

Media Alert – 31 August 2022

IBC Confirms ‘The Godmother of Virtual Reality’, Nonny de la Peña, to deliver IBC 2022 Show Keynote

IBC announces journalist, filmmaker and Virtual & Augmented Reality (VR/AR) pioneer **Nonny de la Peña, Founder of Emblematic Group**, as **Keynote Speaker at IBC2022**. De la Peña will give a talk entitled ‘**What’s Next: How immersive tech will create new narratives and transform entertainment**’. The session is free and open to all show attendees.

De la Peña is regarded as a leading innovator in immersive technologies and journalism. Currently the **Founding Director for Narrative and Emerging Media at Arizona State University**, she is a **2022 Peabody Field Builder Award** winner for her work in immersive journalism. A former correspondent for *Newsweek*, she has also been named a *Wall Street Journal* Technology Innovator of the Year, A *Wired* #MakeTechHuman Agent of Change, and has been called “The Godmother of Virtual Reality” by *Engadget* and *The Guardian*. *Fast Company* named her “One of the People Who Made the World More Creative” and she was one of *CNET*’s 20 Most Influential Latinos in Tech for her pioneering work in immersive storytelling.

De la Peña is speaking at **12.15pm on Saturday 10th September** in the **Forum** at the **RAI Amsterdam**, on the second day of the four-day Show. Visitors can expect to hear de la Peña give her vision of what content experiences will look like in 2030 and beyond. Following her talk, de la Peña will give an onstage interview and take questions from the audience.

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/>

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