



OpenAV Cloud

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# STATE OF AV INTEROPERABILITY

Industry Survey Report - June 2026

*29 Respondents · April 23, 2026 · Community Working Session*

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## About This Report

This report presents findings from a practitioner survey and live session polls conducted at the open interoperability standards Technical Roundtable on April 23, 2026 - a 90-minute working session attended by 85 AV professionals. 29 anonymous survey responses were collected alongside live poll data from up to 57 session participants. Respondents represented a cross-section of the AV industry: 34% AV device manufacturers, 22% system integrators, 20% consultants and analysts, 14% other, 6% AV managers and end users, and 2% IT and infrastructure managers. The data reflects the views of active practitioners on the front lines of AV integration.

*All responses are anonymized.*

## Key Findings at a Glance

29

Survey respondents

79%

Moving to open API-driven AV model now or within 12 months

83%

Rate OpenAV Cloud as valuable or critical

94%

Already operating in cloud-connected AV environments

#1

Top priority - Open, consistent API structure

59%

Likely to reference OpenAV Cloud in RFPs



# 01

## The Core Challenge

API Fragmentation Across the AV Industry

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## The Core Challenge: API Fragmentation

Respondents were asked to describe in their own words the single biggest challenge they face when integrating AV systems across multiple vendors. The responses paint a consistent picture: the industry is held back not by lack of ambition, but by the absence of any shared approach to APIs and device data.

*"There is no standard approach to accessing vendor data. Some vendors provide a robust device API but a limited cloud API, or vice versa. Others restrict data access to their own cloud services and expose only a small percentage of that data through third-party APIs."*

- Survey respondent

*"Gatekeeping - brand-specific, cloud-only APIs designed to lock in ongoing revenue."*

- Survey respondent

*"Each new model or system means starting from scratch to understand and adapt before achieving smooth interoperability."*

- Survey respondent

*"Vendors like to keep themselves as the owner/controller of the data and want to wrap customers into their own ecosystem."*

- Survey respondent

The theme running through virtually every open response is the same: the industry has APIs, but they do not speak the same language. Proprietary data models, inconsistent access levels, and closed ecosystems have made multi-vendor integration far more complex than it needs to be - and the practitioner community is ready for a better approach

*"Incomplete, undocumented, non-standard, partner-only, cloud-only, subscription-gated APIs."*

- Survey respondent



# 02

## Barriers to Adoption

What is Holding the Industry Back

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## Barriers to Adoption

Respondents were asked to select all barriers that apply to adopting a more open, API-driven AV model. This was a multi-select question.

Response	Distribution	Count
Lack of vendor support for open frameworks		23 (79%)
Security and IT policy concerns		12 (41%)
No consistent guidelines to reference		11 (38%)
Internal skills or resource gaps		7 (24%)
Not a current budget priority		4 (14%)

Manufacturer and ecosystem participation leads - cited by 79% of respondents as a key barrier - and the most significant opportunity. The ecosystem is ready and moving; manufacturers who engage with open frameworks now will be positioned at the center of where the industry is heading.

A parallel live poll of 54 session attendees reinforces this picture. When asked about the biggest barrier to AV interoperability, 35% cited siloed vendor platforms with no cross-platform visibility and 33% cited inconsistent or proprietary APIs - together representing 70% of respondents naming fragmentation as their primary challenge. A separate poll on API availability found that 78% describe their current situation as "APIs exist but are inconsistent across vendors" - a critical nuance. The industry is not starting from zero. The infrastructure exists; what is missing is consistency and a shared standard to align against.

Security and IT policy concerns ranked second at 41%. Even among advocates, security is a real and active concern, particularly in regulated or high-security environments.

"Wide adoption from a large number of manufacturers backed up by support from the consultant and integration communities."

- Survey respondent on what would make OAVC useful



# 03

## Industry Priorities

What Practitioners Want Most

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## What the Industry Prioritizes

Respondents ranked five areas of interoperability in order of importance, with 1 being most important. Lower average score = higher priority.

#	Priority Area	Avg. Rank
1	Open, consistent API structure	2.34
2	Unified monitoring across vendors	2.55
3	Integration with enterprise IT systems (scheduling, ITSM, etc.)	2.93
4	Automation and workflow orchestration	3.00
5	Data access for analytics and AI	3.28

Open, consistent API structure ranked #1 - the clearest signal yet of what the practitioner community needs first. This is not just a data point - it is a mandate from the field: standardize the API layer before building anything else on top of it.

Data access for analytics and AI ranked last - probably not because it is unimportant, but because it is perceived as downstream of the foundational API and monitoring work.



# 04

## Adoption Readiness

Where Organizations Stand Today

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## Adoption Timeline

Response	Distribution	Count
Already happening		14 (48%)
Within 12 months		9 (31%)
1-3 years		3 (10%)
No current plans		3 (10%)

79% of respondents are already moving or plan to within 12 months - a strong signal of market readiness. The industry is not waiting.

## Likelihood to Reference OpenAV Cloud in RFPs

Response	Distribution	Count
Very likely		11 (38%)
Not sure		11 (38%)
Likely		6 (21%)
Unlikely		1 (3%)

59% of respondents said they are likely or very likely to reference OpenAV Cloud in future projects or RFPs - a strong indicator that the procurement process is becoming a forcing function for interoperability. Buyers are increasingly willing to make open standards a condition of specification, and are seeking alignment, shared frameworks, and tools to ease integration challenges.



# 05

## Cloud Readiness



Where Organizations Stand on Cloud-Connected AV

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## Cloud AV Maturity Across the Industry

Session participants were asked to describe their organization's current approach to cloud-connected AV. 33 responses were collected.

Response	Distribution	Count
Actively building a unified cloud AV strategy		13 (39%)
Some cloud tools, but siloed by vendor		10 (30%)
Multiple platforms, difficult to integrate		8 (24%)
Fully on-prem / manual		2 (6%)

94% of respondents are already using some form of cloud-connected AV - a strong signal that the industry has moved well past the question of whether to adopt cloud, and is now grappling with how to make it coherent. 39% are actively building a unified cloud AV strategy, while the majority are managing fragmented realities: siloed vendor tools or multiple platforms that are difficult to integrate. Only 6% remain fully on-premise. The data paints a picture of an industry in motion, with a clear and immediate need for the kind of consistent, open API layer that makes cloud investment actually work across vendors.



# 06

## Perceived Value

How Practitioners Rate the Value of Open Interoperability Frameworks

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## Perceived Value of Open Interoperability Frameworks

Respondents were asked to rate how valuable a shared, open AV interoperability framework would be to their organization, on a 4-point scale from Not Valuable to Highly Valuable.

Response	Distribution	Count
Highly valuable		7 (24%)
Valuable		15 (52%)
Somewhat valuable		5 (17%)
Not valuable		2 (7%)

76% of respondents rate a shared open interoperability framework as valuable or highly valuable - a clear signal that the industry sees practical benefit in a common approach. The majority (52%) landed at “Valuable” rather than “Highly Valuable,” a distinction that matters: practitioners broadly support the concept, but their confidence is conditional on real-world execution.



# 07

## What Would Make It Essential

Direct Input from the Community

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## What Would Make a Shared Framework Essential

Respondents were asked what would make a shared interoperability framework genuinely useful or essential. 27 substantive responses were coded by theme - respondents often cited more than one. The results reveal a clear hierarchy, not a flat list of equal priorities.

Theme	Respondents mentioning	Count
Manufacturer & ecosystem adoption		16 (59%)
Device-level and on-premise support		7 (26%)
Easier integration & interoperability		6 (22%)
Specification completeness & documentation		5 (19%)
Security & enterprise network fit		4 (15%)
Procurement-ready reference material		3 (11%)
Data access beyond the unified dashboard		3 (11%)
Shared tooling across the ecosystem		2 (7%)

Manufacturer and ecosystem adoption dominates the responses by a wide margin - nearly 6 in 10 respondents cited it unprompted. This is not a suggestion; it is a prerequisite. Everything else in the responses is conditional on it.

Device-level and on-premise support ranked second. This reflects where parts of the market currently operate - particularly in regulated or security-sensitive environments. Establishing a robust, open cloud API standard is the critical first step; device-level reach is a natural expansion of that foundation as adoption matures.

Specification completeness is a prerequisite for alignment. Respondents are not waiting for perfection - they are waiting for a stable, citable baseline.

*"A published framework I can hold as a minimum for proposed brands in RFPs."*  
 — Survey respondent



# 08

## Conclusions

Key Implications for the AV Industry

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## Conclusions & Industry Implications

Across seven sections of practitioner data, the findings point to an industry in motion - and a clear set of opportunities for those who move now:

- The demand is real and urgent. 79% of respondents are already moving toward open AV or plan to within 12 months.
- Open, consistent APIs are the #1 ask. Above monitoring, enterprise integration, and AI - practitioners want a shared API foundation first.
- Manufacturer engagement is the defining opportunity. Nearly 4 in 5 practitioners cite it as the condition that would most accelerate open AV adoption. The ecosystem is ready and is looking for a solution - manufacturers who build to the open framework now will be the ones specced into the next generation of AV projects.
- Security is a genuine and growing concern. 41% flag it as a barrier to adoption - particularly in regulated industries like finance and higher education. Any open interoperability effort must address IT gatekeeping requirements directly.
- Procurement is becoming a forcing function. 59% of respondents are likely or very likely to reference OpenAV Cloud in future RFPs. The industry should prioritize publishing procurement-ready language and minimum specification requirements to accelerate this shift from interest to mandated requirement.



OpenAV Cloud

*Driving open collaboration, interoperability, and API-driven innovation for the AV ecosystem.*

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