

IBC Content Everywhere Marketing Campaign



New Home for IBC Content Everywhere – Hall 5

New Location for Content Everywhere in 2021

For 2021, Content Everywhere will expand into newly built, high profile bespoke exhibition space in Hall 5. There will also be a dedicated networking and meeting area for Content Everywhere exhibitors in Hall 3. This will see the footfall and profile of Content Everywhere at IBC increase dramatically in 2021.

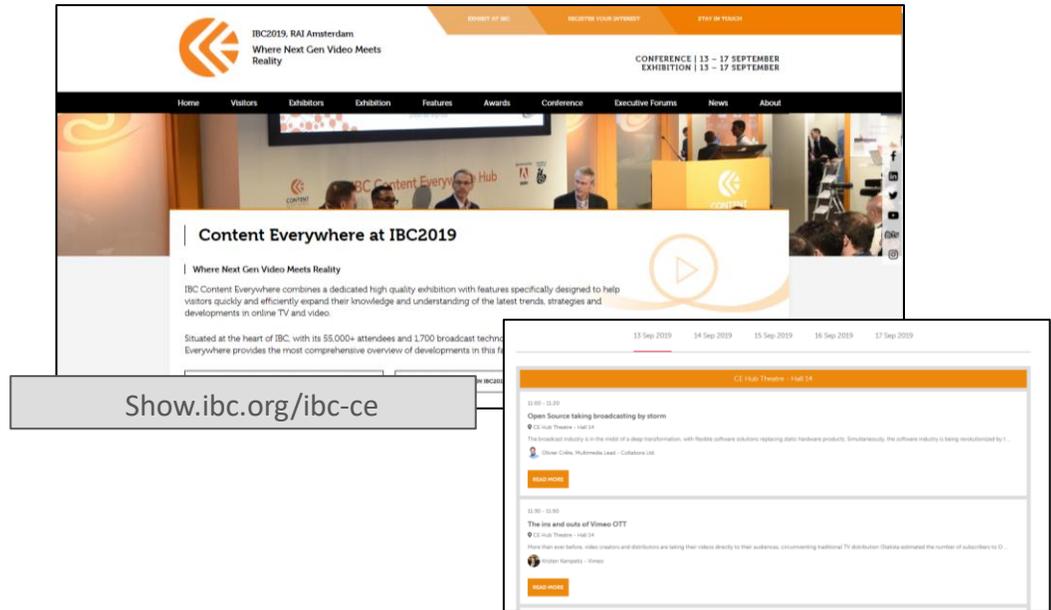




Situated in the brand new, larger floor space in Hall 5, Content Everywhere combines an exhibition with a dedicated Content Everywhere theatre.

Due to the high popularity of the CE value package and the increasing number of vendors offering these solutions, we've moved to the brand new, larger hall and introduced the main IBC registration area to Content Everywhere Hall 5.

This will have a great impact on increasing the audience and traffic flow to this area.



IBC2019, RAI Amsterdam
Where Next Gen Video Meets Reality

CONFERENCE | 13 - 17 SEPTEMBER
EXHIBITION | 13 - 17 SEPTEMBER

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Content Everywhere at IBC2019

Where Next Gen Video Meets Reality

IBC Content Everywhere combines a dedicated high quality exhibition with features specifically designed to help visitors quickly and efficiently expand their knowledge and understanding of the latest trends, strategies and developments in online TV and video.

Situated at the heart of IBC, with its 55,000+ attendees and 1,700 broadcast technicians, Content Everywhere provides the most comprehensive overview of developments in this field.

Show.ibc.org/ibc-ce

13 Sep 2019 14 Sep 2019 15 Sep 2019 16 Sep 2019 17 Sep 2019

CE Hub Theatre - Hall 14

10:00 - 10:20
Open Source taking broadcasting by storm
CE Hub Theatre - Hall 14
The broadcast industry is in the middle of a deep transformation, with flexible software solutions replacing static hardware products. Simultaneously, the software industry is being redefined by...

Oliver Chiba, Multimedia Lead - Collobra Ltd

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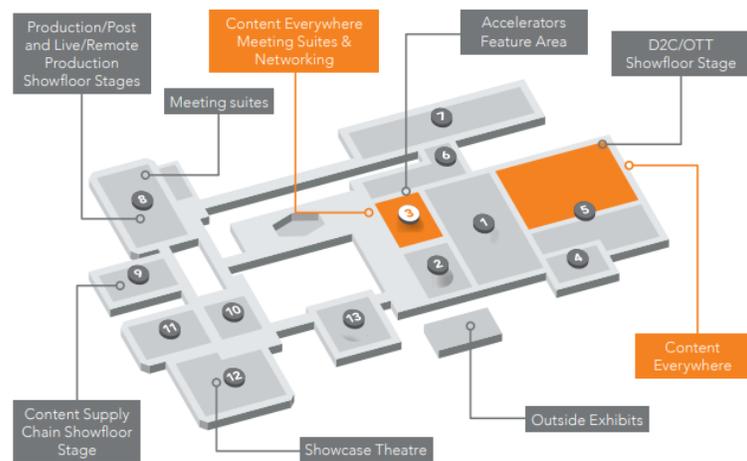
10:30 - 10:50
The line and ends of Vimeo OTT
CE Hub Theatre - Hall 14
More than new software, video creators and distributors are taking their video directly to their audience, circumventing traditional TV distribution. (Statistics estimated the number of subscribers to O...

Kristen Kampgott - Vimeo

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- ◆ Content Everywhere theatre – **located in Hall 5**
- ◆ Exhibitor opportunities to showcase innovative new technologies, products and services
- ◆ A curated programme of free to attend sessions securing audience
- ◆ Lead generation from all attendees to exhibitor sessions
- ◆ Exclusive Content Everywhere networking area for CE exhibitors to use with high and low table meeting spaces and an extension of stand space – **located in Hall 3**
- ◆ Content Everywhere meeting room area. The high spec, enclosed and bespoke meeting rooms will have their own dedicated area and reception desk – **located in Hall 3**



Content Everywhere Focuses on the following business areas.



- ◆ Streaming Video / Streaming Media Player Platforms
- ◆ App Development
- ◆ On –demand and Live Content providers
- ◆ Live Video Platforms Solutions
- ◆ Sports and E-sports Solution
- ◆ Providers for OTT market Big Data / Data Houses
- ◆ Social Media / Content personalisation
- ◆ Content Delivery / Multi-Platform Delivery
- ◆ CDNs
- ◆ OTT / VOD
- ◆ Transmission / Encoding
- ◆ Playout Automation & Delivery
- ◆ Content Rights / Scheduling
- ◆ Ad Tech / Ad Sales
- ◆ Billing & Subscriptions
- ◆ Cloud Storage
- ◆ Data Analysis, Cyber Security
- ◆ AI / Machine Learning, Personalisation
- ◆ 5G Delivery



**CONTENT
EVERYWHERE**

Integrated Email Campaign

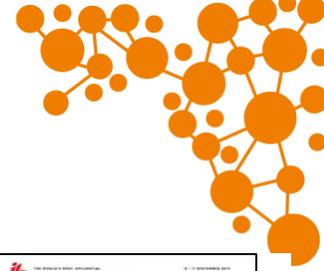
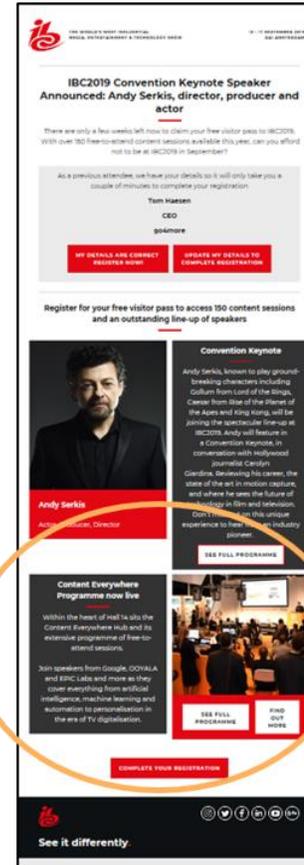
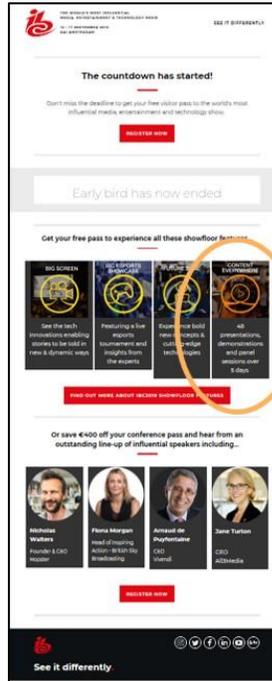
Average Send: 46,629 unique contacts

Average Unique Open Rate per email: 28% (190,318 views)

Average Unique Click-Through Rate per email: 12% (16,353 clicks)

Email Campaigns include:

- Hotlink emails
 - Series of emails specifically targeting past attendees
- Visitor emails
 - Series of emails to prospective attendees
- Media partner emails
 - Email campaigns sent out by appointed media partners
- Registered comms emails
 - Series of email campaigns sent to registered attendees



Press Coverage



- Content Everywhere press coverage
- Exhibitor press releases distributed by the IBC PR agency and worldwide Business Wire service
- Posted on the show website show.ibc.org and covered on IBC365 and in the IBC Daily
- Ahead of IBC2021, preview features of the Content Everywhere exhibition will be published online on IBC365. Plus, key news from Content Everywhere exhibitors will be covered online in the IBC Daily section of IBC365 and in the digital editions of the IBC Daily



By Iain Wilson

IBC Content Everywhere in Hall 14 is where the worlds of broadcast and broadband intersect, with discussions in the Hub ranging from digital transformation to user experience and apps

The 15th edition in Hall 14 brings over 100 exhibitors and coverage from the IBC network to include Greg and Eyal, MPT Group, the production services and media brand leaders, while providing an overall broad track for Eyal's IBC Experience. The show also has a presence in Hall 14 for the first time, offering the growing importance of OTT delivery in the wider media and entertainment industry.

Indeed, since 2013 Content Everywhere exhibitors have been showing how OTT has changed and increasingly seen more a general competing an changing the way content is created, managed and distributed for consumption on mobile, tablet and connected TV.

Offering a central programme of free-to-attend discussions, presentations and panel discussions the Content Everywhere Hub is designed to help exhibitors understand the digital and broadband trends that are leading the explosive growth of mobile and entertainment consumption today.

In 2019 the Hub will be open from Friday through to Sunday and offer a programme of over 100 panel discussions. Free-of-charge content will include a range of topics relevant to Content Everywhere.

From digital transformation, artificial intelligence and machine learning to business models, the latest IP technologies, monetisation, user experience, live streaming, content creation and apps. These discussions will include the scheduling of the exhibitor demonstrations and presentations - a total of 30 this year - to make it easier for visitors to identify content that meets their particular interests. Here are some of the highlights.

FRIDAY 13
The programme kicks off on Friday at 11:00 exploring the topic of digital transformation with relevant discussion from five exhibitors that will be followed at 11:30 by the first panel of 2019, Digital Transformation of Media and Entertainment Business. Panelists from BBC, Netflix, Media and BBC will explore how fighting business pressures and increasing user expectations drive innovation and content, and allow us to compete - continually - in our experience to create engaging content with our users. The discussion will also look at the importance of corporate culture for the success of companies to adopt new solutions.

Friday's second panel, The Evolution of Discussion in the Digital Era, at 11:30 will discuss how programme content creation combined with social

competing is enabling new and previously unimagined capabilities, including how to make the most of the traditional broadcast channel as a result is a combination. Drawing on new case in the field of user experience and relevance, exhibitors will explore what offers innovation and what the next big step is for content delivery. From that point going to include a focus on part of the media and entertainment market.

SATURDAY 14
One of the day's panels on Saturday, starting at 11:00, will be the discussion on Artificial Intelligence, Machine Learning and Innovation. It will provide exhibitors with an overview of the technologies, an insight into all applications in the field and entertainment. Panelists including Google and Oracle will explore how AI and ML are being applied to increase efficiency and automate processes in the content space production, content creation, distribution, consumption, monetisation and recommendation engines.

Broadband Media will feature a panel for Digital Business at 11:00 will explore the challenges of providing digital business, the importance of user experience and how the importance of content management to keep the day's program



each of these can emerge through video editing and digital content.

In 2019 on Monday, the introduction to solutions of Iain Wilson will offer the focus to new innovations in the development of video content, including advertising to both mobile and fixed TV environments.

opportunities for the new future.

In the CFT world that is seen between the speaker's experience and delivery cost. In the digital content space, Quality Experience, Video Marketing, Delivery Cost at 11:00 on Monday, Video, 3D/VR Technology and Media/Media will discuss how content is being created.

MONDAY 16
The content creation and production, broadcast and video service providers. The challenge of keeping content secure is a significant challenge to create content but not to reach an audience in a secure and compliant manner. Securing Content at 11:00 on Monday and the Evolution of Content at 11:30 will discuss available to exhibitors and how to use the growing revenue to keep them from the sharing of content.

Apps for the user experience of video services content is ready to go, tablet and connected TV. The Hub programme will include the following: Content at 11:00 on Monday, Video, 3D/VR Technology and Media/Media will discuss how content is being created.

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Every year IBC works with more than 150 media partners. These have included:

Advanced Television
Telecom ERA|

Broadcast Pro Middle East
Business Cloud News
Connect World
Connected TV
Content & Technology
CrypToNewsZ
Feed magazine
Innovation & Tech Today
Multichannel News
Sports Pro
Streaming Media Magazine
SVG Europe
Telco professionals
Telecoms.com
Video AD News

Advanced Television
Asia-Pacific Broadcasting Union
Audio Media International
AVTE

~~AVTechnology~~ (US)
Below the Line
Broadcast & Cable (US)
Broadcast Bridge
Broadcast Magazine & Broadcast Tech supplement (MBI)

~~BroadcastPro~~ Middle East
C21
Campaign
Capacity Media Group
CBR

CIO Magazine
CIO Review
Computer Weekly
Computing

~~Content Technology~~
Developing Telecoms
Digital TV Europe
Economist
Empire magazine
~~Engadget~~
FEED Magazine

Fierce Telecoms
Financial Times
Future (TVBE and other Future Titles)
Future TV (Peter Garland)
Government Video (US)
Hollywood Reporter

~~InBroadcast~~
Information Age
Installation
~~KitPlus~~

Light Reading
MAJOR EVENTS INTERNATIONAL
Marketing Week
MCV
Mobile Europe

~~MovieMaker~~
~~Multi Channel~~ News (US)

Pro Sound News (US)
Pro Sound News Europe
Red Shark Media
Satellite Pro Middle East
Screen International
SCTE (Broadband Journal)
SET Magazine
~~SportsPro~~

~~StudentFilmmakers~~ Magazine

SVG Europe
Tech Crunch
Tech Radar
Television
The Next Web
The Photographer.com
The Register

The Verge
TVBE
TVT (US)
UK Screen Alliance
Variety
Vice Media
Video Edge (US)
Wired
Worship AVL

Media partners provided an extensive amount of marketing support including:

- Distribution of email campaigns
- Publication of press releases
- Print and online display advertising
- Social posts on Facebook, Instagram, LinkedIn and Twitter



Social promotional messages include:

- Pre-event Hub content sessions and speaker promotions
- Exhibition floor features and benefits
- Post event promotion sharing VOD

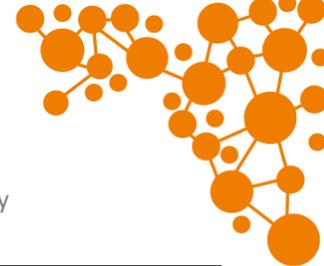
Social Media Audience Numbers

- Facebook: 40,179
- Twitter: 30,419
- LinkedIn: 12,287
- Instagram: 9,427



Tweets about IBC during the show





- ◆ Content Everywhere space only exhibitors have the opportunity to submit an opinion piece on IBC365. Examples of previously submitted pieces include:



AI IS EASIER WITH LIVE STREAMING IN THE CLOUD

Brought to you by MZA Media | 30 August 2019



Integration with SSAI capability, Dynamic Content Insertion, means that live streaming allows better monetisation and localisation, says MZA Media CEO Marina Kalkanis.

Has IBC come at a good time for the electronic media industry? Why is this?

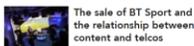
IBC is the key market event for our industry, and the fact that the conference and exhibition has so cleverly evolved to reflect new trends and progress in broadcast technology is largely responsible for this.

MZA Media exhibits in the Content Everywhere Hall, which is an excellent example of this evolution. Established relatively recently, the Content Everywhere Hall is dedicated to next-generation



Marina Kalkanis

Most popular



The sale of BT Sport and the relationship between content and telcos



Transforming production at Vice Media Group



Kairali News expands its live broadcast capabilities with TVU



Why diversity does not guarantee inclusion



Storage for creative teams

Advertisement



THOUGHT LEADERSHIP

WALKING THROUGH MEDIA WORKFLOW ADVANCES

Brought to you by Applicaster | 30 August 2019



Executing a direct-to-consumer distribution strategy depends on efficient technology, says Applicaster CEO & co-founder Jonathan Laor.

Has IBC come at a good time for the electronic media industry? Why is this?

IBC comes at a great time, as media executives continue to transform their entire workflows – from production through distribution. IBC has been able to recognise these changes and to manifest them in its layout. It really is possible for delegates to “walk through” the advances year after year.

What do you think are the key developments in, or threats to, your market sector at the current time?

As direct-to-consumer distribution becomes more complex, executing a strategy and making changes to it has more and more dependency on technology and code lines. Companies that lack budgets the size of Netflix's fall back from



Jonathan Laor

Most popular



The sale of BT Sport and the relationship between content and telcos



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Why diversity does not guarantee inclusion



Storage for creative teams



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Audience Demographics



IBC is attended by more than 8,000 senior decision makers from Cloud, Mobile, OTT and Telecoms sectors.

Seniority



Regional Attendance





- ◆ This dedicated marketing campaign will ensure maximum exposure for all Content Everywhere exhibitors, attracting existing and potential new customers focused on investing in this sector of the market.