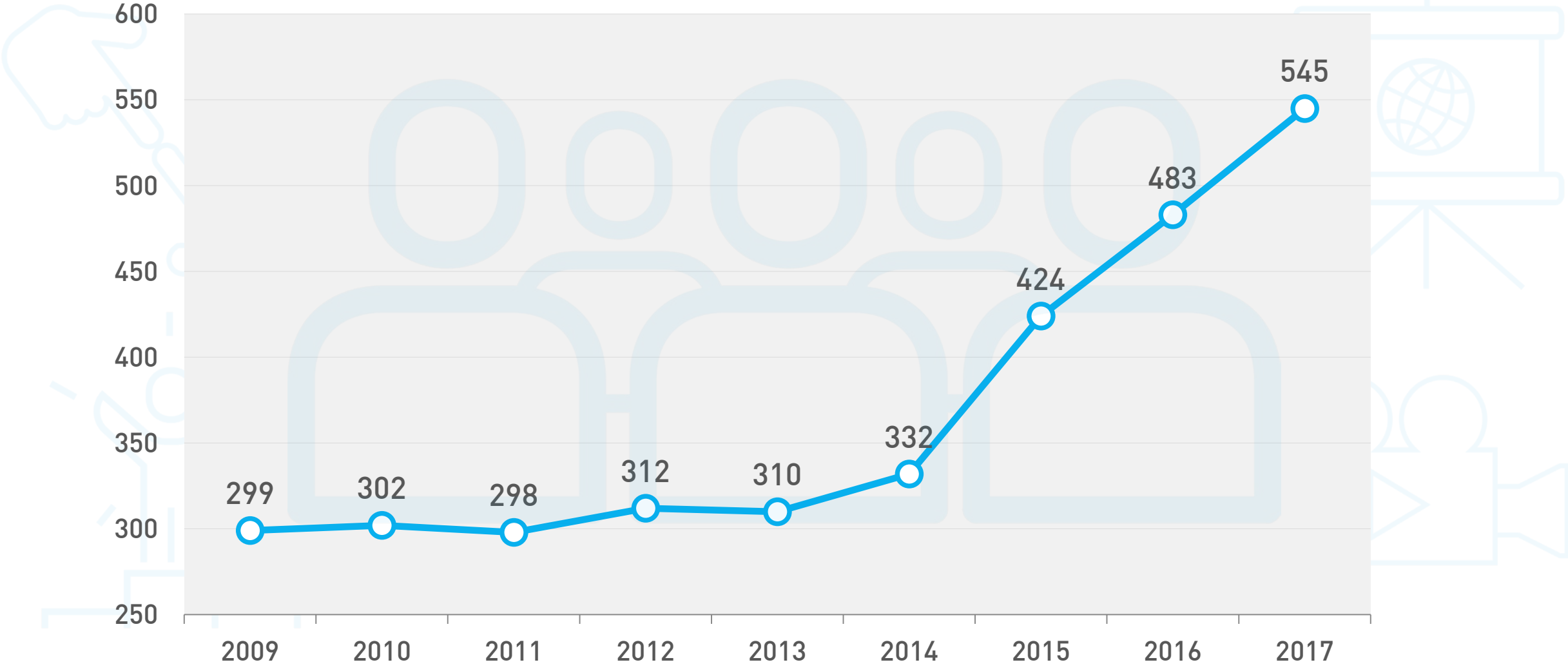
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# Number of Member Companies



# Number of Members Companies



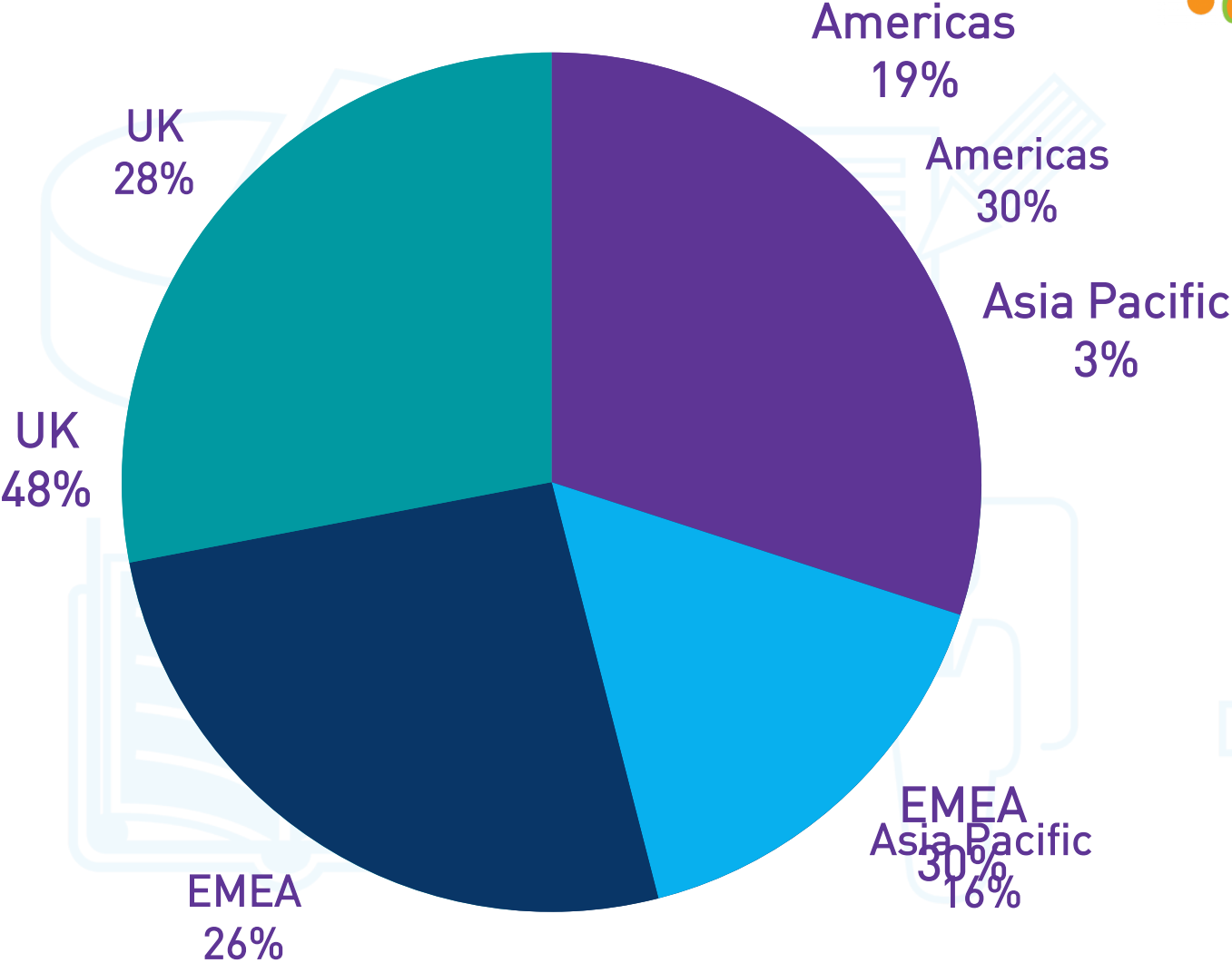
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 @THEIABM



# Membership by value 2009



# IABM Can Help You Through This Change

With Knowledge, Support & Leadership



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# IABM Can Help You Through This Change



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Providing Knowledge & Education to Better Address Change



Knowledge

Business  
Intelligence

GMVR  
Essentials



Knowledge  
Vault

Education

Re-launched Business Intelligence focused on buy-side data, technology use cases and regional developments

Newly launched GMVR Essentials make data more accessible to vendor of all sizes

Technical, Sales and Marketing courses,  
IABM Glossary of Terms

On-demand access to presentations, white papers, articles  
webinars, video interviews on a variety of topics



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Knowledge

## New Business Intelligence Service

### Main Research

Buying  
Trends  
Report

Supply  
Trends  
Report

### Media Tech Trends Research

Artificial  
Intelligence

Cloud

IP

New  
Viewing  
Experiences  
(UHD & VR)

### Regional Research

Europe

North  
America

Latin  
America

Middle East  
& Africa

Asia-Pacific



## GMVR Essentials

Product/service category-specific reports and data tables generated from the most comprehensive database of its type in the broadcast and media technology industry, the GMVR.



ENHANCE YOUR SALES &  
MARKETING KNOWLEDGE



**Glossary of Terms**  
A one-stop, online knowledge base for everyone involved in broadcast and media  
[www.iabmglossary.com](http://www.iabmglossary.com)

**Improve your IP skills**

- IP Network Essentials for Engineers
- Advanced IP Networks for Engineers
- E-Learning - IP & File Based Workflow
- IP Multicast for Streaming RTP Media
- IP Theatre initiatives at events around the world

# IABM Can Help You Through This Change

Providing Support with Resources and Events



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Support



Platform to find dealers and open your products and services to a large user audience

International and locally focused events to spread knowledge and provide networking opportunities with tech users

Useful resources and advice on key business topics such as Brexit and GDPR

IABM TV promotional filming, IABM awards, advertising & sponsorship opportunities





# IABM Can Help You Through This Change

Providing Support with Resources and Events

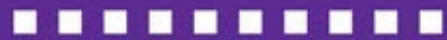


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Support

## IABM CONNECT



Put yourself in front of thousands of  
global end users searching for products  
and solutions



**webinars**  
WITH IABM

**GDPR is coming - are you ready?**

### IBC 2017

BroadcastAsia 2017

NAB Show 2017

CABSAT 2017

BVE 2017

NAB Show New York

IBC 2016

BroadcastAsia 2016

NAB Show 2016

CABSAT 2016

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The adoption of new IP  
technologies in the MEA  
region



IABM TV Interview  
MediaWare



IABM TV Interview  
Accedo



Round Table with Axle  
and Conviva



IABM TV Interview with  
Gearhouse



IABM TV Interview with  
IPV



IABM TV Interview with  
PortaPrompt



IABM TV Interview with  
MakeTV



IABM TV Interview with  
Telstra



# IABM Can Help You Through This Change



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Providing A Collaboration Platform Between Tech Users & Suppliers

 Leadership



IABM brings users and suppliers together to foster industry collaboration



# IABM Can Help You Through This Change

Providing A Collaboration Platform Between Tech Users & Suppliers



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 Leadership

Oversight & support on emerging standards  
through collaboration initiatives



Bringing together tech users  
and suppliers through events



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Technology users attending include



Bringing technology vendors and users together  
Responding to Challenging Times: How to Sell More, Better



Register online at [www.iabmannualconference.com](http://www.iabmannualconference.com)



## SALES & MARKETING SUMMIT

WEDNESDAY 5 JULY 2017

+ LONDON =



# IABM Initiatives for next year and beyond



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- Continue to **Inform and Support** and provide **Guidance** to members and industry in general



# Conference Keynote

**Our industry has transformed and continues to change  
IABM has transformed and continues to develop  
We will always be there for you to make your business lives  
easier wherever and whenever we can**

**Peter White, CEO, IABM**

