



## **IBC Accelerator Media Innovation Programme Frequently Asked Questions**

### **What are IBC Accelerator Media Innovation Projects?**

IBC created the Accelerator programme in 2019, to support the media & entertainment industry with a framework for **agile, collaborative** and **fast-track innovation** through a multi-company project-based approach to solving complex media and entertainment business and technology challenges.

Accelerator challenges are defined and developed by media organisations themselves, facilitated and managed by IBC, with collaboration at the core. They focus on addressing and solving challenges set out by end users and buyers (Champions) of media & entertainment technology, products and services, working to develop innovative solutions over an intensive four to six months project path.

The solutions are then showcased as Proof of Concepts at IBC in 2022 (9-12 September 2022). Some 19 remarkable Accelerator projects have been delivered via the Accelerator programme, involving over 120 organisations, since 2019.

### **What is the purpose of IBC Accelerator programme?**

The Accelerator programme is designed to address a wide range of challenges and opportunities disrupting the sector, for example digital transformation and the shift from hardware to software/ IP across the content supply chain, the rapid evolution of IP-enabled technologies such as AI, Cloud, Voice, IoT, etc, the onset of 5G and rollout of fibre, as well as new immersive content possibilities through VR, AR and XR that will bring new creative, production & distribution opportunities to content providers and owners. Other challenges could focus on any aspect of industry innovation across the value chain such as disruptive new platforms, the need to build sustainability into the supply chain, content and technology security or technology solutions for changing audience demands, for example.

The Accelerator framework addresses specific 'bite size' challenges within these 'big picture' industry challenges and opportunities. The primary aim of the projects is to prototype solutions based on existing standards and best practices, and to demonstrate the business value that can be achieved from implementing collaboratively developed solutions. Accelerators can result specifically in the development of new products for the market, as has been the case with projects in the 2019, 2021 and 2022 cycles.

### **Why is IBC behind this, and what will its role be?**

In convening the media & technology sector, IBC (in a 'normal' year of physical events) brings together more than 56,000 attendees to its show in Amsterdam every year. IBC recognises a responsibility to support the industry ecosystem, in driving innovation, for the good of the broader industry. Through the Accelerators its goal is to facilitate, support and manage the development of projects, from the submissions and pitching process, to recruitment of team member Champions & Participants through to and marketing of the projects and support to disseminate their outcomes at project conclusion at the IBC show.

The Accelerator Media Innovation programme is fully supported by IBC's Board/ Owners, including IABM, IET, IEEE Broadcast Technology Society, The Royal Television Society, The Society of Cable Telecommunications Engineers (SCTE) and the Society of Motion Picture & Television Engineers (SMPTE).

## What Accelerator projects were delivered in 2020 and 2021?

Some eight innovation projects, with more than 60 large, medium and small organisations participated in the Accelerator Programme in 2020. Their solutions and PoC demonstrations and project discussions can be found on [IBC Showcase here](#)

In 2021, a further eight projects developed PoCs that involved more than 90 organisations as both Champions and Participants. The discussions and demonstrations of their solutions can be seen on IBC Digital from December 202 onwards with further platforms and events planned for extended showcases in early 2022. The projects, Champions and Participants were:

- **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
- **Innovation in Live Production Workflows with 5G:** Champions - BBC, beIN Sports, BT Sport, EBU, Fox Sports, ITV, Olympic Broadcasting Services, RTE, RTL, TV2, ViacomCBS, Vodafone and Yle. Participants - Evertz, Grass Valley, Huawei, Juniper Networks Microsoft, Net Insight, Nulink, Singular.Live, University of Strathclyde, Zixi
- **5G & Remote Production in Live Sports with 5G:** Champions - Al Jazeera, BBC Sport, beIN Sports, BT Sport, BT, Fox Sports, Olympic Broadcasting Services, Ooredoo, Multichoice & Super Sports. Participants - Aviwest, Evertz, Grass Valley, Microsoft, Mobile Viewpoint, Native Waves, Net Insight, Taswer and TVU.  
**More Sustainable Live Productions:** Champions BBC, BT Sport, Albert/BAFTA, Sky, Premier League, IMG/Premier League Productions, NBC Universal and Super Sports. Participants: AWS, Microsoft, Singular Live, Zixi, Hitomi
- **AI Bias Detection:** Al Jazeera, AP, BBC, ETC/USC, Multichoice, Reuters, RTE.
- **Smart Remote Production for Real Time Animation:** Champions: Digital Domain, EBU, ETC/USC, RAI, RTE, Unreal/Epic, VRT, and YLE. Participants: RADICAL, Respecher.
- **Immersive Audio & Sound Imagery:** Champions: Audible, CTOI, Kings College London, MuseumTV, ORF, Audio Engineering Society (AES), Twickenham Studios, University of Surrey, University of Lethbridge.
- **RT-3D Interactive Content Creation for Multi-Platform Distribution:** Cartoon Network/Warner Media, Fox Sports, Pixar, RTE, Sky, Trinity College Dublin, Unity Technologies and Unreal/Epic. Participants: Anchorpoint, Masterpiece Studio, Noitom, Trick3D and Tvorii.

## What kind of challenges could IBC Accelerators address in 2022?

There are a wealth of potential areas that could be addressed by Accelerator projects. A key aspect of challenges is that they should be relevant to a number of supporting organisations and where solving them could be of value to the broader industry as a whole. Projects can focus on any areas of the ecosystem chain, for example:

- **Content creation**, such as new techniques in visual, audio, lighting, VR, AR, MR
- **Production** including innovation in the production and post-production process, including AI based automation, graphics, outside broadcast and remote production, new digital techniques in news and sports production
- **Distribution** e.g., linear playout, live signal distribution such as IPTV, cable, satellite and internet distribution.
- **Monetisation** e.g., broadcast management systems such as scheduling, traffic, and rights and royalties, tools such as Blockchain, advertising, including addressable and programmatic, data aggregation and analysis
- **Consumption**, such as identity management, user UX & UI design, platform and app development
- **Content management** (media asset management and workflow orchestration, transcode, tools and services, editorial compliance and technical QC, archive management),
- **Storage** areas such as on premises and cloud storage)

- **Connectivity** including IP and SDI infrastructure, routing, interfacing and conversion. connectivity services including internet, fibre, mobile/ 5G, satellite, microwave, wireless
- **Support services** including Video and audio monitoring, computing, anti-piracy and cyber security

### **Who sets out the specific Accelerator challenges?**

The business or technology challenge is set out by Accelerator 'Champions' who are typically the content providers and would be the end user or buyer of a particular solutions, services or products. Champions can be broadcasters, studios, rights owner for example. There can be any number of Champions of an Accelerator project, but the minimum is one.

The Champion not only sets the challenge but also advises, guides and counsels the project team and ultimately advocates the solution. There are no fees for Champions to start or join a project, although there is a nominal registration fee to be a part of the programme (see below).

### **Who can participate in solving a challenge and joining an Accelerator Project?**

'Participants' in an Accelerator project are providers of technology and solutions such as vendors, manufacturers, application developers, system integrators, consultancies and enterprises who design and build a products and solutions specific to the identified business or technology challenge. There can be a number of Participants in a project though the minimum is four. Note there are fees for Participants to take part in projects, based on annual revenues, details of 2022 fees to be confirmed soon.

### **Can Academic Institutions or Research Institutions join an Accelerator Project?**

Yes, IBC has welcomed a number of prestigious Academic Institutions that have joined several projects over the last three years, including The Entertainment Technology Centre (University of Southern California), The University of Bristol, Lethbridge University, University of Surrey, Qatar Computer Research Institute, Doha College, Trinity College, Dublin, Ravensbourne University and the University of Strathclyde.

### **Who is eligible to join an Accelerator team?**

The programme is open to small, medium & large organisations in the media & entertainment technology ecosystem and others that intersect the industry, such as telecoms and communications technology organisations.

### **What support does IBC provide?**

IBC provides project management, coordination, collaborative tools and team building & recruitment support as well as project marketing & communications for visibility of projects. At the project culmination, IBC provides the showcase platforms and discussion opportunities to demonstrate and disseminate the solution developed by the team, as well as other relevant industry opportunities.

### **How does IPR work within an Accelerator Project?**

Specifically, any IPR ownership (including technology or content) contributed into a project remains with its original owner, and there is no obligation to license this to other project members, but if they wish to do so, this can be negotiated bilaterally with the parties involved. In the case of innovation jointly developed within the Accelerator project as a result of cross-party development, the licensing of IPR is a matter as between each of the Accelerator Project Members involved and can be licenced to other team members or externally with the full agreement of the team. IBC has no rights or interest in acquiring rights of technology IPR developed by the Accelerators,

## **What are the fees to join or start an Accelerator Project?**

Participants (technology providers) pay Accelerator Participation fees based on company size defined by annual revenues, as per the below revenue bands. The 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.

**Note:** Each Accelerator Project must have at least 1 Champion and a minimum of 4 Participants to make a viable team and be approved to go forward. Prices are per project participation. Champions pay a small registration fee, after which they can join as many projects as they wish.

Details of fees for 2022 will be confirmed very soon.

## **What is the Registration Fee for Champions, and how much is it?**

There is a registration fee for Champions that would like to join the IBC Accelerator Programme, this is to join the overall programme. Once registered, Champions can join multiple projects.

Details of registration fees for 2022 will be confirmed very soon.

## **What are the benefits of joining an IBC Accelerator Project?**

There are many significant, valuable and tangible benefits to joining an Accelerator project, aside from addressing and solving a specific, complex technology challenge for your organisation, for an existing or potential customer, or for the wider benefit of the industry, these include:

### **For Champions e.g., content providers, the buyers of media products & 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 in 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., vendors and solutions providers – sellers of products and services:**

- Work with champions inside and outside of your usual sales sightline
- Apply expertise to new use cases and prove the value of your innovation & solutions
- Get maximum visibility across the IBC community with multiple marketing platforms
- Gain an inside track from learning about and solving problem pain points of customers
- Develop your teams through solving real world challenges working with cross industry players
- Apply your technologies to new and developing use cases, based on the needs of potential customers

## **What does an Accelerator team receive for their investment?**

The value of starting or joining an Accelerator project is significant, not least in solving your business & technology problems cost-effectively within a condensed time frame as a Champion, but also to discover new solutions, expertise, technologies and potentially new suppliers of the future. For Participant vendors, the opportunities to solve the business or technology challenges of the Champions could lead to new business partnerships and potentially new, end-user focused, commercial products and solutions.

In terms of marketing and PR exposure, the benefits that IBC offers include engagement and visibility across a wide range of industry channels (reaching an influential industry audience of more than

250k+) such as online showcases, feature articles, video interviews, podcasts and presentations, and of course the highly visible and promoted showcases at IBC 2022. Specifically, the Accelerator inventory & campaign in 2022, includes:

- **Dedicated online Accelerator project web page on IBC website:** Highlighting objectives, scope, progress and news relating to the individual accelerator projects in one place.
- **Accelerator Feature Videos** presenting the aims, challenges, opportunities and progress of the project in solving the challenge, including commentary from team members
- **Inclusion in editorial coverage, webinars, podcasts & features on IBC365 and on IBCTV and Edaily.** Further promotion in IBC newsletters, IBC Week marketing and social media with regular individual project news and updates across IBC social channels
- **Projects featured at IBC 2022:** Whether virtual, physical or hybrid in 2022, the IBC Accelerator programme will feature prominently across IBC platforms and sessions, including show floor showcases, theatre presentations and virtual live streamed sessions
- **Additional opportunities** to disseminate the project development & outcomes, at other key industry events through the year to be confirmed.

### **What is the process and 2022 timelines for selecting Champions or Participants?**

**IBC is calling for Accelerator Innovation project submissions now, until the deadline of Friday 18<sup>th</sup> February 2022.**

Champions and Participants can either submit their own project challenges or can apply to join a project that has been proposed, as the various challenges are published ahead of and post the deadline.

Following a review and approval of submissions, a maximum of 6-8 projects will be selected to go forward to the next, 'Matchmaking stage' whereby IBC will help Champions and Participants to identify and recruit additional team members with relevant technology and/or expertise to join their teams.

### **What is the process and timelines once Accelerator teams have been identified?**

Following selection of submissions in late February the, project challenges selected will go forward to be pitched at an **IBC 'Kickstart Event'** event in early March 2022 (event format to be confirmed) where selected submissions and teams can present their challenges to the wider IBC community. Further details to follow shortly.

The projects should ideally be underway by mid-April, where development of the solution takes place over the next 4-5 months. Project team meetings can take place either weekly or bi-weekly online, at the discretion of the team.

Once the solution has been developed, it will culminate in a showcase of the Proof of Concept at IBC in Amsterdam (9-12 September 2022) (as well as potentially on IBC Digital).

### **What is the specific role of Champions, and what resources are required from them?**

*Champions or Co-Champions can take as much of a leading role within a project as they desire, although by joining a project they broadly commit to supporting the team with the following:*

- Help identify potential Co-Champions & Participants, working with IBC to recruit to the project
- Define project objectives, scope and deliverables, working collaboratively with Co-Champions and vendor Participants
- Help identify use cases, agree achievable project plans, establish workstreams and provide guidance as project develops.
- Provide resources with specific expertise for the duration of the project or specific phases
- Provide facilities for testing, meeting, demonstrations, where agreed & appropriate

- Ultimately validate that the proposed solution provides value to their organisations and the wider industry
- Evangelise the solution within their organisation and to the wider industry
- Provide a 'sponsor' for the project, and a working level engagement contact
- Attend at least 80% of weekly or bi-weekly 1hr meetings (at the project team's discretion) and relevant showcase events including of course IBC2022 activities either physically or virtually

### **What is the specific role of Participants, and what resources are required from them?**

*Participant vendors can provide as much resource and relevant expertise to a project as required, and by joining a project they broadly commit to supporting the team with the following:*

- Work with Champions and other vendors to develop project aims, scope, plans and timelines
- Develop solution/product design & deliverables including the proof-of-concept demonstration
- Complete relevant documents (project charters, templates, etc.) as required by the team
- Provide resources with specific expertise for the duration of the project or specific phases
- Provide facilities for testing, meeting, demonstrations, where agreed & appropriate
- Harvest the learning and assets from the Accelerator to utilise in white papers, presentations and in dissemination of project outcomes, where agreed and required by the team.
- Work collaboratively with other project team members
- Attend at least 80% of weekly or bi-weekly 1hr meetings (at the project team's discretion)
- Attend relevant showcase events including IBC2022 activities either physically or virtually

### **Who is responsible for providing resources to the Accelerator teams?**

The teams participating in a project provide resources from their own companies to work through the necessary project tasks, preparation of Accelerator demos and production of deliverables. IBC (will provide support in the form of marketing, technical and project management guidance, project mentorship and are available to answer any additional questions raised.

### **How long do Accelerator projects last?**

Accelerator Projects are designed to be rapid-fire and typically last from a kick-off in March/ early April (depending on team composition achieving the requisite numbers) four to five months, to showcasing the solution at IBC 2022 in September. Projects often extend to a second – and sometimes a third - phase to expand the scope or work on more advanced use cases, depending on team appetite.

### **Can competitors take part in the same Accelerator?**

Yes, and this has proven to work to excellent effect in previous projects, whereby competitive Champions and Participants have often engaged collaboratively to solve a specific, common challenge. Nothing of commercial sensitivity need be shared, and each Accelerator is supported by well-established ground rules and policies established in similar projects over many years.

### **What are the outputs of an Accelerator project?**

In the past two years, several projects have been further developed toward commercialisation and market launch by various vendors involved. Typically, outcomes of a project range from such development to industry presentations and discussion sessions, whitepapers, case studies, best practice guides, lessons learned. Opportunities to showcase and present project outcomes often go beyond IBC's event platforms and have included RTS, EBU, IEE events in 2021 and 2022.

## **What does the showcase of Accelerator Projects entail?**

Accelerator showcases would typically take the form of exhibition kiosk showcases demonstrating the solution to a challenge as a Proof of Concept, with an Accelerator zone at IBC in Amsterdam in September. However, 2020 and 2021 were years like no other and with no show, IBC focused the Accelerator showcases on its digital platforms (IBC Digital in 2021) with sessions and demos to discuss and explain the outcomes, learnings and solutions online. The showcases at IBC 2022 will hopefully take place again in Amsterdam and be presented by each of the project teams with support from IBC and boosted by a full suite marketing programme to add context, visibility, and prominence to successful projects.

## **Where can Accelerator teams promote their work to the industry?**

Accelerator Projects and participating teams will have their own space on the IBC show website and widely promoted through various communications channels, including IBC365, podcasts, Show Dailies and IBCTV as well as a Social Media Toolkit for the team to use at various milestones in a project's development. There are also press releases created from project outputs and content that will be shared with all team members to promote externally and within their own organisations. In addition to IBC, opportunities to promote the projects will be sought at a number of industry additional events.

## **How do potential Champions or Participants apply to get involved?**

Further information is available on the [IBC2022 Show site here](#), on the Accelerator pages - including the full overview deck detailing the process, benefits, and commercial aspects of the programme as well as the submission form for 2022 and further info and videos on the completed sixteen Accelerator projects in 2020 and 2021.

You can also email at [accelerators@ibc.org](mailto:accelerators@ibc.org)