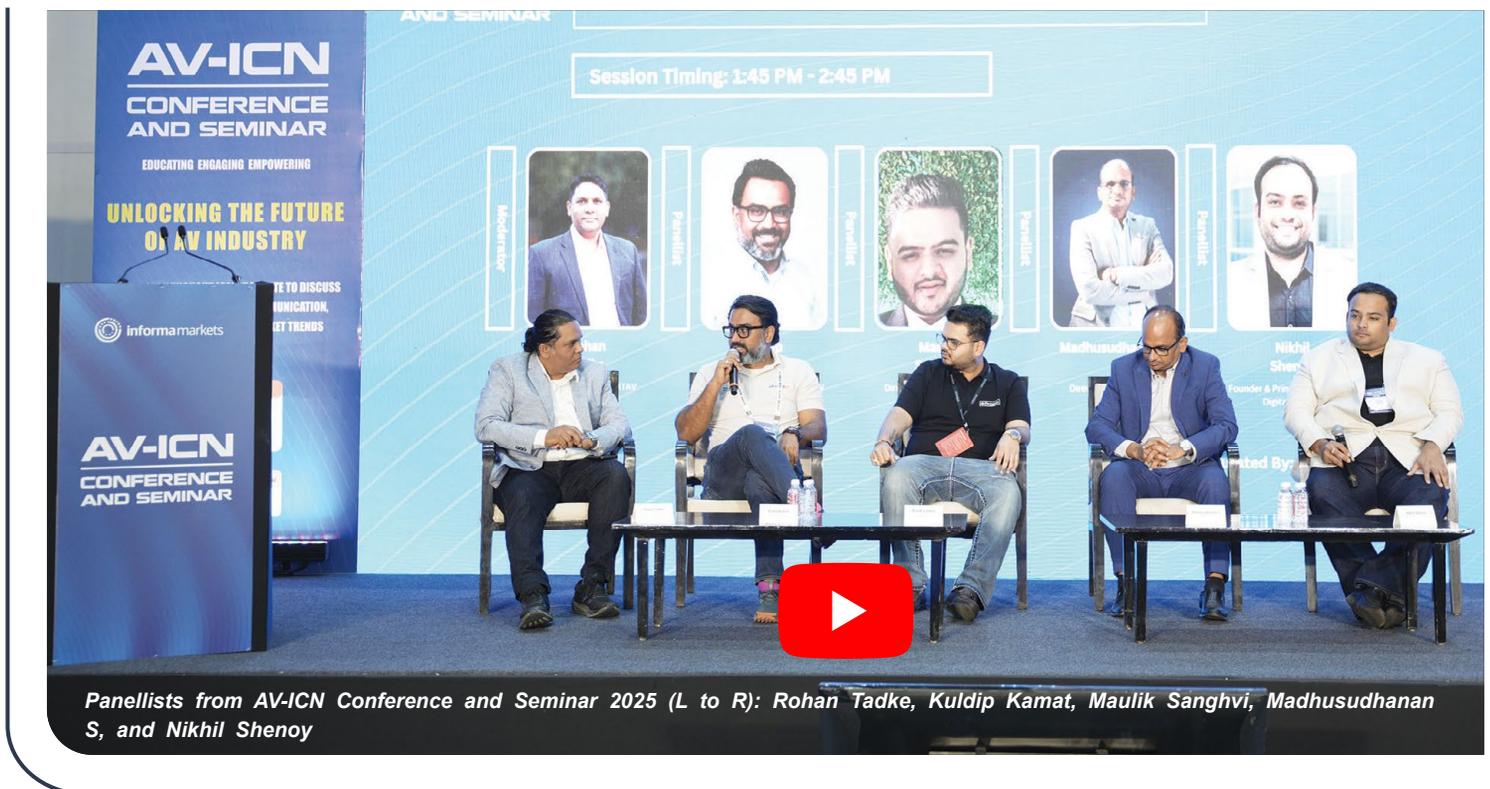


AV-ICN CONFERENCE: CONVERGENCE OF BROADCAST AND AV

At the AV-ICN Conference and Seminar 2025, a thoughtfully curated conference session brought together professionals from AV industry to examine a question that has been steadily reshaping the industry: How are broadcast and AV converging, and what does this mean for enterprises, education, healthcare, and beyond?

Speakers including **Kuldip Kamat**, Managing Director, Allwave-AV Systems; **Madhusudhanan S**, Director Sales, Camixel Technologies; **Nikhil Shenoy**, Founder & Principal Consultant, Digital Futurist; **Maulik Sanghvi**, Director Sales, Premier Pro Group along with moderator - **Rohan Tadke**, Managing Director, RTAV shared unique viewpoints on the convergence of broadcast and AV. AV-ICN Expo Magazine team brings an excerpt underlining key takeaways from the session.



BRIDGING BROADCAST AND AV: A FOUNDATIONAL LAYER OF MODERN COMMUNICATION

An Excerpt from the Session “Convergence of Broadcast and AV: Enhancing Communication & Collaboration”

Moderated by **Rohan Tadke**, the session turned to a pivotal discussion on the evolving intersection of two powerful industries – Broadcast and AV. Broadcast has become an integral part

of AV Solutions. Whether we talk about town hall sessions, lecture capturing, internal meetings, live streaming of events which were majorly a part of the broadcast industry are now the need of the hour for audio-visual solutions.

FROM STUDIOS TO ENTERPRISES: THE EARLY SHIFT

Opening the discussion, Tadke reflected on how, five or six years ago, broadcast technology was largely associated with television channels, green-screen studios, and high-end production environments. The idea that these tools would one day become commonplace in professional AV installations seemed unlikely.

Responding to this, **Kuldip Kamat** shared how enterprise needs began evolving as organisations became more globally distributed. "We're no longer looking at standardised meeting rooms alone," he noted. "As AV moved closer to IT, and teams became globally spread out, customers started asking for more specialised, professional-grade solutions within the enterprise."

Town halls, leadership addresses, and training sessions needed to reach employees across geographies with the same impact as a broadcast production. Platforms such as Microsoft Teams, Zoom, and Google Meet accelerated this shift, making broadcast-quality production not just desirable, but expected.

AUDIO, VIDEO, AND THE NEW CONTENT ECONOMY

Maulik Sanghvi highlighted how broadcast, audio, and AV have become inseparable in today's content-driven world. He stated, "Broadcast today is something you want on your phone, across news channels, OTT platforms, or YouTube, where audio and video quality must be absolutely crisp". According to him, the integration of audio and video has become "100% interdependent," driven by the audience's rising expectations.

This expectation has been shaped heavily by social media. Platforms like Instagram, YouTube, and LinkedIn have raised the bar for production quality. Malik observed, "What used to happen in a multi-core studio is now happening in someone's living room, whether it's gaming, podcasting, or talk shows."

The democratisation of content creation has scaled broadcast and AV into space previously unimaginable.

A BROADCAST VETERAN'S PERSPECTIVE ON EVOLUTION

Bringing a long-term broadcast perspective, **Madhusudhanan S** traced the industry's journey from analog to digital, from tapes and linear workflows to nonlinear editing and IP-based systems. "Broadcast has always been about content creation," he explained, adding that its evolution enabled the film industry's post-production workflows and later influenced enterprise AV.

He recalled how timecode synchronisation, SDI signals, and complex broadcast ecosystems once made the field highly specialised. The turning point, according to him, came with nonlinear editing and IT convergence nearly 25 years ago, laying the foundation for today's AV-broadcast overlap.

CORPORATE STUDIOS AND THE RISE OF IN-HOUSE MEDIA

Nikhil Shenoy offered a consultant's lens on how demand for broadcast capabilities has surged in corporate and educational environments, particularly over the last three to four years. He said, "Earlier, town halls were local events with a microphone and a presentation." Post-pandemic organisations realised the importance of staying culturally connected across global teams.

He explained how large Global Capability Centers (GCCs) in India, often hiring thousands of employees, use broadcast setups to connect leadership with teams across continents, emphasising, "Broadcast is where you connect the local to the global."

These needs have led to the rise of in-house studios, media rooms, and content hubs. Marketing and HR teams now drive many of these requirements, using studios for leadership communication, employee engagement, podcasts, onboarding content, and IPO storytelling.

GEN ZS AND THE INSTAGRAMMABLE OFFICE SPACES

The discussion also touched on generational shifts. Shenoy noted how Gen Z employees are comfortable on-camera and eager to share workplace experiences. He commented, "Offices are now designed with 'Instagrammable spaces' like cafeterias, yoga rooms, or collaboration corners that are meant to be streamed, photographed, and shared."

This cultural change has made broad-

cast-ready environments an intrinsic part of modern workplace design rather than an add-on.

OWNING VS RENTING: A STRATEGIC CHOICE

A critical discussion centered on whether organisations should own studios or rely on rental models. Madhusudhanan S observed that while enterprises earlier depended heavily on rental companies, greater accessibility to professional broadcast tools has changed the equation. He explained, "The advantage of having an in-house studio is scalability and flexibility. Over time, ownership lowers costs and allows tighter integration with internal communication systems."

Sanghvi echoed this sentiment, noting, "Even smaller production houses and OTT platforms are investing directly in audio, video, and broadcast equipment because content is now central to growth."

However, the panel agreed that the decision depends on usage. Organisations with frequent content needs benefit from ownership, while occasional users may still prefer rental or hybrid models.

MANPOWER, SKILLS, AND OPERATING MODELS

Addressing concerns about manpower, Kamat offered a nuanced perspective. He highlighted, "It's not about the lack of talent, it's about the operating model. Training, deployment, and collaboration between manufacturers, integrators, and partners matter more than raw headcount."

Shenoy further added, "Many organisations build studios without clear use cases. It's not about knowing how to use the equipment, it's about knowing what content you want to create." This gap presents an opportunity for integrators to offer content and operational services alongside technology.

BROADCAST MEETS AV-OVER-IP

A key technical theme at the session was the shift towards AV-over-IP. Madhusudhanan S explained how broadcast manufacturers began adapting to enterprise needs post-pandemic, moving from baseband SDI toward SMPTE 2110 and IP-based workflows. Interestingly, the panel noted that professional AV adopted IP faster than traditional broadcast.

Sanghvi highlighted education as a strong driver of this change, stating,

"Universities across borders are collaborating, and AV-over-IP and broadcast work hand-in-hand."

HEALTHCARE, EDUCATION, AND MISSION-CRITICAL USE CASES

Shenoy described how broadcast plays a vital role in 4K operating theatres within teaching hospitals in the healthcare segment. He elaborates, "There cannot be a drop in quality, it's a matter of life and death. Live surgical broadcasts enable medical students to learn with precision, while internal communication and digital signage enhance patient engagement."

Education, too, is rapidly embracing broadcast. Referring to the National Education Policy 2020, Sanghvi noted, "Hybrid learning is now essential from IITs and IIMs to early childhood education. If anything, Covid times have taught us one lesson that life will not stop." Studios ensure continuity, access, and scale.

EXPERIENCES OVER PRODUCTS

In closing statements, panelists agreed that the industry has moved decisively from selling products to delivering experiences. Sanghvi summarised it succinctly,

"Broadcast today is something you want on your phone, across news channels, OTT platforms, or YouTube, where audio and video quality must be absolutely crisp".

**- MAULIK SANGHVI,
Director Sales,
Premier Pro Group**

"Today, it's about ease of use, scalability, and collaboration – not specs."

Madhusudhanan S pointed out, "India now has 'millions of broadcasters' through social media and digital platforms, making broadcast tools more intuitive and widely adopted."

Kamat framed convergence as "the next challenge and opportunity for integrators and design firms."

Tadke concluded with a reminder that echoed throughout the session, "Content is king. In a world where everyone wants to be seen and heard, convergence of broadcast and AV is no longer optional, it is the backbone of modern communication."

CONCLUSION

The session underscored that convergence is not the end of a journey, but the beginning of a new phase: one where technology, storytelling, and human connection intersect at scale.

View the entire conference session on AV-ICN Expo YouTube Channel.



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"CEO INSIGHTS: 11 QUESTIONS WITH THE BEST AND TOP MINDS IN PRO AV"

HEAR FROM THE LEADERS SHAPING THE INDUSTRY'S FUTURE



James Berry

Managing Director – APAC,
Diversified



Marc A Remond

APAC President,
Kramer AV



Petteri Murto

Vice President of
Sales and Marketing – Sennheiser