



Insight & Analysis

IABM is the leading provider of data, research and business intelligence reports in the broadcast technology sector



IABM is the leading provider of data, research and business intelligence reports in the broadcast technology sector

Both qualitative and quantitative, our reports give members the vital business, technology and strategic information they need to stay ahead and thrive in the broadcast and media technology industry.



Our analysis helps track industry trends and the financial performance of the sector. Our quantitative research draws from a pool of real financial data provided by IABM members and non-members under NDAs.

Our qualitative research benefits from interviews with industry insiders and a wide directory of business information covering the broadcast and media industry as well as related verticals.

We have been producing business intelligence for over 10 years and our partners trust us as a reliable and independent source of information.

Buying Trends Reports

The IABM Buying Trends Reports biannually track financial performance and trends in the broadcast and media sector. The purpose of this report is to enable member companies to monitor the performance of broadcast and media technology buyers, their purchasing behavior and technology adoption.

The information analyzed in this report is derived by both quantitative and qualitative research carried out by IABM. We produce indices and statistics based on this primary evidence. These can be divided into two pools:

- **The IABM Buying Trends Index:** a biannual tracker of sales and profits of buyers of broadcast and media technology
- **The IABM Buying Trends Survey:** a biannual survey of trends and opinions of buyers of broadcast and media technology

Supply Trends Reports

The IABM Supply Trends Report biannually tracks financial performance and trends in the media technology sector. The purpose of this report is to enable IABM member companies to benchmark their own performance within the industry and track emerging trends in the supply side of media technology.

The information analyzed in this report is derived by both quantitative and qualitative research carried out by IABM. We produce indices and statistics based on this primary evidence. These can be divided into two pools:

- **The IABM Supply Trends Index:** a monthly tracker of sales and profits in the media technology supply sector
- **The IABM Supply Trends Survey:** a biannual survey of trends and opinions in the media technology supply sector

Regional Research

IABM Regional Reports provide IABM members with insight into the broadcast and media industry for a specific region. The purpose of this report is to enable member companies to keep up with the latest regional developments as well as provide them with useful information for entering a new market.

We cover a variety of regions including Europe, North America, Latin America, Asia-Pacific and the Middle East and Africa.

Media Tech Trends Research

IABM Media Tech Trends reports annually track the adoption of specific emerging technologies within the broadcast and media sector.

The purpose of these reports is to enable member companies to better understand the drivers of emerging technologies' adoption within customer organizations.

This should provide member companies more tools to better address the challenges lying ahead, from new product development to marketing strategy.

In an ever-changing industry such as media technology it is increasingly important for suppliers to keep track of emerging technologies' development and their use cases, both in media and in other verticals.

We track a variety of emerging technologies including the Cloud, IP, AI, VR and UHD.

Quarterly Business Intelligence Digest

The IABM Business Intelligence Quarterly Digest provides IABM members with a varied range of business information about the broadcast and media industry and the wider global economy in a 'digestible' way. The purpose of this report is to enable member companies to keep up with the latest developments in our industry by presenting otherwise scattered information in an orderly and relevant manner.

This report includes:

- Global Business Environment
- Media Business Highlights
- Buying/Supply Trends
- Media Technology Special
- Regional Focus





Visit the website: www.theiabm.org