JOIN OUR GLOBAL MEMBERSHIP TODAY!
We ensure that our members are kept informed, and provide an infrastructure of services and facilities to encourage discussion and collaboration across the whole BaM supply chain. We have a huge range of business-enhancing benefits to help your company grow and prosper during 2020. By becoming a corporate member, you could take advantage of the following:

**Insight and Analysis**
Complimentary access is available to our comprehensive portfolio of qualitative and quantitative reports to help you track technology and business trends together with financial performance across Broadcast and Media – these reports can be used for:

- **Trendspotting** – Identifying key trends in the market
- **Benchmarking** – Measure your company against your peers
- **M&A** – Backing up claims when selling, evaluating prospects when buying or supporting funding proposals

**New opportunities**
Comprehensive reports on all major world markets

**Make the most of attending tradeshows**
Enjoy floor space discounts and access exclusive Member Lounges at Broadcast and Media shows worldwide including IBC and NAB Show.
Networking
IABM provides first class networking opportunities to ensure that your executives are able to network and create collaborative opportunities across all elements of the BaM Content Chain®.

Current trends
Make sure you stay on top of all the latest trends in the industry through free to attend regional and topic specific events held around the world, throughout the year.

Exposure
Gain increased visibility for your company and products in the worldwide marketplace through:

- Promotion on the IABM BaM Shop Window™ – the industry’s one-stop online shop
- Opportunities to take part as speakers or panellists at IABM events or stages such as Future Trends Theaters curated by IABM within Broadcast and Media exhibitions worldwide
- Posting of press releases, whitepapers, case studies and more on the IABM website and social media channels
- IABM TV interviews – a valuable marketing resource for your company

IABM has 600+ member companies enjoying world-class industry benefits
Member Benefits

There are five categories of IABM membership: Start-Up, Bronze, Silver, Gold and Platinum. The benefits to members in each category are designed to reflect the differing needs of diverse types and sizes of company. What ever level your membership, all of your employees have access to IABM resources globally – wherever they are based. The more your staff engage with IABM, the more your whole company benefits – all for a surprisingly modest annual fee.

Start-Up Membership

Start-Up membership is specifically designed for companies that have been trading* for less than two and a half years to support them at a critical time in their growth and development at a manageable price for what are typically cash-poor, ideas-rich businesses. Start-Up members receive all the benefits of a Silver level member at a reduced rate.

*Proof of commencement of trading will be required – for example first set of accounts.

Bronze Membership

Bronze membership is tailored for those companies that do not supply products or services directly to end-users but exist in the broadcast and media technology ecosystem – providing support and services to those that in turn supply the end user. Bronze membership recognizes the contribution these companies bring to the industry and also provides a range of opportunities to interact and network with other members.

Silver Membership

Silver covers two IABM membership categories specifically tailored for SMEs with a range of services designed to meet all their business, training and marketing needs – as well as including attractive discounts on exhibition space at major shows around the world. Silver membership covers companies of 1-99 employees, Silver 100+ those with 100 or more.

Gold Membership

IABM Gold membership is the natural choice of companies that require the broadest range and depth of off-the-shelf services from IABM beyond those available at Silver level. Gold members are often – but not exclusively – larger organizations with a number of brands and/or subsidiaries that all require access to the full range of IABM benefits.

Platinum Membership

The top level of IABM membership, Platinum is the choice of leading companies in Broadcast and Media technology that want to take advantage of extensive individualized services and consultations supplied by IABM specialists to support their unique business objectives. Every Platinum membership package is thus individually tailored. In addition, Platinum members also have access to the comprehensive range of IABM services that all members benefit from.
### Discounts on Floorspace

Various discounts are available at shows throughout the year. Discounts can be viewed at: http://www.theiabm.org/discount-calculator/

### Member Lounges at Various Trade Shows

Take a break from the show floor and enjoy complimentary Wi-Fi, purchase refreshments and recharge your batteries on one of our purpose built lounges.

### Private Meeting Rooms at Trade Shows

IABM provides a number of complimentary and paid for meeting rooms at various shows throughout the year where you can conduct business meetings in a discreet and professional environment away from the show floor.

### IABM Pavilions

Space can be booked on IABM Pavilions at a number of shows.

### Key:

<table>
<thead>
<tr>
<th>Included</th>
<th>Chargeable at member rate</th>
</tr>
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<tbody>
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</tbody>
</table>

### Notes:

1. Silver members can add further subsidiaries and brands to their membership for an additional charge.
2. Companies with more than 99 employees cannot be less than a Silver100+ member. Any company eligible at Silver can also be Gold or Platinum if they wish to obtain the extra benefits.
3. Start-up membership is applicable to companies that have been trading for less than two and a half years.
Enhance your Brand

At Events
Ensure your brand is seen by all delegates at our events and meetings throughout the year through our range of sponsorship and exhibition opportunities

Advertise your Services
IABM produces a number of publications that are distributed to the entire industry throughout the year, along with an industry wide website that provides valuable advertising opportunities

Promoting your Brand
Prominent branding on IABM website
Prominent branding on IABM signs and collateral pieces
Article in IABM Journal

IABM TV
Our team will be available during shows where you can create compelling content to use in post event sales messaging or showcase your products and services to broadcasters and buyers
At shows throughout the year, make use of our experienced IABM TV Team to create a customer case study. Content will be delivered to you in any format so that you can use on social media and within your website.

Technology
Future Trends Theaters
IABM delivers presentations and interviews around the world

Standards
IABM specialists represent members on technical committees and standards bodies around the world and feedback information

Events and Networking
Receptions
Various receptions held at shows around the world

State of the Industry Conference Sessions
Conference sessions held during shows around the world

Regional Events & Seminars
A variety of different business and technology related events and seminars take place throughout the year

Hosting
Opportunity to host events, round tables and webinars

Benefits
Attendance and presentation by IABM Executive on industry issues at investor, channel, and/or team meetings

Key: Included ✓ Chargeable at member rate 🎨
## Business Intelligence

### Buying Trends Reports
- View trends and sentiment in the industry from your customers’ perspective
- Deepen your understanding of customers’ revenue sources and how these are changing
- Better understand what your customers are buying
- Better understand how your customers are buying broadcast and media technology: Who is making the decisions? What are the new modes of technology purchasing?
- Delve deeper into emerging technology adoption including 4K/UHD, HEVC, AI, VR and the Cloud
- Track your customers’ operational performance (revenues and profits) by geography and company type
- Understand your customers’ strategies: how are their organizations changing? What type of media technology are they investing in?
- Available 5 times throughout the year

### Supply Trends Reports
- Benchmark yourself against your peers’ operational performance (revenues and profits)
- Track suppliers’ monthly performance by company size
- Track market concentration in the industry
- View trends and sentiment in the industry from the supplier perspective
- Deepen your understanding of suppliers’ revenue sources and how these are changing (hardware vs software vs services)
- Benchmark yourself against your peers’ investment in R&D, trade shows and personnel
- Monitor pricing trends, M&A activity, skills shortages and major constraints to suppliers’ growth potential
- Take a deeper look at the ‘balance sheet’ of the whole broadcast and media technology industry
- Benchmark your accounts with industry-wide ratios and indicators
- Available twice per year

### Quarterly Market Intelligence Digest
- Enables member companies to keep up with the latest developments in the industry
- Access in-depth analysis of the industry’s hottest issues from both an end-user and supplier perspective
- Gain insights on a specific regional market (business environment, trade barriers, regional spending drivers)
- Full version available to all

### Regional Research
- Access reports focusing on a special issue or an emerging broadcast and media market available 5 times a year

### Media Tech Trends
- Track the adoption of specific emerging technologies within the broadcast and media sector
- Understand the drivers of emerging technologies’ adoption within users’ organizations
- Understand the use cases of emerging technologies by workflow area
- Available 5 times throughout the year

### Special IBC and NAB Show reports

### Presentation Slide Decks
- Download the various slide decks from the informative presentations that IABM deliver at major industry events

### Share your Opinions and Help Shape our Industry

<table>
<thead>
<tr>
<th>Feature</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Start Up</th>
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<tbody>
<tr>
<td>IABM Members’ Board</td>
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</tr>
<tr>
<td>A new Members’ Board is elected every two years from our membership to help shape and guide the Association</td>
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<tr>
<td>Members’ Councils</td>
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<tr>
<td>We have five Members’ Councils: Americas, APAC, DACH, Europe &amp; UK. The aim of these councils is to provide members with a forum to address region-specific issues and provide an influential voice in each region’s broadcast and media technology industry</td>
<td></td>
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</tr>
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</table>

Key: Included [✓] Chargeable at member rate [Matchers]
IABM members have their say...

Congratulations for the great reports and insights. There are many industry reports circling around in our M&E industry, but rarely are there reports that are so concise, yet comprehensive and complete.

Steven Soenens, Skyline Communications

The IABM is uniquely placed to serve the needs of international broadcast and media suppliers, and it’s been encouraging to watch the range of services which it offers strengthen and grow in recent years […] as it continues to support the industry and the great people who work in it.

Alison Pavitt, Pebble Beach Systems

IABM covers a broad spectrum of the broadcast industry and their regular business intelligence reports give a great insight as to how the industry is progressing, especially with the changes occurring in UK and European politics. In addition, their close relationship with organisers of some of the major trade shows becomes a benefit to LCA who deal with companies based across the UK and Europe.

Nick Shapley, Managing Director, LCA – Lights Camera Action

As we know, the broadcast industry has been undergoing a fundamental and very disruptive change that is affecting the whole value chain, from broadcasters and service providers to suppliers. IABM plays a key role in helping its members navigate through that change.

Geir Bryn-Jensen, Nevion

The broadcast technology vendor community is one about which I am passionate, and IABM offers an effective platform for its collective voice, representing member interests across trade initiatives, customer segments and industry alliances.

Anne-Louise Buick, Avid

The Meet the Buyer event that IABM runs is a great way for me in my capacity in the broadcasting part of our business to update members on what we are looking for both in types of technology we need and how best to engage with us.

Rob Cranfield, Turner

Working closely with IABM allows us to prepare our customers for the emerging future of the broadcast and media industry and make them aware of the new and very fundamental challenges they are bound to encounter.

Ben Vandenbergh, CEO at Skyline Communications

Today, we stand on the cusp of a live streaming revolution where the commercial opportunities are enormous and these are matched by a need for the broadcast technology community to act responsibly, collaboratively and towards shared goals and desired outcomes. IABM is one of a very small number of organizations worldwide that can influence the course of this seismic change. It is actively helping to feed that debate and fuel that revolution. Telestream has been an IABM member for many years – now is the right time for us to step up our participation even more.

Scott Puopolo, CEO, Telestream

[The Meet the Buyer event] was a good opportunity to meet some of the smaller vendors and discuss potential opportunities.

Gordon Castle, SVP Technology & Operations, Eurosport

As we know, the broadcast industry has been undergoing a fundamental and very disruptive change that is affecting the whole value chain, from broadcasters and service providers to suppliers. IABM plays a key role in helping its members navigate through that change.
We usually rely on IABM reports on the industry trends (buying, supply and regional) to have a better understanding of how the market is evolving, from a commercial and strategic point of view. Furthermore, in terms of marketing, these reports are also extremely useful for us, because they essentially serve as a source of inspiration when it comes to creating useful content for our prospects and clients. In essence, these reports help us to have a better understanding of what the market is demanding and which challenges it is facing, so that we can better address those needs or requests through our content strategy.

Patricia Corral,
Marketing Director, VSN

The Strategic Industry Analysis Special Reports are extremely useful. I don’t enter any internal strategic planning session or roadmap discussion without first spending a few hours reviewing the latest reports and even past reports to extract trends.

Ted Korte, CTO, Qligent

In an industry where the change of pace has accelerated exponentially in recent years, the IABM’s Strategic Industry Analysis is essential reading for any video industry professional who wants to truly understand how to respond to business and technology demands. As a solution provider, Ooyala leverages data from these analyses to make strategic decisions and respond to market changes. I religiously read and often refer back to every edition of the IABM’s Strategic Industry Analysis, as it allows me to observe important trends amongst broadcasters and providers.

Bea Alonso,
Director of Product Marketing, Dalet

Working in the broadcast industry for over 17 years, I have respected the work of the IABM as a positive influence shaping and evolving the broadcast market. IABM is the only association that truly represents the global broadcast and media technology industry. Right now, as the broadcast industry experiences a period of exciting change and innovation the role of the IABM has never been more important.

Juergen Sommer,
Vitec Group

“As a neutral organization for the professional broadcast sector, IABM can facilitate information and knowledge sharing across the industry and stimulates valuable debate in a unique way.”

Olivier Suard, Nevion

Personally, I find the IABM Knowledge Hub incredibly useful. It’s a great way to keep up with industry trends and educate myself on topics I’m unfamiliar with. I also love the IABM lounge at events. The IABM lounge is always a safe haven at events where you can have a quiet conversation with a customer or just unwind and have a snack.

Lexi Knauer,
Brightcove

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Vitec Group
## IABM Membership Application Form 2020

### Membership Category

- Platinum
- Gold
- Silver 100+
- Silver
- Bronze
- Silver subsidiary
- Start Up
- Additional brands

### Member Company Name

(Must be legal entity & the company name to appear on invoices)

### Alternate / Brand Name(s)

(as you would like to appear on IABM website/other publicity materials)

### Company Information

<table>
<thead>
<tr>
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<th>Address 1 (if different)</th>
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</thead>
<tbody>
<tr>
<td>Address 2</td>
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<td>Accounts Contact</td>
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<td>Web Address</td>
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<tr>
<td>Registration County</td>
<td>Registration Number</td>
</tr>
<tr>
<td>Date Incorporated</td>
<td>No. of Employees</td>
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### Company Description

Please provide details of products/services offered

### Contact Details

<table>
<thead>
<tr>
<th>Applicant Contact</th>
<th>Direct Telephone</th>
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<tbody>
<tr>
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<td>CMO Name</td>
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</table>
# Application Rules & Guidelines

1. Applicant companies must be demonstrable legal entity and their membership must be in that name.
2. They may use an alternate name or brand for publicity purposes (e.g. on IABM website) but the named member is the one entitled to member benefits.
3. All applications are subject to the approval of the IABM Members’ Board and will only be confirmed on payment of the membership fee.
4. Membership will run for a year and thereafter be renewable on the anniversary of your membership joining date.
5. VAT/Sales Tax does not apply to sales outside the EU.
   VAT/Sales Tax @ 20% will be applied to all membership subscriptions for companies based within the EU (exc UK) unless the Company VAT number is provided.
   VAT/Sales Tax @ 20% will be applied to all membership subscriptions for companies based in the UK.
6. Eligibility for Platinum membership will be determined by an additional stage in the application process.

## Payment Details

IABM will accept payment in US Dollars by the following methods:

1. **Cheque** – please make payable to ‘IABM’ and mail the cheque along with your completed application form to:
   IABM, 3 Bredon Court, Brockeridge Park, Twyning, Tewkesbury, Gloucestershire, GL20 6FF, UK
2. **Credit/Debit Card** – If you wish to pay by credit card your application and payment can be done via the following link –
   http://www.theiabm.org/membership/join-online
3. **BACS / Swift / CHAPS**

## IABM Bank Details:

Lloyds Bank, 123 High Street, Slough, Berkshire, SL1 1DH, UK

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<tr>
<th>US Dollar</th>
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</table>

- Cheque – please find enclosed with this application
- I will be paying by bank transfer
- Credit Card

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*“Members must not use their Association membership as a basis for solicitation of business with other members. Membership of the IABM does provide an opportunity for engagement in networking, information exchange and the sharing of interests and issues in common and such activities is encouraged. It is for members to be responsible in their interpretation of where such engagement is appropriate and where it becomes, or may appear to become, tantamount to solicitation.

The elected Members’ Board has the power to remove a company from membership where this rule may have been breached in accordance with paragraph 10 of the Articles of Association.”*

---

## IABM Data Protection

Data collected from this membership form will be stored electronically and in printed form. This data will only be used in connection with providing member services and communications directly associated with your membership of the IABM. The IABM will take all reasonable and statutory measures to ensure the protection of any confidential information provided by its members. Please check the adjoining box if you DO NOT wish to receive information from exhibition organisers, other trade associations, learned societies (and similar) relevant to the objectives of membership of the IABM.

In signing this application for membership you agree to abide by IABM’s terms and conditions of membership. (https://theiabm.org/terms-conditions/)

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### Pricing

<table>
<thead>
<tr>
<th>Membership Level</th>
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<td>Start Up</td>
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<td>Additional brands</td>
<td>$150 per brand</td>
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</table>
IABM current members
IABM – Head Office
3 Bredon Court, Brockeridge Park
Twyning, Tewkesbury, Gloucestershire GL20 6FF
United Kingdom
T: +44 (0)1684 450030

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T: +352 27 86 4029
E: insight@theiabm.org

IABM – US Office
P.O. Box 1032
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Missouri 63376
USA
T: +1-636-980-1917

IABM – Singapore Office
IABM PTE. LTD
NTUC Income Tampines Junction #09-02
300 Tampines Avenue 5,
Singapore, 529653
T: +65-6679 5839

Visit our website to find out more: www.theiabm.org