



IBC2022 ACCELERATOR PROGRAMME SPONSORSHIP PACKAGES

Where innovation has no limits

A fast-track Innovation framework for the media & entertainment eco-system IBC's highly acclaimed media innovation programme is back for 2022.

IBC created the Accelerator programme in 2019, to support the media & entertainment industry with a framework for agile, collaborative and fast-track innovation through a multi-company project-

based approach to solving complex media and entertainment business and technology challenges.

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

KEY BENEFITS OF BEING A PARTICIPANT

For Participants e.g. Solutions Providers
& Vendors:

- » Work with Champions inside and outside of the 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
- » Get maximum visibility across the global IBC community, with multiple marketing platforms
- » Work with cross-industry players and develop solutions to real-world challenges

PROSPECTIVE CHALLENGES FOR 2022 INCLUDE:

- » Sustainability and Climate Change
- » Virtual Sets & Cloud Enabled Virtual Technologies
- » Live Event Based Cloud Workflows
- » Advertising, Particularly Dynamic Ad Insertion
- » Real-Time Game Engine Live Animations
- » The Ongoing Evolution of 5G and Unfolding New Capabilities
- » Volumetric Video for Live Broadcast
- » Hyper-Personalisation/Fan Engagement in XR Sports

Other potential challenges include Flexible (Object based) media, live event-based workflows, video telemetry, video compression, volumetric video for live broadcast and broadcasting in the metaverse.

PREVIOUS NUMBER OF CHALLENGES AND COMPANIES INVOLVED

IBC's Accelerators have brought together more than 120 organisations in nineteen remarkable projects that have helped advance the understanding of a host of disruptive technologies that will significantly impact the future of the industry.

All Accelerator project PoCs will be showcased at IBC in Amsterdam in September 2022 in a special Accelerator zone

ACCELERATOR CHAMPIONS 2021



ACCELERATOR PARTICIPANTS & ACADEMIC PARTNER 2021



AVAILABLE PACKAGES

£75K

(HEADLINE/ PREMIUM SPONSOR) – ONE EXCLUSIVE

- » Participation in up to two Accelerator projects (fees covered)
- » Exec Interview or Thought Leadership article on IBC 365
- » Banner Ads on IBC 365
- » Mention in one IBC 365 article about Accelerators
- » Print Advertising in IBC Daily on site
- » IBC Daily interview
- » Branding on all Accelerator Communications incl. social
- » Branding and 150-word sponsor description featured on the IBC Accelerator programme's website.
- » Title as 'Headline/Premium Sponsor'
- » Branding/Company Logo featured on Accelerator Programme Stand/ Physical Zone at IBC 2022. Title as 'Premium Sponsor'
- » Branding/Company logo featured at the beginning and end of all video materials featuring Accelerator projects, including discussions and showcases
- » Branding/Company Logo to feature on title slide for presentation template used at IBC 2022
- » 5 minute speaking opportunity within the Opening Keynote of the Accelerator Programme showcase at IBC 2022 – sessions will also be available as VOD post event.

£50K

(PROGRAMME SPONSOR) – ONE EXCLUSIVE

- » Participation in one Accelerator project (fees covered)
- » Banner Ads on IBC 365
- » Mention in one IBC 365 article about Accelerators
- » Print Advertising in IBC Daily on site
- » IBC Daily interview
- » Branding on all Accelerator Communications incl. social
- » Branding and 150-word sponsor description featured on the IBC Accelerator programme's website
- » Title as Accelerator Programme Sponsor
- » Branding/Company Logo featured on Accelerator Programme Stand/ Physical Zone at IBC 2022.
- » Branding/Company Logo to feature on title slide for presentation template used at IBC 2022

£25K

(ASSOCIATE SPONSOR) – ONE EXCLUSIVE

- » Participation in one Accelerator project (fees covered)
- » Banner Ads on IBC 365
- » Branding on Accelerator Communications incl. social
- » Branding on IBC Accelerator webpage
- » Title as Accelerator Associate Sponsor
- » Branding/Company Logo featured on Accelerator Programme Stand/ Physical Zone at IBC 2022.
- » Branding/Company Logo to feature on title slide for presentation template used at IBC 2022