IBC ACCELERATOR MEDIA INNOVATION PROGRAMME 2022

April 2022

WHERE INNOVATION HAS NO LIMITS

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About IBC

- IBC is an independent and authoritative international organisation serving the global Media, Entertainment & Technology industry.

- For over 50 years IBC has run the world's biggest, most influential annual event for the industry.

- It is the event on the Media, Entertainment and Technology industry's calendar!

- IBC's event in Amsterdam typically attracts more than **56,000+** attendees from **150** countries around the world, **1,700** exhibitors - the world's key technology suppliers and has a thought-leading conference at the core

- **6 leading international bodies** form the ownership behind IBC, representing both Exhibitors and Visitors, these include IEEE, IABM, IET, RTS, SCTE and SMPTE

56,390 Attendees

1,700+ Exhibitors

30,000+ Senior decision makers

551 Press

420 Speakers

150 Countries

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ACCELERATOR CHAMPIONS, PARTICIPANTS & ACADEMIC PARTNERS 2020/21

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The Accelerator Framework for Media & Entertainment Innovation

IBC created the Accelerator programme to support the media & entertainment technology sector with a framework for **agile, collaborative** and **fast-track innovation.**

Just some business & Technology challenges & opportunities for media…

- Transition to software and IP across the content supply chain
- Rapid evolution of new tech e.g. AI, Cloud, Voice, IoT, etc.
- The evolution of immersive & experiential tech e.g. VR/AR/ XR, 8K etc
- New creative, production & distribution opportunities with 5G
- A boom in D2C platforms and original content
- The value of trust and regulatory disparity between broadcast and online
- Fragmenting audiences across platforms, screens and devices
- Accelerated remote & distributed production strategies

IBC's Accelerators take on 'bite size' challenges to develop innovative solutions to common pain points, with invaluable 'hands on' experimentation.

Overview: Project Roles & Process

Accelerator Challenges & Project Teams:
- Projects address and aim to solve common, business & technology challenges
- Teams comprise Champions & Participants with specialist technology expertise
- Project aims should be well-defined and scoped in order to achieve within 4-5 months
- Projects should open and underline the value of industry standards & best practices,

Project Champions:
- Broadcasters, studios, platforms, content providers – buyers/ end users
- Underline the business or technology challenge is key for them
- There can be multiple Champions of a project, but the min requirement is one.
- Champions lead and support projects, and provide time and supporting resources

Project Participants:
- Vendors, manufacturers, developers, sellers of products and solutions
- Help to design the solution with the guidance of Champions
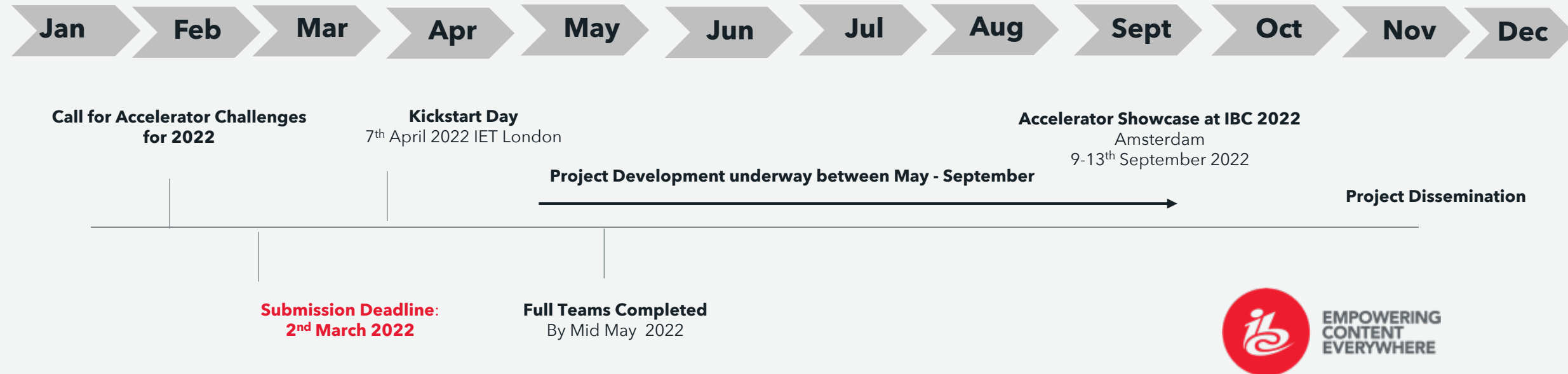- There should be a minimum of four Participants working on any project

Accelerator Timeline 2022

Challenge Creation | Matchmaking & Recruitment | Development | Marketing | Refinement | Presentations | Showcase

Accelerator Cycle

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec |

Call for Accelerator Challenges for 2022

Kickstart Day
7th April 2022 IET London

Accelerator Showcase at IBC 2022
Amsterdam
9-13th September 2022

Project Development underway between May - September

Project Dissemination

Submission Deadline:
2nd March 2022

Full Teams Completed
By Mid May 2022

EMPOWERING
CONTENT
EVERYWHERE

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BENEFITS JOINING AN ACCELERATOR

For Champions e.g. Buyers of Media Solutions:

- Accelerate R&D without months of commercial negotiations and contracts
- Multiply R&D resources and get fresh expert insights on disruptive technologies
- Work collaboratively with peers to fast track solutions to common challenges
- Accelerators are a safe and trusted environment to experiment

For Participants e.g. Solutions Providers & Vendors:

- Work with champions inside and outside of usual sales sightline
- Gain an inside track from solving the tangible pain points of champions
- Apply expertise to new use cases and prove the value of your solutions
- Develop teams with real world challenges, working with cross industry players

IBC ACCELERATOR PARTICIPATION FEES 2022

IBC Accelerator Participation Fees

- Fees for project participation are defined by Participant vendor's annual revenues, as per categories below

- Fees cover a number of aspects of the programme, notably IBC's facilitation and management of projects, team recruitment, collaborative tools, project by project marketing, PR and showcase events.

Participant's Annual Revenues (GBP)	Category	Participant Fee (GBP/USD) Hybrid Event Showcase
<£500k	A	£1500/ $1960
< £1million	B	£4000/ $5500
£1million to £100million	C	£8000/$10900
£100 million to £250 million	D	£11,000/$15000
£250 million+	E	£15,000/$20400

- **Note:** Champions do not pay fees, but they do pay an Accelerator Membership/ registration fee 2022 of £1000/ $1,360 annually (one fee regardless of number of projects supported).

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Eight Projects: Champions & Participants in 2021

5G LBXR (Location Based Extended Realities): Champions - Digital Domain, ESL/Weavr, Hado, Park Playground, Telenet/Liberty Global, Twickenham Studios and Vodafone. Participants - Huawei, Net Insight, Noitom, ProMod Esports Productions and Quark.XR

Innovation in Live Production Workflows with 5G: Champions - BBC, beIN Sports, BT Sport, EBU, Fox Sports ITV, Olympic Broadcasting Services, RTÈ, RTL, TV2, ViacomCBS, Vodafone and Yle. Participants - Evertz, Grass Valley, Huawei, Juniper Networks Microsoft, Net Insight, Nulink, Singular.Live, University of Strathclyde, Zixi

5G & Remote Production in Live Sports with 5G: Champions - Al Jazeera, BBC Sport, beIN Sports, BT Sport, BT, Fox Sports, Olympic Broadcasting Services, Ooredoo, Multichoice & Super Sports. Participants - Aviwest, Evertz, Grass Valley, Microsoft, Mobile Viewpoint, Native Waves, Net Insight, Taswer and TVU.

More Sustainable Live Productions: Champions BBC, BT Sport, Multichoice, Albert/BAFTA, Sky & English Premier League. & Premier League Productions (IMG) Participants: AWS, Blackbird, Microsoft, M2A Media, Singular Live, Zixi, Hitomi

AI Bias Detection: Al Jazeera, AP, BBC, ETC/USC, Multichoice, Reuters, and RTÈ

Smart Remote Production for Real Time Animation: Champions: Digital Domain, EBU, ETC/USC, RAI, RTÉ, Unreal/Epic, VRT, and YLE. Participants: RADiCAL, Respeecher.

Immersive Audio & Sound Imagery: Champions: Audible, CTOI, Kings College London, MuseumTV, ORF, Audio Engineering Society (AES), Twickenham Studios, University of Surrey, University of Lethbridge.

RT-3D Interactive Content Creation for Multi-Platform Distribution: Cartoon Network/ Warner Media, Fox Sports, Pixar, RTE, Sky, Trinity College Dublin, Unity Technologies and Unreal/Epic. Participants: Anchorpoint, Masterpiece Studio, Noitom, Trick3D and Tvori.

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