



## IBC Cancels Amsterdam Event Amidst Escalating COVID Concerns

**LONDON, UK - 23 November 2021** - IBC announces that the in person IBC2021 event has been cancelled. The move follows growing concerns about the COVID-19 situation in The Netherlands, which has deteriorated over the past week, and feedback from the IBC exhibitor and visitor community.

The IBC Partnership Board made the decision today in order to prevent exhibitors and visitors from travelling to The Netherlands.

Due to take place on December 3-6 at The RAI in Amsterdam, IBC2021 will now focus on bringing the content and technology community together via [IBC Digital](#).

-ends-

**General Enquiries:**

E: [enquiries2021@ibc.org](mailto:enquiries2021@ibc.org)

T: +44 (0) 204 534 1000

**Media relations:**

Platform Communications for IBC

Zoe Mumba/Faye Ratliff/Nick Field

[ibcprteam@platformcomms.com](mailto:ibcprteam@platformcomms.com)

+44 (0) 20 7486 4900