



IBC ACCELERATOR MEDIA INNOVATION PROGRAMME 2023

Thursday 16th March 2023

First Base Accelerator Call

Where innovation has no limits

#accelerators2023



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.
- A thought-leading conference at its core, IBC is a main staple on the media calendar, attended by the world's key technology suppliers and media leaders.
- **6 leading international bodies** form the ownership behind IBC, representing both Exhibitors and Visitors: **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



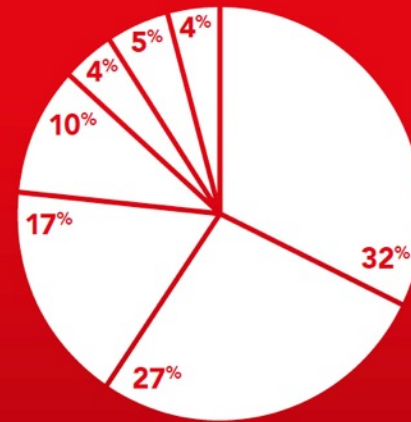
Media partners

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



ACCELERATORS CHAMPIONS & PARTICIPANTS 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 and Technology challenges & opportunities for media today...

- The transition to software and IP / Cloud across the content supply chain
- A rapid evolution of disruptive tech e.g. AI, Synthetic Media
- The evolution of immersive & experiential tech e.g. VR/AR/ XR, Web3.0, Metaverse
- New creative, production & distribution opportunities with 5G
- FAST and D2C platforms
- Accessibility, Sustainability, Inclusion & Diversity
- Interactivity and Audience Engagement & Personalisation
- 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.

IBC Kickstart Day...



IBC Kickstart Day - The Start of the Process

Sponsored by: **Zixi**



The annual Accelerator Programme began at Kickstart Day on February 7th 2023....

- Bringing together the M&E ecosystem to explore industry challenges
- Leading industry insights, highlights of previous Accelerator projects
- Selected business or technologies challenges are pitched, as reviewed and selected by the IBC Accelerator application process
- Matchmaking and project teams of supporting Champions and selected expert vendors are formed, and synergies explored
- Presentation of the IBC Accelerator of the Year for 2022

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



Project Roles



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

Champions Role:

- 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

Participants Role:

- 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



Previous Challenges...



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, RTÉ, 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 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.

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

Accelerator Timeline...

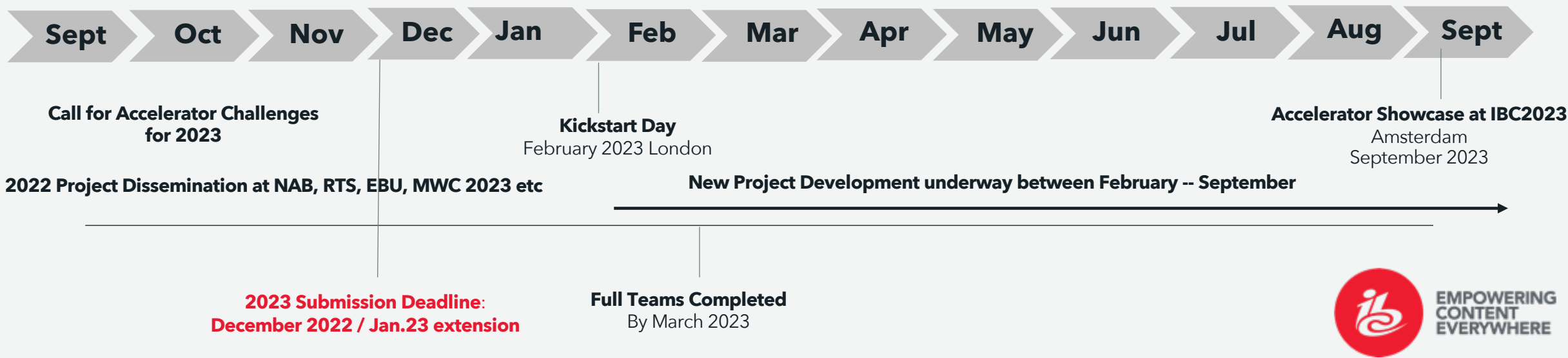


The Road to IBC, September 15 -18 2023



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

Accelerator Cycle



IBC Accelerator Fees 2023

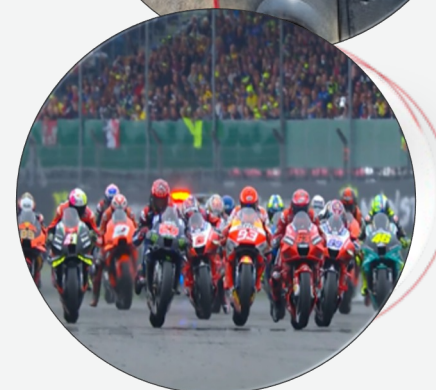


- Fees cover a number of aspects of the programme, notably:
 - IBC's facilitation and management of projects, team recruitment
 - Collaborative tools, project by project marketing, PR and showcase events
- Fees for project participation are defined by the Participant's annual revenues, as per categories below

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

Champions & Sponsorship

- All Champions pay an annual Accelerator membership fee (one fee, regardless of number of projects)
- See Sponsorship Pack for details of 2023 Sponsorship Opportunities



Programme Benefits...



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



2022 IBC Accelerator Project of the Year

Award Winner: 5G Remote Production (In the Middle of Nowhere)







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MSMITH@IBC.ORG

ACCELERATORS@IBC.ORG

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