JOIN OUR PLATINUM MEMBERSHIP TODAY!

iabm
Knowledge, support and leadership for the Broadcast and Media technology industry
Top tier IABM membership offers a limited number of companies unrivalled access to support and engagement opportunities across the entire industry.

Our Platinum membership is for businesses that are looking for a completely bespoke membership package which offers unrivalled access to speaking opportunities, business intelligence and brand enhancement opportunities to position themselves as leaders in our ever-changing marketplace.

Platinum Membership offers a select number of companies an exclusive combination of regular access to our business network, bespoke strategic support and unrivalled access to our media outlets, enabling businesses to share their news and opinion with our international network.

IABM Platinum members are making a statement, clearly identifying themselves as thought leaders and trail-blazers in the industry. We work with each on an individual basis and our senior team provides completely bespoke strategic support that’s tailored to the business’s most pressing objectives. The additional benefits provided to an IABM Platinum member are all geared to facilitating this. Extra engagement opportunities through business conferences, breakfast briefings and Executive Summits, together with unlimited brands / subsidiary additions are all part of this exclusive package.

A bespoke tailored entitlement is available as part of the membership. In addition to the standard IABM benefits package the following are offered to Platinum Members:

**Enhance branding opportunities**

Platinum members’ logos are included on all publications produced, in a prominent position on the IABM website, on the stage set at all events worldwide and in IABM Member Lounges at shows around the world. Platinum Members are also offered exhibition space at events throughout the world.

**Participation in IABM organized events**

IABM delivers a number of standalone and event-associated events throughout the year, giving members great opportunities to share their ideas and innovations on a public stage. Where appropriate, priority will be given to participate in these events.

**Opportunity to host your own events**

All Platinum members are offered the opportunity to host events, roundtables and webinars that are promoted to the industry. IABM is pleased to enhance these events by providing a senior IABM representative to deliver a presentation where appropriate.

**BaM Awards®**

The industry’s only truly independent awards, recognizing and rewarding technological innovation at NAB Show and IBC. Platinum Members are offered 2 complimentary submissions throughout the year.

**Business intelligence**

As the leading provider of insight and analysis in broadcast and media, the IABM Business Intelligence Unit creates a wide range of business-enhancing reports for members, including: Biannual Buying Trends and Supply Trends Reports, Strategic Industry Analysis, Regional Reports, Technology Adoption Trackers, Market Entry reports, Quarterly BI Digest, BaM Content Chain Maturity™ report, Audio Technology Business report.

Platinum members are offered exclusive opportunities to use our research data in their own communications and also have access to one of IABM’s analysts to present at their own events – either in-house to educate their own team or at an external event to add independent authority in front of potential customers.

Platinum members have the exclusive opportunity to ask IABM analysts for bespoke visualizations based on our survey data. If we have the data required, we will send the visualizations right away in the format.
preferred. If we don’t, Platinum members can ask us to include it in our next surveys or create a bespoke research project proposal that meets their needs.

Ahead of IBC and NAB Show we provide Platinum Members early access to our Buying Trends reports and ask for commentary that is printed in our special reports distributed widely to attendees of the shows.

Training and educational services
As well as offering a wide range of on-line and on-site training courses, IABM also cooperates with other organizations such as SMPTE to offer the broadest range of technical, operational and marketing training and CPD.

Platinum members are offered unlimited seats on all IABM E-learning courses and opportunities to host bespoke training courses around the world.

Regular and effective messaging
Wide coverage across our suite of print and digital communications channels including opportunities to post Jobs, Events, Press Releases and White Papers on the IABM Website and articles in the IABM quarterly Journal.

In addition, the IABM Senior team works with Platinum Members on joint, custom content pieces such as webinars, events, presentations or white papers on specific topics relevant to the overall industry.

IABM TV
Provides members with unique opportunities to record presentations and interviews at major shows to enhance their marketing efforts. All videos are part of the Knowledge Hub, providing ongoing promotion and engagement.

This service is made available to Platinum members to capture their events, case studies and thought leadership interviews. This footage is then made available for their own marketing purposes.

### IABM reach & engagement statistics

#### Segmentation of IABM Membership

<table>
<thead>
<tr>
<th>Industry Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Enablers</td>
<td>7%</td>
</tr>
<tr>
<td>Agile Modernists</td>
<td>14%</td>
</tr>
<tr>
<td>Big IT</td>
<td>4%</td>
</tr>
<tr>
<td>Software Powerhouses</td>
<td>6%</td>
</tr>
<tr>
<td>Hardware Powerhouses</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>Niche Specialists</td>
<td>62%</td>
</tr>
</tbody>
</table>

#### Summary of IABM Data

- **600+** Member Companies
- **7,870** Engaged contracts
- **7,500** Non-member suppliers contracts
- **1,896** End user contracts

#### IABM Digital Reach

- **77,032** Users
- **359,933** Pages viewed
- **1,334** webinar places booked for live broadcast
- **16,119** visits to Knowledge Vault
- **3,432** visits to Webinar pages to watch on-demand
- **34,935** video views
- **202,766** minutes viewed
- **2.53 million** impressions on Twitter
- **69,612 clicks** across all campaigns

Users from **117 countries** During 2019

Over **97,000** BaM Shop Window™ searches

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