

IBC Content Everywhere Marketing Campaign



New Home for IBC Content Everywhere – Hall 5

New Location for Content Everywhere in 2021

For 2021, Content Everywhere will expand into newly built, high profile bespoke exhibition space in Hall 5. There will also be a dedicated networking and meeting area for Content Everywhere exhibitors in Hall 3. This will see the footfall and profile of Content Everywhere at IBC increase dramatically in 2021.

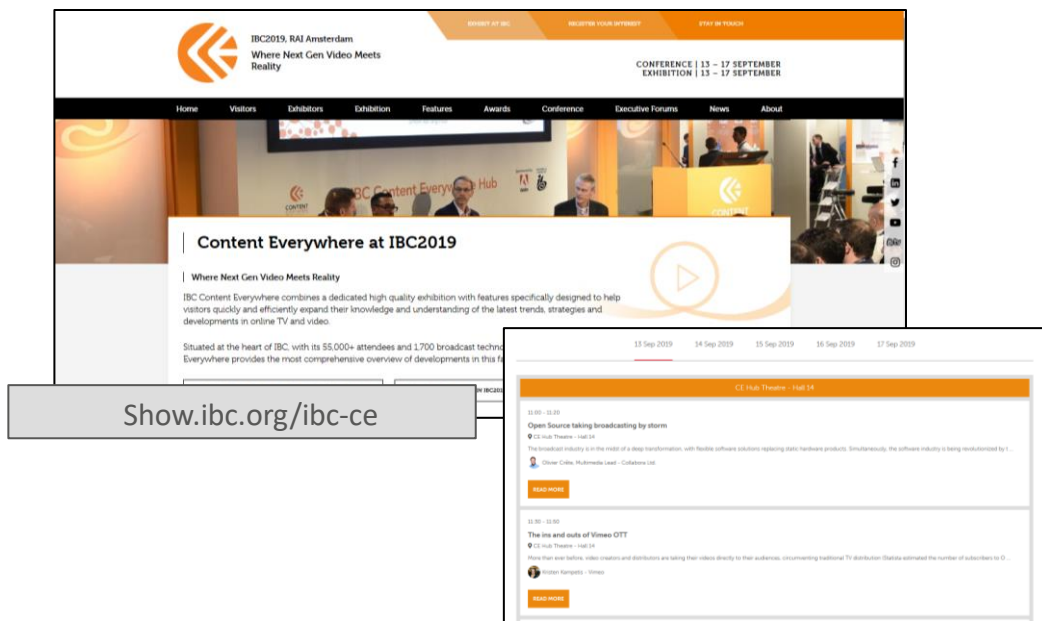




Situated in the brand new, larger floor space in Hall 5, Content Everywhere combines an exhibition with a dedicated Content Everywhere theatre.

Due to the high popularity of the CE value package and the increasing number of vendors offering these solutions, we've moved to the brand new, larger hall and introduced the main IBC registration area to Content Everywhere Hall 5.

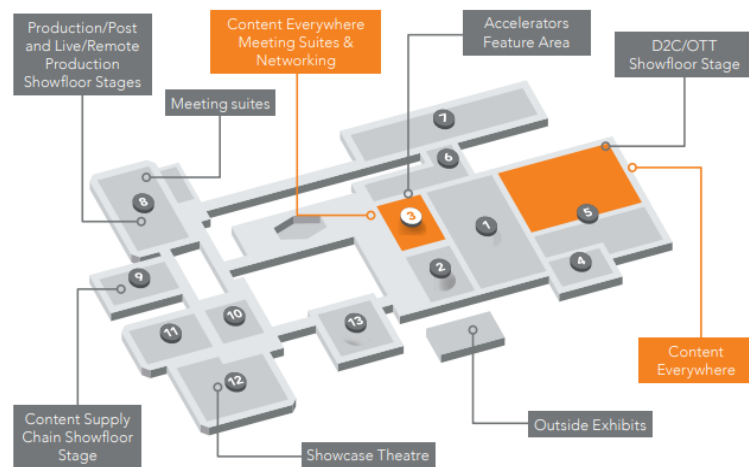
This will have a great impact on increasing the audience and traffic flow to this area.



Show.ibc.org/ibc-ce



- ◆ Content Everywhere theatre – **located in Hall 5**
- ◆ Exhibitor opportunities to showcase innovative new technologies, products and services
- ◆ A curated programme of free to attend sessions securing audience
- ◆ Lead generation from all attendees to exhibitor sessions
- ◆ Exclusive Content Everywhere networking area for CE exhibitors to use with high and low table meeting spaces and an extension of stand space – **located in Hall 3**
- ◆ Content Everywhere meeting room area. The high spec, enclosed and bespoke meeting rooms will have their own dedicated area and reception desk – **located in Hall 3**



Content Everywhere Focuses on the following business areas.



- ◆ Streaming Video / Streaming Media Player Platforms
- ◆ App Development
- ◆ On –demand and Live Content providers
- ◆ Live Video Platforms Solutions
- ◆ Sports and E-sports Solution
- ◆ Providers for OTT market Big Data / Data Houses
- ◆ Social Media / Content personalisation
- ◆ Content Delivery / Multi-Platform Delivery
- ◆ CDNs
- ◆ OTT / VOD
- ◆ Transmission / Encoding
- ◆ Playout Automation & Delivery
- ◆ Content Rights / Scheduling
- ◆ Ad Tech / Ad Sales
- ◆ Billing & Subscriptions
- ◆ Cloud Storage
- ◆ Data Analysis, Cyber Security
- ◆ AI / Machine Learning, Personalisation
- ◆ 5G Delivery

CONTENT EVERYWHERE Integrated Email Campaign

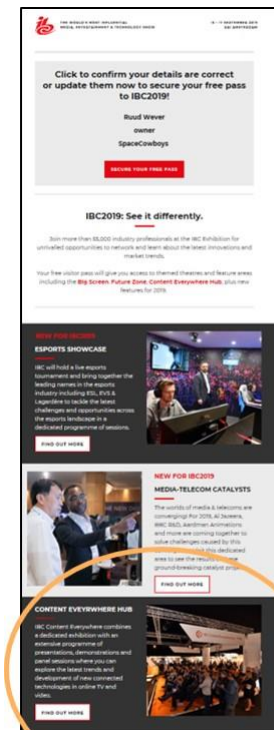
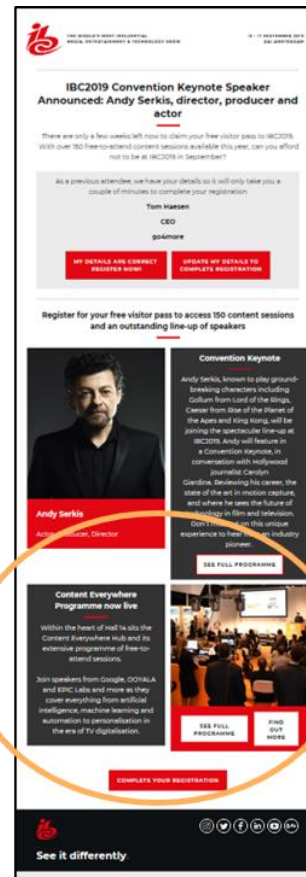
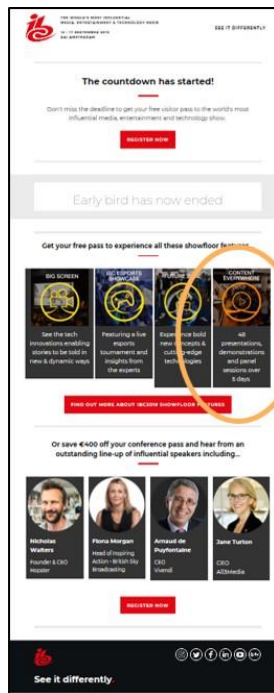
Average Send: 46,629 unique contacts

Average Unique Open Rate per email: 28% (190,318 views)

Average Unique Click-Through Rate per email: 12% (16,353 clicks)

Email Campaigns include:

- Hotlink emails
 - Series of emails specifically targeting past attendees
- Visitor emails
 - Series of emails to prospective attendees
- Media partner emails
 - Email campaigns sent out by appointed media partners
- Registered comms emails
 - Series of email campaigns sent to registered attendees





- Content Everywhere press coverage
- Exhibitor press releases distributed by the IBC PR agency and worldwide Business Wire service
- Posted on the show website show.ibc.org and covered on IBC365 and in the IBC Daily
- Ahead of IBC2021, preview features of the Content Everywhere exhibition will be published online on IBC365. Plus, key news from Content Everywhere exhibitors will be covered online in the IBC Daily section of IBC365 and in the digital editions of the IBC Daily



each of their own ranges through social advertising and intelligent content.

In the CFT world there is tension between the operator's experience and delivery costs. In Marketing Venues' Quality Experience While Managing Delivery Costs at IBC in London, Where THREE Technologies and MediaHubs will demonstrate such a luxury and thriving.

TUESDAY 17

Content Everywhere creates and produces, broadcast and video service providers. The challenge of keeping content secure is a significant measure to ensure security but not to reach as far as becoming a barrier to legitimate consumers. Streaming Content to Proven Business and the Broadcast at IBC will show available security technology and techniques and look at how to scale the growing revenue leakage from the sharing of subscription content.

Apps drive the user experience for video services connected to mobile phones, tablets and connected TVs. The Hub programme will conclude with the launch of the application development at IBC. The sector will explore different approaches to app development, different content development, how different device types and how to use opportunities for innovation.

By Ian Wilson

IBC Content Everywhere in Hall 14 is where the worlds of broadcast and broadband intersect, with discussions in the Hub ranging from digital transformation to user experience and apps

The IBC exhibition in Hall 14 ranges from the traditional and analogue to some of the biggest names in video, including Google and Facebook. The production services on-site broadcast live from the IBC365 Expo, which is providing an on-site broadcast from the IBC365 Expo. However, all the focus is on the IBC 14 for the time. Showing the growing importance of CFT delivery in the video world and entertainment industry.

Indeed, since 2013, Content Everywhere exhibitors have been showing how the IBC 14 has become an increasingly more secure and powerful computing environment for the video world, ranging from the convergence of mobile, video and connected TVs.

Offering a range of products from live-action, documentary, production and post-production, the Content Everywhere Hub is designed to help exhibitors understand the digital and analogue world, which is the leading edge of the video world and the convergence of mobile, video and connected TVs.

In 2019, the Hub will be open from Friday through to Sunday, and the programme will be held at 10:00pm. There will be a focus on the IBC 14 for the time. Showing the growing importance of CFT delivery in the video world and entertainment industry.

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showe.org

IBC365 INSIGHT



Every year IBC works with more than 150 media partners. These have included:

Advanced Television
Telecom ERA

Broadcast Pro Middle East
Business Cloud News
Connect World
Connected TV
Content & Technology

~~Cryptonews2~~
Feed magazine

Innovation & Tech Today
Multichannel News

Sports Pro
Streaming Media Magazine

SVG Europe
Telco professionals

Telecoms.com
Video AD News

Advanced Television
Asia-Pacific Broadcasting Union

Audio Media International
AVTE

~~AVTechnology~~ (US)

Below the Line
Broadcast & Cable (US)

Broadcast Bridge
Broadcast Magazine & Broadcast Tech supplement
(MBI)

~~BroadcastPro~~ Middle East
C21

Campaign
Capacity Media Group

CBR
CIO Magazine

CIO Review
Computer Weekly

Computing
~~ContentTechnology~~

Developing Telecoms
Digital TV Europe

Economist
Empire magazine

~~Engadget~~
FEED Magazine

Fierce Telecoms

Financial Times
Future (TVBE and other Future
Titles)

Future TV (Peter Garland)
Government Video (US)
Hollywood Reporter

~~Inbroadcast~~
Information Age

Installation
~~KitPlus~~

Light Reading
MAJOR EVENTS INTERNATIONAL

Marketing Week
MCV

Mobile Europe
~~MovieMaker~~

~~MovieMaker~~
Multi Channel News (US)

Pro Sound News (US)
Pro Sound News Europe

Red Shark Media
Satellite Pro Middle East

Screen International
SCTE (Broadband Journal)

SET Magazine
~~SportsPro~~

~~StudentFilmmakers~~ Magazine
SVG Europe

Tech Crunch
Tech Radar

Television
The Next Web

The Photographer.com
The Register

The Verge
TVBE

TVT (US)

UK Screen Alliance
Variety

Vice Media
Video Edge (US)

Wired
Worship AVL

Media partners provided an extensive amount of marketing support including:

- Distribution of email campaigns
- Publication of press releases
- Print and online display advertising
- Social posts on Facebook, Instagram, LinkedIn and Twitter

Social promotional messages include:

- Pre-event Hub content sessions and speaker promotions
- Exhibition floor features and benefits
- Post event promotion sharing VOD

Social Media Audience Numbers

- Facebook: 40,179
- Twitter: 30,419
- LinkedIn: 12,287
- Instagram: 9,427

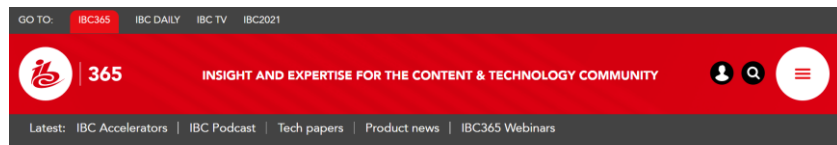


Tweets about IBC during the show





- ◆ Content Everywhere space only exhibitors have the opportunity to submit an opinion piece on IBC365. Examples of previously submitted pieces include:



AI IS EASIER WITH LIVE STREAMING IN THE CLOUD

Brought to you by M2A Media | 30 August 2019



Integration with SSAI capability, Dynamic Content Insertion, means that live streaming allows better monetisation and localisation, says M2A Media CEO Marina Kalkanis.

Has IBC come at a good time for the electronic media industry? Why is this?

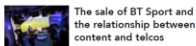
IBC is the key market event for our industry, and the fact that the conference and exhibition has so cleverly evolved to reflect new trends and progress in broadcast technology is largely responsible for this.

M2A Media exhibits in the Content Everywhere Hall, which is an excellent example of this evolution. Established relatively recently, the Content Everywhere Hall is dedicated to next-generation



Marina Kalkanis

Most popular



The sale of BT Sport and the relationship between content and telcos



Transforming production at Vice Media Group



Kairali News expands its live broadcast capabilities with TVU



Why diversity does not guarantee inclusion



Storage for creative teams

Advertisement



THOUGHT LEADERSHIP

WALKING THROUGH MEDIA WORKFLOW ADVANCES

Brought to you by Applcaster | 30 August 2019



Executing a direct-to-consumer distribution strategy depends on efficient technology, says Applcaster CEO & co-founder Jonathan Laor.

Has IBC come at a good time for the electronic media industry? Why is this?

IBC comes at a great time, as media executives continue to transform their entire workflows – from production through distribution. IBC has been able to recognise these changes and to manifest them in its layout. It really is possible for delegates to “walk through” the advances year after year.

What do you think are the key developments in, or threats to, your market sector at the current time?

As direct-to-consumer distribution becomes more complex, executing a strategy and making changes to it has more and more dependency on technology and code lines. Companies that lack budgets the size of Netflix's fall back from



Jonathan Laor

Most popular



The sale of BT Sport and the relationship between content and telcos



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Why diversity does not guarantee inclusion



Storage for creative teams



CONTENT
EVERYWHERE

Audience Demographics



IBC is attended by more than 8,000 senior decision makers from Cloud, Mobile, OTT and Telecoms sectors.

Seniority



Regional Attendance





- ◆ This dedicated marketing campaign will ensure maximum exposure for all Content Everywhere exhibitors, attracting existing and potential new customers focused on investing in this sector of the market.