IBC ACCELERATORS

Supporting collaborative innovation across the Media Entertainment Ecosystem

May 2021

W: show.ibc.org/accelerators
E: accelerators@ibc.org
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.
2020 ACCELERATOR PROJECTS:
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
- Al-Automated Video Shot-listing - AP, Al Jazeera, ETC (USC)
- Usable VFX Archive - MovieLabs, Paramount, Universal, Sony Innovation Studios, Unity
- Al-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)
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](http://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
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**

**Call for Accelerator Challenges:**
- 20 January

**Virtual Kickstart Events**
- 23 & 24 March

**Project Development underway between mid April and early September**

**Submission Deadline:**
- 5th March

**Teams completed**
- May-June 2021

**Accelerator Showcase at IBC 2021**
- Amsterdam
- 10-13th September

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- 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
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
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

<table>
<thead>
<tr>
<th>Participant’s Annual Revenues (USD)</th>
<th>Category</th>
<th>Participant Fee (GBP/USD) Hybrid Event Showcase</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; £1million</td>
<td>A</td>
<td>£4000/ $5500</td>
</tr>
<tr>
<td>£1 million to £100 million</td>
<td>B</td>
<td>£8000/ $10900</td>
</tr>
<tr>
<td>£100 million to £250 million</td>
<td>C</td>
<td>£11,000/ $15000</td>
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<tr>
<td>£250 million+</td>
<td>D</td>
<td>£15,000/ $20400</td>
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