THE IBC ACCELERATOR PROGRAMME IS A TRUE CHAMPION OF INNOVATION

Collaboration is deeply embedded in the DNA of all innovation, and the IBC Accelerator Programme is a true champion of this approach. The scale and breadth of the programme provided us with the opportunity to work with companies from every part of the delivery chain – from multinational broadcast equipment manufacturers to small, niche start-ups. There was a whole spectrum of perspectives and opinions, and the result was a proof-of-concept for a new and dynamic approach to how future TV can be personalised and delivered over IP.

The IBC Accelerator Programme is not a paper exercise, it demands participants invest energy in testing and demoing. It’s the part of the programme I enjoyed the most. We were learning through hands-on experimentation and showing how our industry is evolving and what’s possible right now. It also spotlighted the areas where we need to continue innovating. Taking part in the IBC Accelerator Programme also led us to adjust our own product roadmaps; we could see first-hand the maturity of certain products and the likelihood of them becoming a reality.

This Programme is a fantastic initiative, allowing companies from across the industry to collaborate in an open and non-competitive way. The upshot is the accelerated development of products and services that can solve the business and technological challenges facing the media and entertainment industry today.

Tim Davis,
Principal Architect, Enterprise Architecture ITV