

## PRESS RELEASE

## Determined Industry Support Propels IBC to Move Ahead with Live Amsterdam Show

- *Following close examination of new COVID protocols from the Dutch government and consultation with key IBC exhibitors and stakeholders, IBC is firmly set on delivering a safe and valuable event that will re-engage the industry after a very challenging year*
- *IBC 2021 will be the opportunity for the content and technology industry to kick start the next 12 months as it begins to rebuild business and overcome the impact of the global pandemic*
- *Unique hybrid event will bring the global content and technology industry together again in Amsterdam and online*

**LONDON, UK - 16 November 2021** - IBC, the world's most inspiring content and technology event, today confirmed that IBC2021 will take place on **December 3-6 at The RAI in Amsterdam**. The announcement follows a decision at yesterday's IBC Partnership Board meeting to continue with the planned event because it can be delivered safely and create the essential business momentum that the industry needs.

"As content and technology companies strive to recover from the awful impact of COVID-19, IBC 2021 will be the catalyst that brings the industry together again and enables us all to get back to doing business in person. We have the support of many of the leading technology companies in the market such as Blackmagic Design, Bridge Technologies, EKT, UK Tradefair and a full agenda of [content and events](#) that will make attending IBC a valuable and rewarding experience. We recognise that attending a live event is not for everyone at this time, and we fully respect individual decisions. We will forge ahead with our IBC Digital offering to ensure that whether onsite in Amsterdam or onscreen at home the industry can come together," said Michael Crimp, Chief Executive of IBC.

Putting safety first, IBC 2021 will take place in a "protected zone". A perimeter fence will surround The RAI exhibition centre and all attendees will enter via two check points, at the The Elicium at entrance D and at Hall 5. To access the show, visitors will be required to show their COVID status and answer health screening questions before picking up their badge or entering the show floor. Social distancing of 1.5 metres will be in place whilst queuing for the entry check. Once inside the "protected zone" attendees will be able to move around confidently, knowing they are in a safe place.

"Naturally, the recent changes to COVID protocols announced by the Dutch government sent waves of concern throughout the industry. However, on close examination of the new rules, and consultation with The RAI it is clear that not much changes with regards to the safety plans we had

already put in place. We will still have the perimeter fence around The RAI and thorough COVID status and health screening on entry. We will make a number of adjustments to our safety management and operational protocols to make sure the guidance is clear, and the event is safe for exhibitors and visitors.”

Travel to The Netherlands remains the same as before. IBC has published a safety and operational protocol update on its website [here](#).

Crimp concluded, “IBC has always been about bringing the industry together and so many people tell me how much they have missed live events, not just for the face-to-face conversations, but those chance meetings in the coffee queue or waiting for the tram or a taxi. The early close of restaurants and bars is due to end on the first day of IBC, Dec 3<sup>rd</sup>, but we are taking precautions and shifting the show times so exhibitors and visitors can make the most of their visits. Our industry is a social beast, and I can definitely see breakfast and lunch gatherings being the mode of networking at this year’s event. Let’s save the big parties to 2022 and focus right now on re-connecting and driving business. I can’t wait to see people come together in Amsterdam next month. We are stronger together.”

IBC 2021 show opening times will be:

Friday	03.12.21	09:00 - 16:30
Saturday	04.12.21	08:30 - 16:30
Sunday	05.12.21	08:30 - 16:30
Monday	06.12.21	08:30 - 16:00

\* Exhibitors & Distributors will be allowed to enter the building from 08:00 and stay in the building until 18:00. Stand Parties will finish at 17:30, giving ½ hour to clear halls). Press are allowed to enter halls from 08:00.

IBC2021 will lead the way in a new era of hybrid events. Whether onsite in Amsterdam or onscreen at home, the 250,000 strong IBC community will be able to engage and enjoy the insights, innovation, and interaction of the event through [IBC Digital](#). IBC Digital is a hybrid platform that will run in tandem with the live event, so attendees can engage with the show and enjoy all the insights, innovation, and interaction. IBC Digital will empower attendees to create their own unique IBC experience by watching content, scheduling online meetings with exhibitors and other attendees, reviewing exhibitor profiles, and inviting colleagues to live meetings. Additionally, IBC Digital's powerful AI technology will offer personalised recommendations for sessions, exhibitors, and products, creating an individualised IBC experience for every attendee. This content will run until the end of March 2022.

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**About IBC**

As the world's most inspiring content and technology event, IBC's mission is to Empower Content Everywhere by driving thought leadership and innovation across the 250,000 strong global IBC community.

IBC is leading the way in a new era of hybrid events, enabling the industry to gather again for the first time in a while in a specially created safe environment. Whether onsite in Amsterdam or online at home, IBC2021 will re-unite exhibitors, speakers, visitors, and all, so they can engage with each other, unlock business opportunities, discover the latest innovations and explore the exciting world of content together.

In addition to the world-class exhibition and conference, IBC also encompasses the IBC Daily, and IBC365. For further information, please visit: [www.ibc.org](http://www.ibc.org)

**IBC2021 Dates:**

3-6 December 2021

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## Supporting FAQs

### **Will IBC be safe?**

We take the health and safety of all our attendees, exhibitors, partners and staff incredibly seriously and have done everything we can to ensure that IBC2021 is a Covid-safe environment.

IBC is able to operate within a bubble under The European Commission's issuance of the Digital Covid Certificate. Subsequently the Dutch National Institute for Public Health and the Environment have issued rules that have proven to be effective at RAI shows over recent months. This is a proven concept within the content industry who have delivered news and entertainment to the world throughout the pandemic to ensure the industry can continue to serve its market.

### **Who will come?**

Whilst we anticipate that registrations will be impacted, we have had positive feedback over the past few days from across the industry who believe that attending IBC is still a strong proposition. Over 30,000 have registered to attend IBC to date with more than 700 companies signed up to exhibit. Travel to the Netherlands is unaffected and hotels are open and safe.

### **What will IBC2021 look like?**

IBC2021 will deliver a wide range of exhibits from over 700 companies alongside a dedicated free content programme with keynotes, panel discussions, technical papers and innovation sessions. This will all be broadcast on IBC Digital to support attendees who are unable to visit IBC in person.

The industry has a long history of successful trade shows and IBC2021 will mark the beginning of the return to this important formula.

### **Will business go ahead?**

The rules inside the venue remain unchanged from previous updates and business can clearly still take place. With IBC operating in a 'bubble,' masks and social distancing are not mandatory although we are recommending that attendees respect the wishes of others. Some exhibitors are anticipating a different kind of event and moving towards networking booths for 2021 alongside other companies who had planned this already.

### **Can we still socialise?**

IBC is primarily a business event. We recognise the importance of socialising and have accommodated this within the rules. The Dutch Government has tightened restrictions up to and including Friday December 3<sup>rd</sup> which means bars and restaurants will close at 8.00pm on the first day of the show. Restrictions will be lifted for the last 3 days of the event.

IBC has updated opening times to allow time for stand parties, awards and networking events to take place.

The opening hours will remain the same in case the restrictions are extended. Public transport and taxis run as normal.

**Why are the restrictions in place?**

As we are seeing across Europe, COVID infections are rising which is putting pressure on the Dutch Government's health service. The Dutch Government have decided to tighten controls in public places to counter this. This has also led to more testing which has resulted in more positive results although currently the percentage testing positive remains stable at the moment. The restrictions are due to end at midnight Dec 3.

**Why have you decided not to cancel?**

IBC has been, and will continue to be, vital to the success of our industry. IBC respects the views of those who do not feel comfortable attending. However, there are many who are keen to get back to business and trust IBC to hold a safe and valuable event. IBC2021 will look and feel different as we begin to recover from the pandemic but we all need to be adaptable to the circumstances. We are stronger together.

**Where can I find all the details?**

Please view the **Safety & Operational Guidance** at the link [here](#) which will answer all further questions.