



IBC ACCELERATOR MEDIA INNOVATION PROGRAMME 2023

#accelerators2023

WHERE INNOVATION HAS NO LIMITS

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!
- In 2022 IBC was attended by 37,071 from over 170 countries with 1,023 exhibiting companies – the world's key technology suppliers. It 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



IBC2022 IN NUMBERS:



37,071

Total attendees



32,278,040

Estimated PR coverage reach

90+

Hours of content

250+

Number of speakers

1,023

Exhibitors



380

Press &
Analyst
attendees



617

Conference
delegates

90



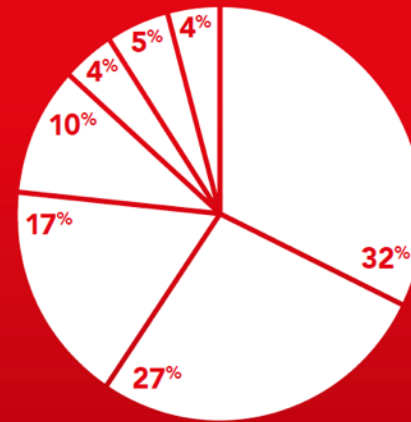
Media partners

57,000

Online video views
during the show

2,090,092

E-Daily's delivered in 2022



Job roles:

C-Suite, VP, EVP, Director & Above **32%**

Manager / Head of Dept **27%**

Pro Engineer / Developer **17%**

Entrepreneur / Freelance **10%**

Student / Intern **4%**

Executive / Assistant **5%**

Editor / Publisher / Journalist /
Writer / Photographer **4%**



145,795

Badges scanned

8

Ground breaking
Accelerator
Innovation
projects



370,287

IBC365 site page views in September

920,320

IBCShow site page views in September

IBC Accelerators 2019-22





Industry Context...

The Accelerator Framework for Media & Entertainment Innovation



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

Just some business & Technology challenges & opportunities for media today...

- The transition to software and IP across the content supply chain
- A rapid evolution of new tech e.g. AI, Cloud, Voice, IoT, Web 3.0 etc.
- The evolution of immersive & experiential tech e.g. VR/AR/ XR, 8K etc
- A new creative, production & distribution opportunities with 5G
- The boom in D2C platforms and original content
- The rising value of trust and regulatory disparity between traditional media and online
- Fragmenting audiences across platforms, screens and devices
- Accelerated remote & distributed production strategies
- Post pandemic recovery and the impact of the rising cost of living on disposable income

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

IBC Kickstart Day...



IBC Kickstart Day - The Start of the Process



The annual Accelerator Programme begins at Kickstart Day....

- Bringing together a microcosm of the ecosystem to explore industry challenges
- The event will take place in London, in February 2023
- Leading industry keynotes, highlights of previous Accelerator projects and demos
- IBC selects projects and teams to pitch at the event
- Champions pitch submitted business or technologies challenges to address
- Project teams of supporting Co-Champions and selected expert vendors are formed
- Development of project solutions toward IBC gets underway
- Presentation of the IBC Accelerator of the Year for 2022
- Networking lunch and drinks a valuable part of the event

Kickstart has become the 'must attend' annual media industry event of Q1



Overview: Project Roles & Process



Accelerator Challenges & Project Teams:

- Projects address common, business & technology challenges, finding rapid solutions
- 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
- The greater the industry relevance, the greater resonance in terms of support

Project Champions:

- Broadcasters, studios, platforms, content providers – buyers/ end users at IBC
- Champions 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, providing time and resources
- Champions pay a one-off registration fee (2023 cycle fees tbc)

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
- Participants pay fees per project (2023 cycle fees tbc)





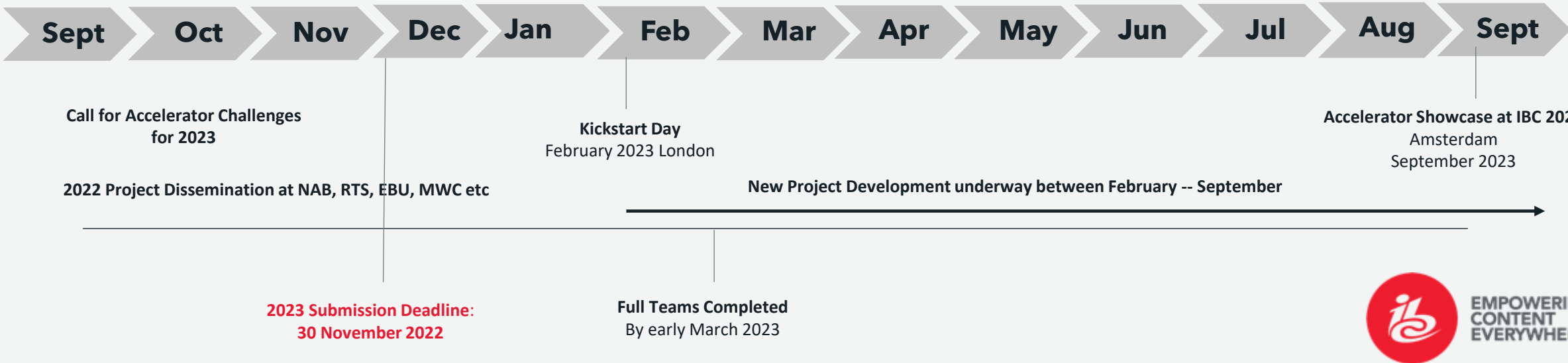
Accelerator Timeline...

Accelerator Timeline 2023



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

Accelerator Cycle



Programme Benefits



IBC Accelerator Participation Fees 2023



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	£1650/ \$1900
< £1million	B	£4400/ \$5000
£1million to £100million	C	£8800/ \$10000
£100 million to £250 million	D	£12100/ \$14000
£250 million+	E	£16500/ \$19000

Note:

- Champions pay one Accelerator membership/ registration fee of £3,000/ \$3,400 annually (one fee regardless of number of projects supported).
- Based on Currency exchange rates Nov 2022, subject to change
- See Sponsorship Pack for details of 2023 Sponsorship Opportunities



Benefits Joining an Accelerator



For Champions e.g. Buyers of Media Solutions:

- Accelerate R&D without months of commercial negotiations & contracts
- Multiply R&D resources, 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
- Be a thought-leader, drive new industry strategies and new media solutions
- Win a prestigious IBC Accelerator of the Year Award with your team!

For Participants e.g. Solutions Providers & Vendors:

- Year round engagement with customers - not just at IBC
- 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 across industry
- Invaluable PR & Marketing exposure and visibility



2021 IBC Accelerator Project of the Year

Award Winner: 5G LBXR (Location Based eXtended Realities)



IBC Accelerator Testimonials



"We've been working on cloud production for some time now, developing it in house and we thought the IBC Accelerator programme was a really good opportunity to get involved with other broadcasters to share the development load, and move things forward together"

Jonathan Hale,
Contribution Project Engineer,
Warner Bros. Discovery



"One of the most exciting aspects of the IBC Accelerator Programme is that it helps a range of technologies become one comprehensive solution. The programme's collaborative nature and defined timeframe helps fast track the research and development process because it removes the need for commercial negotiations and contracts. As a result, it's possible to partner with some dynamic companies and deliver a robust proof-of-concept in just a few months."

Sandy MacIntyre,
Former VP, Associated Press

"The IBC Accelerator Programme is unique, bringing together people who are looking to solve common problems without the competitive element getting in the way. We have some really great minds who all work together and are all looking to do the same thing so it's really not competitive, its collaborative and that's the best thing about it."

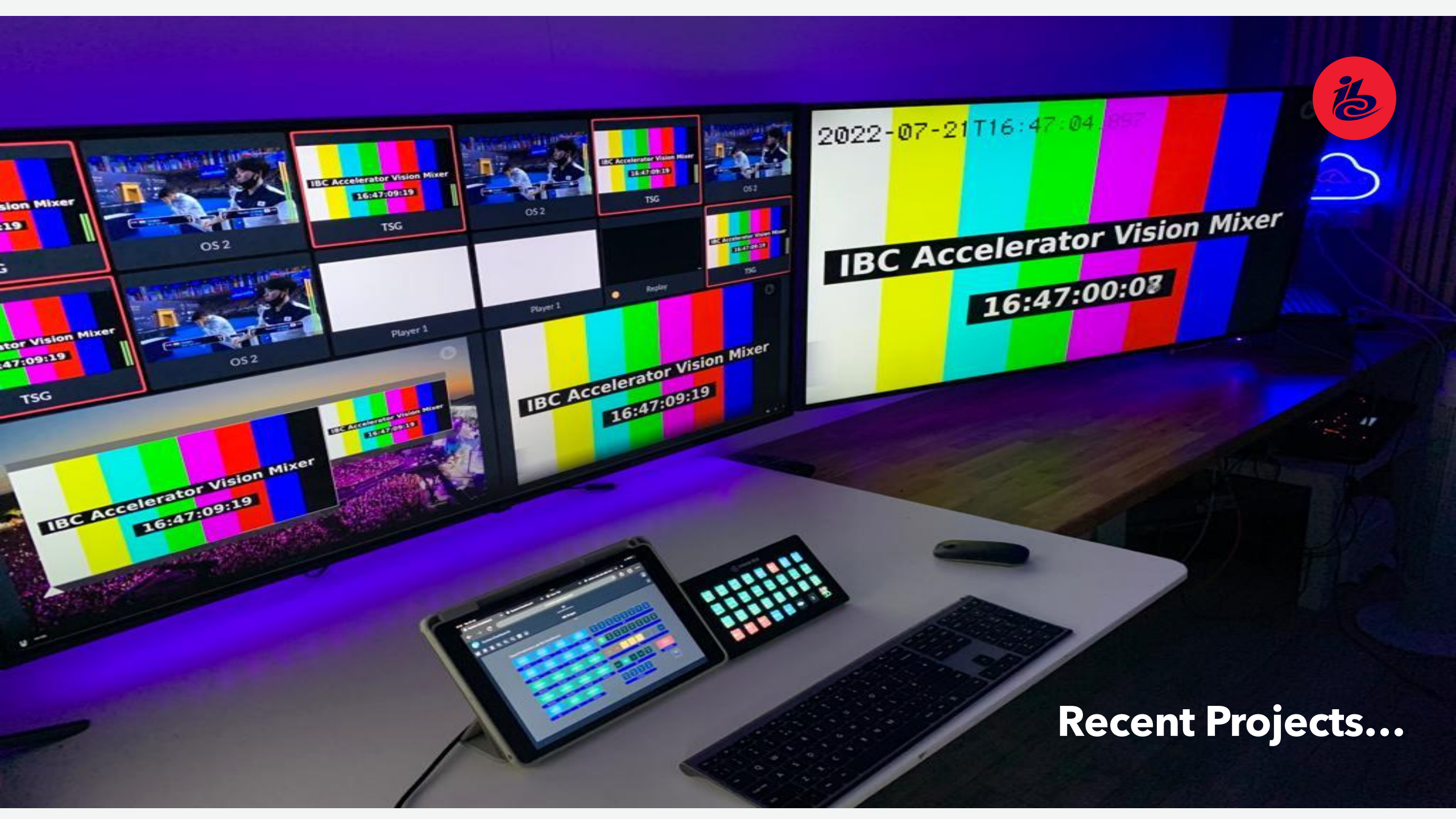
Morwen Williams
Head of Operations, **BBC News**



"In the Accelerator Zone, IBC brings together not just one or two companies but multitudes - all coming together to solve common problems - and that only happens in one or two places in the entire world every year."

Simon Crownshaw
Worldwide Director, Media &
Entertainment,
Microsoft





Recent Projects...

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

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: Champions; Al Jazeera, AP, BBC, ETC/USC, Multichoice, Reuters, and RTE

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

Immersive Audio & Sound Imagery: Champions: 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: Champions Cartoon Network/ Warner Media, Fox Sports, Pixar, RTE, Sky, Trinity College Dublin, Unity Technologies and Unreal/Epic. Participants: Anchorpoint, Masterpiece Studio, Noitom, Trick3D and Tvorì.

Eight Projects: Champions & Participants in 2022



5G & the Arena of the Future for XR Events: Champions – Vodafone, ESL/Weavr, Hado, Warner Bros. Discovery, DAZN, Olympic broadcasting Services, Kings College, London, University of Surrey, Production Park, Participants: AMD, Microsoft, Net Insight, Noitom, ProMod Esports Productions, uniqFEED, and ICVR.

5G Remote Production (In the Middle of Nowhere): Champions – Champions: BBC, BT Sport, BT Media & Broadcast, RTÉ, TV2, Olympic Broadcasting Services, Paramount and Warner Bros. Discovery, University of Strathclyde, Scotland 5G Centre, Neutral Wireless. Participants: AMD, Microsoft, Net Insight, Zixi, HAIVISION, Singular.Live, Nulink, AWS, Vislink

Cloud Based Live Events, Analytics and Low Latency Protocols

Champions: Olympic Broadcasting Services, DAZN, BT Sport, BT Media & Broadcast, BBC, ITV, Warner Bros. Discovery, TV2, Paramount. Participants: AMD, Microsoft, Zixi, Net Insight, Singular.Live, THEO Technologies, Native Waves, Media Kind, Tag Video Systems, Grass Valley

Cloud Localization Blueprint:

Champions: Warner Bros. Discovery, The Pokemon Company International, ITV Participants: Fabric, Rightsline, Iyuno-SDI, SDVI, AWS, Vidispine, Codemill, EIDR, LMT

Next Generation news studio:

Champions: TV2, BBC News, Production Park, Warner Bros. Discovery, BBC, Reuters Participants: NxtEdition, Singular.Live, White Light

6DOF Audio-Led Narrative and Music Experiences in the Metaverse: Champions: BBC, Paramount, Kings College London Participants: Magic Beans, TuneURL, White Light

Volumetric Video for Broadcasting, Metaverse Production and RT3D Assets: Champions: RTÉ, FOX Sports, Hochschule Luzern, Trinity College Dublin, DAZN, Connected Ideas Ltd., Unity Technologies, ETC/University of Southern California, Production Park Participants: Noitom, Volograms

Media Content Sharing, Monetization and Micropayment Systems via Blockchain: **Champions:** DAZN, Barco Digital Cinema. Participants: Tata Elxsi, Eluvio



IBC Accelerator Zone 2022...



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