OpenAV Cloud

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

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

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

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

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

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

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

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

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.

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

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