

**PRESS RELEASE****IBC kicks off 2021 show experience with the launch of IBC Digital**

*Attendees can use IBC Digital to plan and create their own visitor experience for the live event (RAI Amsterdam, 3-6 December 2021)*

**LONDON, UK – 22nd October 2021** – IBC, the world's most inspiring content and technology event, announces attendees can now embark on their IBC Show journey with the launch of IBC Digital. The platform makes it easy to curate a unique mix of show activities and is the place to view exclusive content, including the IBC Innovation Awards, taking place on 23rd November.

"The launch of IBC Digital marks the start of creating a fully personalised visitor experience, empowering attendees to map out their visit and optimise their time on the show floor," said Michael Crimp, Chief Executive of IBC. "We know the industry is excited about the return of the IBC Show and the opportunities to see the latest innovations, be inspired by industry leaders and network in-person. IBC Digital is an essential tool for discovering everything the live event has to offer."

IBC Digital is central to the show experience, empowering attendees to take advantage of every opportunity for insight, connection and interaction before, during and after the live event. IBC Digital's powerful AI technology offers personalised recommendations covering exhibitors, products, exclusive content and speaking sessions from industry visionaries - ensuring that no two visitor experiences are the same. Attendees can also use IBC Digital to schedule online meetings, review exhibitor profiles and invite colleagues to meetings with suppliers. Workflow tours are available on the platform, giving viewers a taste of touring the exhibition halls while hearing direct insight and analysis from vendors. IBC Digital will also host pre-show interviews with leading broadcasters, studios and technology companies, including AJA, Appear, Aviwest, AWS, Bitmovin, Bridge Technologies, Canon, Clear-Com, Elements, Fincons, Grass Valley, Imagine Communications, Intelsat, Irdeto, Matrox, Nvidia, Rohde & Schwarz, Vizrt and Vislink.

This year's IBC Innovation Awards will take place exclusively on IBC Digital. The online ceremony will include the announcement of the IBC International Honour of Excellence as well as the winners of the IBC2021 Best Technical Paper award and new Special award. Winners will be invited to attend a networking reception at the live event in Amsterdam in December.

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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.

**IBC.ORG**



**EMPOWERING  
CONTENT  
EVERYWHERE**

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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