

PRESS RELEASE

Omdia joins IBC2022 as exclusive research partner

LONDON, 28 July, 2022 – Omdia has been designated as the official research partner for IBC2022 in Amsterdam this September, IBC’s first in-person event after two years of virtual formats. Through the strategic alliance, this year’s conference delegates will have access to Omdia’s exclusive report, *The Advertising Revolution: How CTV, FAST, and AVOD Are Reshaping the TV and Video Landscape*.

“Innovations in ad-supported video on demand (AVOD), free ad-supported streaming TV (FAST), connected TV (CTV) advertising, and hybrid subscription models will make advertising the fastest-growing premium TV and video segment over the next five years, with revenues increasing by over 20% to exceed \$320bn in 2027,” said Rob Gallagher, VP of Omdia’s Media and Entertainment practice. “We’re looking forward to delivering insights and advice about the trends, strategies and technologies that will shape the market to ensure IBC’s community of service providers, content owners and technology vendors remain on the competitive frontline.”

Findings from the report will be presented during the conference programme as well as in the Showcase Theatre by a team of Omdia analysts led by Gallagher that includes Maria Rua Agnete, Senior Research Director, Visual Entertainment, Dan Simmons, Research Director, Media Delivery and Matthew Bailey, Principal Analyst, Advertising.

Michael Crimp, IBC’s Chief Executive Officer said: “We are excited to welcome Omdia as the official research partner for IBC2022. The show, run by the industry, for the industry, empowers the IBC community to learn, network and collaborate, fueling innovation and business development. Partnering with Omdia’s distinguished media and entertainment practice deepens our delegates’ access to acute insights on transformative strategies and helps place them on the best path for success in the new digital business landscape.”

IBC2022 promises to be a hotbed of activity through its exhibition, conference, industry sessions and more. Adding to the broad and diverse range of content is IBC’s new Showcase Theatre and Innovation Stage which will feature live demos, masterclasses, and thought-leadership insights on key trends and opportunities from leading technology providers.

To register for IBC2022, [click here](#).

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ABOUT OMDIA:

Omdia is a leading research and advisory group focused on the technology industry. With clients operating in over 120 countries, Omdia provides market-critical data, analysis, advice, and custom consulting.

Omdia was formed in 2020 following the merger of IHS Markit, Tractica, Ovum and Heavy Reading. Sitting at the heart of the Informa Tech portfolio, Omdia reaches over four million technology decision makers, influencers and practitioners that form part of the wider Informa Tech community and has specialist research practices focusing on Enterprise IT, AI, Internet of Things, Communications Service Providers, Cybersecurity, Components & Devices, Media & Entertainment and Government & Manufacturing.

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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.

As a live event in Amsterdam, IBC2022 will re-unite exhibitors, speakers, visitors and the whole community, so they can engage with each other, unlock business opportunities, discover the latest innovations and explore the exciting world of content together. At IBC, we are on a journey to deliver the new normal in an engaging way this year. WE ARE moving forward, WE ARE here for our industry and together, WE ARE a community.

In addition to the world-class exhibition and conference, IBC also encompasses the IBC Daily, and IBC365. For further information, please visit: <https://show.ibc.org/>

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