IBC ACCELERATOR MEDIA INNOVATION PROGRAMME

Collaborative innovation for the Media Entertainment Ecosystem

February 2022

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About IBC

- IBC is an independent and authoritative international organisation serving the global Media, Entertainment & Technology industry.
- For over 50 years IBC has run the world’s biggest, most influential annual event for the industry.
- It is the event on the Media, Entertainment and Technology industry’s calendar!
- IBC’s event in Amsterdam typically attracts more than 56,000+ attendees from 150 countries around the world, 1,700 exhibitors - the world’s key technology suppliers and has a thought-leading conference at the core
- 6 leading international bodies form the ownership behind IBC, representing both Exhibitors and Visitors, these include IEEE, IABM, IET, RTS, SCTE and SMPTE
The Accelerator Framework for Media & Entertainment Innovation

IBC created the Accelerator programme to support the media & entertainment technology sector with a framework for **agile, collaborative** and **fast-track innovation**.

The programme is designed to address a wide range of business and technology challenges disrupting the sector, for example…

- Transition to software and IP across the content supply chain
- Rapid evolution of new technologies e.g. AI, Voice, IoT, Cloud etc.
- Opportunities for immersive & experiential tech e.g. VR/AR/ XR, 8K etc
- New creative, production & distribution opportunities with 5G
- A boom in direct to consumer platforms and original content
- The value of trust and regulatory disparity between broadcast and online
- Fragmenting audiences across platforms, screens and devices
- Accelerated remote & distributed production strategies

The **IBC Accelerators** take on ‘bite size’ challenges in a project based, multi-company approach, developing innovative solutions to common pain points, with invaluable ‘hands on’ experimentation.
Accelerator Challenges & Project Teams:

- Projects address and aim to solve common, business & technology challenges
- Teams comprise Champions & Participants with specialist technology expertise
- Project aims should be well-defined and scoped in order to achieve within 4-5 months
- Projects should underline the value of industry standards & best practices,
- They are developed in the spirit of an open approach to R&D
- They culminate in ‘Proof of Concept’ Showcase demonstrations at IBC 2022

Project Champions:

- Are Broadcasters, studios, platforms, content providers - the potential buyers/ end users
- Define business or technology challenge and help develop the project use cases.
- There can be multiple Champions of a project, but the min requirement is one.
- Champions lead and support projects, and provide time and supporting resources
- Do not pay fees to be involved, but do pay a registration fee for the programme

Project Participants:

- Are Vendors, manufacturers, developers, sellers of products and solutions
- Help to design the solution with the guidance of Champions
- There should be a minimum of four Participants working on any project
- Participants fees are applicable to fund projects, marketing, showcase etc
**Accelerator Timeline 2022**

**Challenge Cycle**

- **Jan**
  - Call for Accelerator Challenges for 2022
- **Feb**
  - Virtual Kickstart Event April 2022 (Exact Dates TBC)
- **Mar**
  - Submission Deadline: 2nd March 2022
- **Apr**
  - Project Development underway between May - September
- **May**
  - Full Teams Completed By April 30th 2022
- **Jun**
- **Jul**
- **Aug**
- **Sept**
  - Accelerator Showcase at IBC 2022 Amsterdam 9-13th September 2022
- **Oct**
- **Nov**
- **Dec**

**Key Dates and Details**

- **Call for Accelerator Challenges for 2022**
  - Submissions via IBC.org website
  - IBC helps with challenge concepts
  - Supporting recruitment of champions and participants to complete teams
  - Challenges & teams to be approved by IBC

- **Virtual Kickstart Event April 2022 (Exact Dates TBC)**
  - Kickstart event in 2022 will be both physical & virtual
  - Kickstart is a platform for project pitches and team recruitment
  - Accelerator teams work to a 4-5 month development cycle
  - Project teams typically meet once a week or bi-weekly online
  - Max 6-8 projects to be selected for development in 2022

- **Submission Deadline: 2nd March 2022**

- **Full Teams Completed By April 30th 2022**

- **Accelerator Showcase at IBC 2022 Amsterdam 9-13th September 2022**
  - Projects will be showcased physically at IBC show in Amsterdam, via show floor presence and on-stage demos
  - IBC Accelerator Zone at RAI features all projects & teams
  - Projects can extend scope and objectives toward additional phases depending on team support
  - Project showcases can encompass online and industry events globally, to disseminate project outcomes
BENEFITS OF CREATING/JOINING AN ACCELERATOR

For Champions e.g. Buyers of Media Solutions:

- Accelerate R&D without months of commercial negotiations and contracts
- Multiply R&D resources and get fresh expert insights on disruptive technologies
- Work collaboratively with peers to fast track solutions to common challenges
- Get fresh creative ideas & tech expertise from multicompany, multinational teams
- Accelerators are a safe and trusted environment to experiment
- Visibility as a thought leader across the 250k+ IBC media technology ecosystem

For Participants e.g. Solutions Providers & Vendors:

- Work with champions inside and outside of usual sales sightline
- Gain an inside track from solving the tangible pain points of champions
- Apply expertise to new use cases and prove the value of your solutions
- Get maximum visibility across the IBC community with multiple marketing platforms
- Develop teams with real world challenges, working with cross industry players
Eight Projects: Champions & Participants in 2021

5G LBXR (Location Based Extended Realities): Champions - Digital Domain, ESL/Weavr, Hado, Park Playground, Telenet/Liberty Global, Twickenham Studios and Vodafone. Participants - Huawei, Net Insight, Noitom, ProMod Esports Productions and Quark.XR.


AI Bias Detection: Al Jazeera, AP, BBC, ETC/USC, Multichoice, Reuters, and RTÈ.

Smart Remote Production for Real Time Animation: Champions: Digital Domain, EBU, ETC/USC, RAI, RTÈ, Unreal/Epic, VRT, and YLE. Participants: RADiCAL, Respeecher.

Immersive Audio & Sound Imagery: Champions: Audible, CTOI, Kings College London, MuseumTV, ORF, Audio Engineering Society (AES), Twickenham Studios, University of Surrey, University of Lethbridge.

IBC Accelerator Participation Fees 2022

IBC Accelerator Participation Fees

- Fees for project participation are defined by Participant vendor’s annual revenues, as per categories below
- Fees cover a number of aspects of the programme, notably IBC’s facilitation and management of projects, team recruitment, collaborative tools, project by project marketing, PR and showcase events.

<table>
<thead>
<tr>
<th>Participant’s Annual Revenues (GBP)</th>
<th>Category</th>
<th>Participant Fee (GBP/USD) Hybrid Event Showcase</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;£500k</td>
<td>A</td>
<td>£1500</td>
</tr>
<tr>
<td>&lt; £1million</td>
<td>B</td>
<td>£4000/ $5500</td>
</tr>
<tr>
<td>£1million to £100million</td>
<td>C</td>
<td>£8000/$10900</td>
</tr>
<tr>
<td>£100 million to £250 million</td>
<td>D</td>
<td>£11,000/$15000</td>
</tr>
<tr>
<td>£250 million+</td>
<td>E</td>
<td>£15,000/$20400</td>
</tr>
</tbody>
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- **Note:** Champions do not pay fees, but they do pay an Accelerator Membership/registration fee for 2022 of £1000/ $1,360 annually (one fee regardless of number of projects supported).
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