IBC’s Overall Audience

**Reach**
- 250k+ Qualified database totals 250,000+
- 91k Over 91,000 social media followers
- 2.5m 2.5 million e-bulletins sent each year

**Seniority/Decision Making**
- 33% make or influence final decision
- 79% have an annual spend of €1,000,000+
- 36% C-suite, VP, EVP, Director and above

**Geography**
A truly global audience, representation from over 150 countries.

**Industry Sectors**

**Top 10 Countries:**
- Netherlands: 19%
- France: 5%
- China: 3%
- United States: 10%
- Italy: 2%
- Germany: 10%
- Spain: 2%
- Russia: 2%
- Belgium: 4%
- United Kingdom: 15%

**Qualities database counts 250,000+**

**Social Media Followers:**
- Over 91,000

**Global Audience, Broken Down by Continent:**

- Central Europe: 7%
- Eastern Europe: 12%
- North America: 4%
- Africa/Middle East: 4%
- Asia: 8%
- South America: 1%
- South West Europe: 5%
- Scandinavian: 63%
- Western Europe: 16%

**Broadcasters/Content Providers:**
- 13.8%

**Other:**
- 16.7%

**Systems Integrator:**
- 5.5%

**Production:**
- 8.8%

**Post Production:**
- 4.8%

**Media Distribution:**
- 4.3%

**Hardware Supplier:**
- 10.4%

**Cinema:**
- 3.2%

**Consultancy/Analytics/Research:**
- 2.9%

**Equipment Hire/Reseller:**
- 3%

**Expanding Audiences:**
- 23.6%

**Voice:**
- 0.2%

**Advertising:**
- 1.4%

**Telecoms:**
- 3.8%

**Software Supplier/Cloud Services:**
- 12.2%

**Mobile:**
- 0.3%

**IoT:**
- 0.8%

**Immersive Technologies:**
- (VR, AR & MR): 0.7%

**Esports/Gaming:**
- 0.3%

**OTT Platform:**
- 3.9%

**Financial Services:**
- 1.1%

**Government/Industry Body/Educational Org:**
- 1.9%