

PRESS RELEASE

Inclusivity, extended reality and conservation shine in IBC2022 Awards

- *IBC Social Impact Awards recognise projects that drive inclusivity and sustainability*
- *IBC Innovation Awards mark advances in creation of engaging and original content*
- *Awards to be collected at live celebration at IBC2022*

London, 5 September – [IBC](#) announces the 2022 winners of its prestigious **Social Impact** and **Innovation Awards**, with winners from across the industry and around the world. The winners of the **IBC2022 Awards** were announced in an online ceremony on Monday 5th September and will collect their trophies at a live reception at IBC on the evening of **Sunday 11th September**. The unique online awards presentation took place ahead of **IBC2022**, which returns to the **RAI Amsterdam** on **9th-12th September** after a two-year absence.

IBC recognises that the media industry is a central part of the global community, both as a communicator and a major player. To celebrate this, IBC has reintroduced its social impact awards this year, looking for projects which drive inclusivity and sustainability.

“The awards programme has long been a cornerstone of IBC,” said **Michael Crimp, IBC CEO**. “Sharing knowledge and experience is at the heart of IBC, and the winners this year reflect that spirit of co-operation. They bring imaginative, innovative thinking to build better for the future. Congratulations to everyone involved.”

The **IBC2022 Award for Social Impact** was taken by **Ethekwini Filmmakers Association** for its activities to support a new generation of young talent, telling authentic and unadulterated South African stories in their own languages.

Such was the strength of nominations for the **Diversity and Inclusion Award**, the judging panel of broadcast professionals with a particular interest in social topics elected to make two projects winners. **Break the Codes** is a documentary from **Iota Production** and **Director Safia Kessas** which tackles the gender imbalance in the science, technology, engineering and mathematics STEM industries by following the experiences of four women as they progress in “the guy sector”. **The Rise Up Academy** is a UK initiative providing hands-on broadcast technology workshops for young people in lower socio-economic and ethnically diverse communities.

Taking the **IBC2022 Award for Environment and Sustainability** was **Driving Environmental Awareness**, the central goal of **WaterBear**. This is an interactive streaming platform using the power of storytelling, supported by major partners like Nikon, to raise awareness and encourage involvement in green campaigns.

If **WaterBear** is about the conservation of the planet, then the winner of the **IBC2022 Innovation Award for Content Distribution** focuses on preserving content and artefacts for future generations. The **UK’s Imperial War Museums** is providing secure, geographically dispersed digital storage for more than a million items. **Passing on Real Stories of War** ensures that vital history remains alive, whether through outreach programmes or through support for movies like Peter Jackson’s *They Shall Not Grow Old*.

The other two **Innovation Awards** both reflect the growing importance of virtual content and augmented reality in creating engaging and original content. **Fox Alternative Entertainment** found a radical new approach to television talent shows in **Alter Ego**, in which the performers became avatars: live and in real

time and appearing on stage in front of the judges and audience. The judging panel, of international editors and commentators, awarded it the **IBC2022 Innovation Award for Content Creation**.

The final award in the group is for **Content Everywhere**: bringing the same level of excitement and information to the audience, wherever they are. In a closely fought contest, the winner was the **5G Edge-XR** project led by **BT Sport** which opens up new ways of implementing augmented and mixed reality, whether it is kicking distances in the rugby stadium or being able to view a boxing contest – or a ballet dancer – from any angle.

The advanced research behind 5G Edge-XR was also recognised with the award for the **Best Technical Paper** in the IBC Conference. Authors **Andy Gower of BT Sport**, **Rob Oldfield of Salsa Sound**, **Nick Fellingham of Condense** and **Adrian Godfrey of The Grid Factory** will present their paper on Saturday morning at 10.00 in room E102.

The digital-first awards ceremony also showcased **Infinite Journeys**, a 3D motion graphics project initiated by design guru **Clinton Jones**, better known as **Pwnisher** to his million plus social media followers. In response to a lockdown challenge, 2,448 artists responded with scenes to his template, representing a collective total of 18.8 years of work. The IBC Innovation Award panel gave him their **Judges' Prize**.

Sonya Chakarova of PlayBox Neo and **Daniella Weigner of Cinergy**, supported by **Consultant Phillip Covell**, galvanised the industry and brought together more than 400 contributors in Supporting Ukrainian Media. Their efforts include both practical efforts for broadcasters still active in Ukraine and finding jobs for those fleeing the conflict. IBC recognised their efforts with a **Special Award**.

The **IBC2022 International Honour for Excellence**, IBC's most important accolade, marked the **100th anniversary of the BBC**, which – as radio station 2LO – first went on air in November 1922. In a happy coincidence, the BBC's first home was Savoy Place in central London: home to the Institute of Electrical Engineers, now known as the IET and one of IBC's owners.

Acknowledging the award, **Tim Davie, BBC Director-General**, said: "I am delighted that our centenary has been recognised this way, by IBC and by the industry. The BBC is celebrating not by looking back, but forward. Our focus is on securing our success as a leading player in the global digital media market, ensuring public service broadcasting thrives in the future."

The trophies will be presented to the IBC2022 Award winners at a reception in room E102 on Sunday 11 September, starting at 18.00. All are welcome.

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Notes for editors

Social Impact Award judges:

- Ade Rawcliffe – ITV
- Claudia Vaccarone – Netflix
- Jamie Hindhaugh – BT Sport
- Saleha Williams – Cognizant
- Susie Braun – ITV

Social Impact Award finalists:

Social Impact

- Paramount – MTV EMAs Music for All
- Ethekwini Filmmakers Association – Emerging Film Makers – *winner*

Diversity and Inclusion

- EQ4ALL and KT Skylife – Learning Sign Language Together
- RAMPD – Recording Artists and Music Professionals with Disabilities
- Iota Production – Break the Codes – *joint winner*
- Rise – Rise Up Academy – *joint winner*

Environment and Sustainability

- Sky Sports – Game Zero
- WorldCast Group – SmartFM
- WaterBear, supported by Nikon – Driving Environmental Awareness – *winner*

Innovation Award judges:

- Carolyn Giardina – The Hollywood Reporter
- Christine Gebhard – Film, TV, Video
- Dick Hobbs – independent consultant and IBC Awards producer
- Heather McLean – Sports Video Group
- Mike Short CBE – UK Department of International Trade
- Vijaya Cherian – CPI Trade Media

Innovation Award finalists:

Content Creation

- Xplorer – Dubai Expo – technology partners Magnopus, Google, Unity Technologies, Amazon Web Services, Virtuos, Dog Studio, Hexagram, Pinscreen, VIM, Terahard, Activated Realities, Source Sound
- Green Planet AR Experience – Factory 42 – technology partners BBC Studios, BT, EE, Dimension Studio, Ericsson, Google Cloud Anchors, Nvidia, Unity, Royal Botanical Gardens Kew, Talesmith
- Alter Ego – Fox Alternative Entertainment – technology partners Silver Spoon Animation, lulu, Epic Games – *winner*

Content Distribution

- 2022 Season Launch – Oracle Red Bull Racing – technology partner PUSH Live
- SuperSport Schools – SuperSport – technology partners Pixellot, ITV Africa, Nashua
- Passing on Real Stories of War – Imperial War Museums – technology partners Spectra Logic, Axiell, Veritas – *winner*

Content Everywhere

- PGA TOUR AR app – PGA TOUR – technology partner Quintar
- The Hundred Avatars – Sky Sports – technology partners Dimension Studios, Arcade
- 5G Edge-XR – BT Sport – technology partners Condense, The Grid Factory, DanceEast, Salsa Sound, Bristol University – *winner*

Judges' Prize

- Infinite Journeys – Clinton Jones aka Pwnisher – technology partners Maxon, Rokoko, Mograph, Looking Glass Factory, Wacom

Special Award

- Supporting Ukrainian Media – Cinegy and PlayBox Neo on behalf of the collaborative effort – leading partners Pact – for Sunflower TV, Crews United – for Filmmakers for Ukraine, Avid, Vizrt, Subtitle Next, Caspian One, TVU Networks, Octopus Newsroom, Kyiv-based Vision House for Stand4UA charity

About IBC

As the world's most inspiring content and technology event, IBC's mission is to Empower Content Everywhere by driving thought leadership and innovation across the 250,000 strong global IBC community.

As a live event in Amsterdam, IBC2022 will re-unite exhibitors, speakers, visitors and the whole community, so they can engage with each other, unlock business opportunities, discover the latest innovations and explore the exciting world of content together. At IBC, we are on a journey to deliver the new normal in an engaging way this year. WE ARE moving forward, WE ARE here for our industry and together, WE ARE a community.

In addition to the world-class exhibition and conference, IBC also encompasses the IBC Daily, and IBC365. For further information, please visit: <https://show.ibc.org/>

Media relations:

Platform Communications for IBC

Nick Field

ibcprteam@platformcomms.com

+44 (0) 20 3832 3690