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IBC ACCELERATORS

Supporting collaborative innovation across
the Media Entertainment Ecosystem

May 2021

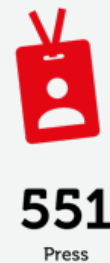
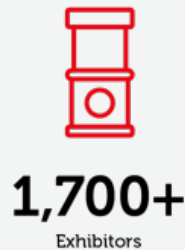
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About IBC



- 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 simply the must-attend event in the Media, Entertainment and Technology industry's calendar!
- IBC's event in Amsterdam 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

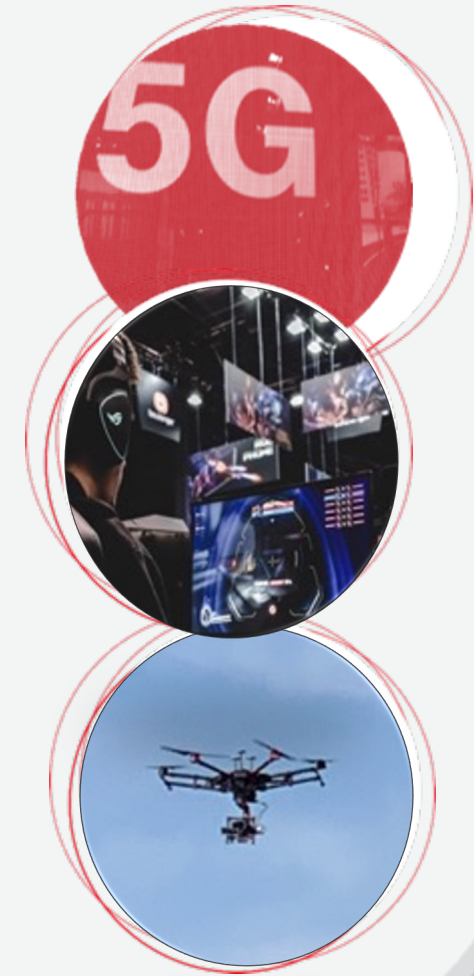


IBC created the Accelerator programme in 2019, to support the media & entertainment technology sector with a framework for **agile, collaborative** and **fast-track innovation**.

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.
- Potential for immersive & experiential tech e.g. VR/AR/ XR, 8K etc
- Onset of 5G and a vast array of new creative, production & distribution opportunities
- A boom in direct to consumer platform plays and an original content
- Regulatory disparity with online platforms and the value of trust
- 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.



A woman's face is centered, framed by the brim of a wide-brimmed hat. The image is heavily stylized with a red and white wavy, concentric line graphic that creates a tunnel-like effect around the face. The text "2020 ACCELERATOR PROJECTS :" is overlaid in white on the left side of the image.

2020 ACCELERATOR PROJECTS :

Accelerator Champions, Participants & Partners 2020



IBC Accelerator Project Champions 2020



Eight Accelerator projects were delivered in 2020, championed by world leading M&E organisations:

- **5G Remote Production** – BBC, Al Jazeera, BT Sport, EBU, ITV, TV2, SVT, Yle, ViacomCBS, Olympic Broadcasting Services
- **Television Delivered as Objects** – ITV, BBC, Yle, Unity
- **AI-Automated Video Shot-listing** – AP, Al Jazeera, ETC (USC)
- **Usable VFX Archive** – MovieLabs, Paramount, Universal, Sony Innovation Studios, Unity
- **AI-Backed Interactive Talent Show** – Warner Music, Viacom/ MTV
- **Animation Production Pipelines with Immersive & Real-Time Tools** – Sky, Cartoon Network, Sky, Unity, Epic Games
- **AI- Enabled Live Content Moderation for UGC** – Al Jazeera, Reuters, AP, ETC (USC)
- **5G Centralized Streaming for LBE AR/VR** – Park Playground, Telenet (Liberty Global).



Accelerator Showcases 2020



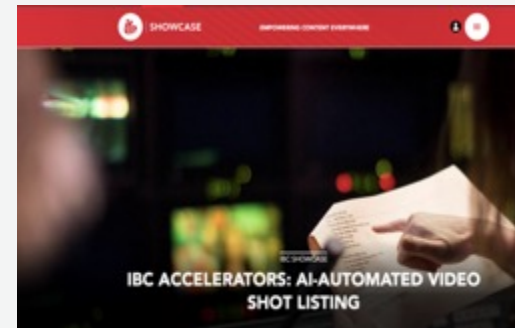
You can see highlights of all the Accelerator Proof of Concept demonstrations and discussions on IBC Showcase at: www.ibc.org/ibcshowcase/programmes/accelerator-programme



5G Remote Production



Live Content Moderation



AI Automated Shotlisting



Live Interactive Music Talent Show



Usable VFX Archive



5G Location Based VR



TV Delivered as Objects



CG Animation Production

A man with a beard and short hair, wearing a dark suit jacket over a light-colored shirt, is the central figure. His hands are raised, with fingers spread, framing his face. The background is a vibrant red with a series of white, concentric, slightly blurred circles radiating from behind the man's head, creating a sense of motion or focus. The overall mood is professional and dynamic.

2021 Process, Commitments Timelines...

Overview: Project Roles & Process



Accelerator Challenges & Project Teams:

- Project challenges address and aim to solve common, business & technology problems
- Teams comprise Champions & Participants with specialist technology expertise
- Solutions developed over an intensive 4-5 months timeline
- Projects underline value of industry standards, best practices, in an open R&D approach
- Culminate in 'Proof of Concept' Showcase demonstrations & discussion at IBC 2021

Project Champions:

- Broadcasters, studios, platforms, content providers – the potential buyers/ end users
- Define business or technology challenge and help develop the project use cases.
- Can be multiple Champions of a project, but the min requirement is one.
- Champions lead and support projects, and provide time and supporting resources

Project Participants:

- Vendors, manufacturers, developers, sellers of products and solutions
- Help design the solution with the guidance of Champions
- Minimum of four Participants working on a project
- Participants fees are applicable to fund projects, marketing, showcase etc



Accelerator Team Member Commitment



Champions' Commitment:

- Help to identify potential Co-Champions and Participants
- Define project objectives, scope and deliverables
- Identify use cases, agree project plans, establish workstreams
- Provide resources with specific expertise and facilities for testing, meeting, demonstrations, where agreed & appropriate
- Validate that the proposed and finalised solution
- Attend at least 80% of meetings (at the project team's discretion) and showcase events including IBC2021 either physically or virtually

Participants' Commitment:

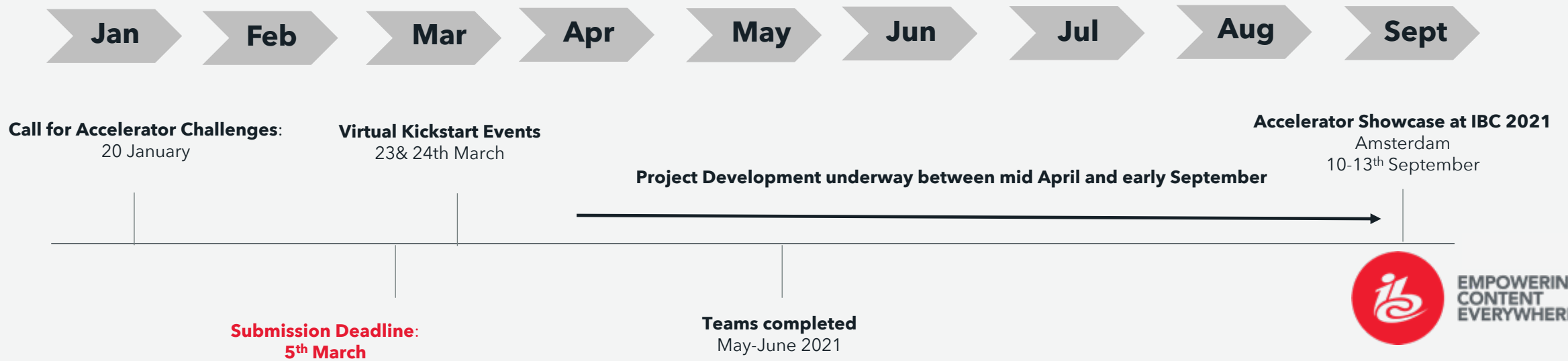
- Work with team to develop project aims, scope, plans and timelines
- Develop solution/product design & deliverables
- Provide resources with specific expertise
- Provide Facilities for testing, meeting, demonstrations etc
- Work collaboratively with other project team members
- Attend at least 80% of meetings (at the project team's discretion) and showcase events including IBC2021 either physically or virtually

Accelerator Timeline 2021



Challenge Creation | Matchmaking & Recruitment | Development | Marketing | Refinement | Presentations | Showcase

Accelerator Cycle



- Challenge 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

- Kickstart event in 2021 will be a virtual
- Challenge ideas pitched and supporting team members recruited
- Accelerator teams work to a 4-5 month development cycle
- Project teams typically meet once a week or bi-weekly online
- Max 10-12 projects to be selected for development in 2021

- Projects will be showcased physically at IBC show in Amsterdam, depending on feasibility in 2021
- IBC Accelerator Zone at RAI to showcase the projects
- All projects will also be showcased virtually as well, with project discussions and PoC demo videos online

A man with a beard and short hair, wearing a plaid shirt, is the central figure. His hands are raised, framing his face from the sides and top. The background is a vibrant red with white, concentric, wavy lines that create a sense of motion and depth. The overall mood is energetic and focused.

WHY CREATE OR JOIN AN ACCELERATOR?

Benefits of Creating or Joining an IBC Accelerator Project



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



Accelerator Value Proposition:



- **Dedicated IBC project support:**
Providing IBC programme management across the project cycle, assisting and facilitating the team with the development of the project
- **Significant IBC Marketing & promotion...**
- **Dedicated online Accelerator project web page on IBC website...**
- **Accelerator Feature Video** 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.** Regular individual project news and updates across IBC social channels...
- **Projects featured at IBC 2021**, whether virtual, physical or hybrid in 2021, the IBC Accelerator programme will feature prominently across IBC platforms and sessions,



Early Stage - Projects/Champions for 2021



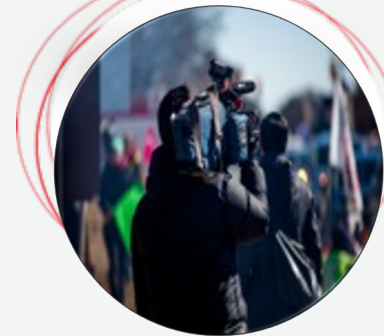
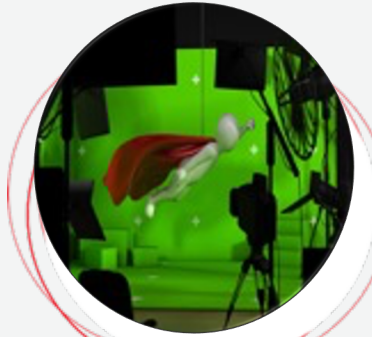
- **5G LBXR (Location Based Extended Realities):** Telenet/ Liberty Global, Park Playground, ESL, Digital Domain
- **Innovation in Live Production with 5G:** BBC, EBU, TV2, ITV, OBS, ViacomCBS, BT Sport, Al Jazeera, Yle, RTÉ
- **5G & Remote Production in Live Sports with 5G:** Al Jazeera, Ooreedo, BT Sport, BBC Sport
- **More Sustainable Live Productions:** Singular.live, BBC, ITV, BT
- **AI Bias Detection:** Al Jazeera, Reuters, AP
- **Smart Remote Production for Real Time Animation:** EBU, RTÉ, RAI, VRT, Yle, BBC
- **Immersive Audio & Sound Imagery:** CTOic, ORF, BelAir Media, Others TBC
- **RT-3D Interactive Content Creation for Multi-Platform Distribution:** Sky, Pixar, Unreal/Epic Games, Unity Technologies, Cartoon Network/ Warner Media, RTÉ
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IBC Accelerator Participation Fees 2021



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.
- **Champions do not pay fees**, but provide guidance and advice to support projects based on perspectives as buyers, as well as resources, as required and appropriate



Participant's Annual Revenues (USD)	Category	Participant Fee (GBP/USD) Hybrid Event Showcase
< £1million	A	£4000/ \$5500
£1million to £100million	B	£8000/\$10900
£100 million to £250 million	C	£11,000/\$15000
£250 million+	D	£15,000/\$20400



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