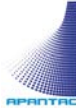




**Why buying from  
an IABM member is good  
for your business**





# IABM – first stop for broadcasters and media companies

**The broadcast and media industry is going through a once-in-a-generation transformation right now. Broadcasters and media companies are facing unprecedented challenges – with enormous opportunities opening up for the winners.**

## Constructive collaboration

Success in this fast-changing environment requires suppliers and users of broadcast and media technology to work together as never before so that everyone can prosper and successfully navigate this structural shift. IABM is uniquely positioned to facilitate the conversation.

## Positive engagement

IABM, the only international trade association for suppliers of broadcast and media technology, has launched a number of initiatives – all designed to bring broadcasters, media companies and technology suppliers closer together in a collaborative, constructive environment for the benefit of all.

## Key events

Aimed at helping the full value chain understand each other's needs and priorities and establish meaningful business relationships, IABM delivers strategic events that give the broadcast and media technology industry the opportunity to do business in a productive and cooperative environment. They also focus on revealing best practice from industry experts and provide unique networking opportunities.

Our aim is to build a more flexible, more efficient and more creative broadcasting and media industry by ensuring your rapidly changing needs are understood

and met. These events include conferences, summits and interoperability zones at shows that bring suppliers and their customers together.

## High business standards

You can buy from IABM member companies with confidence. All members subscribe to the IABM Business Standard – a set of business rules that ensure our members live up to their product claims and wider responsibilities.

The Business Standard covers HR good practice, integrity, customer care, product standards, environmental responsibility, respect for competitors and engagement with the wider community. The IABM Business Standard guarantees that you can rely on IABM members to serve your needs.

## Comprehensive knowledge base

IABM Connect is a comprehensive online database of suppliers, dealers and events that enables buyers to search the entire broadcast and media technology ecosystem to help identify the products and services that fit their individual requirements.

## Working together

Today we need to work together as never before. IABM is committed to fostering a mutually beneficial business environment that enables everyone to profit from the exciting developments that are powering our industry forward.

**MEET THE IABM MEMBERS**

