IBC ACCELERATOR MEDIA INNOVATION PROGRAMME 2022
April 2022
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.
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

Call for Accelerator Challenges for 2022

Kickstart Day
7th April 2022 IET London

Project Development underway between May - September

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

Project Dissemination

Submission Deadline:
2nd March 2022

Full Teams Completed
By Mid May 2022
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.

<table>
<thead>
<tr>
<th>Participant’s Annual Revenues (GBP)</th>
<th>Category</th>
<th>Participant Fee (GBP/USD) Hybrid Event Showcase</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;£500k</td>
<td>A</td>
<td>£1500/ $1960</td>
</tr>
<tr>
<td>&lt; £1 million</td>
<td>B</td>
<td>£4000/ $5500</td>
</tr>
<tr>
<td>£1 million to £100 million</td>
<td>C</td>
<td>£8000/$10900</td>
</tr>
<tr>
<td>£100 million to £250 million</td>
<td>D</td>
<td>£11,000/$15000</td>
</tr>
<tr>
<td>£250 million+</td>
<td>E</td>
<td>£15,000/$20400</td>
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</tbody>
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- **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).
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, RTE, RTL, TV2, ViacomCBS, Vodafone and Yle. Participants - Evertz, Grass Valley, Huawei, Juniper Networks Microsoft, Net Insight, Nulink, Singular.Live, University of Strathclyde, Zixi


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

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.

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WHERE INNOVATION HAS NO LIMITS