

## PRESS RELEASE

## IBC Launches 2023 Innovation and Social Impact Awards Programmes

*Nominations for projects and programmes celebrating creativity and progress now open*

**London – May 4, 2022 – IBC** is preparing to honour the highest achievements in innovation and social impact with the launch of its prestigious **IBC2023 Awards**. Nominations are now open for the free-to-enter **IBC Innovation Awards** and **Social Impact Awards**, with all parts of the industry invited to put forward entries for projects and programmes.

The IBC Innovation Awards recognise the top collaborative efforts at developing new solutions for real-world challenges, while the Social Impact Awards recognise efforts to address social responsibility equality, and environmental concerns within the industry. The winning entries will be announced during the show, which runs **15-18 September** in the **RAI Amsterdam**.

“The IBC Innovation and Social Impact Awards celebrate the very best of our industry and are a cornerstone of the show,” says **IBC Chief Executive Officer Michael Crimp**. “The awards spotlight efforts to drive innovation, empower people and spark conversations while delivering positive business outcomes – all values that underscore what IBC is all about.”

The IBC Innovation Awards celebrate completed projects of any size that overcome real-world creative, operational or commercial challenges faced in the media and entertainment industry through solutions that demonstrate cooperation between users and technology partners. There are three categories: Content Creation, Content Distribution, and Content Everywhere. The 2022 Innovation Awards winners were, respectively: **Fox Alternative Entertainment** for ‘Alter Ego’ where singing contestants appear as avatars; the UK’s **Imperial War Museums** for ‘Passing on Real Stories of War’; and **BT Sport** for ‘5G Edge-XR’, which added data-driven graphics to live action.

The **IBC Social Impact Awards** recognise initiatives and campaigns that are making a difference in social advancement, equality, and environmental responsibility within the industry. The 2022 award winners in the three categories – Social Impact, Diversity and Inclusion, and Environment and Sustainability – were (in order): **Ethekwini Filmmakers Association** for its support of stories from younger South Africans; **Iota Productions**/Director **Safia Kessas** for the documentary ‘Break the Codes’ on gender imbalance in science, technology, engineering and mathematics, and the **Rise Up Academy** for its hands-on broadcast technology workshops for young people (joint winners); and **WaterBear** for its interactive streaming platform driving environmental awareness and green initiatives.

If you are involved in an innovative project – as instigator or technology provider – or making a difference in social and environmental responsibility, then IBC needs to hear from you. Nominations close at midnight on June 2.

All information and nomination forms can be found at [IBC2023 Awards - IBC2023](#)

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### About IBC

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IBC is owned by: IEEE Broadcast Technology Society / The Institution of Engineering and Technology / IABM The International Trade Association for the Broadcast & Media Industry / The Royal Television Society / The Society of Cable Telecommunication Engineers / The Society of Motion Picture and Television Engineers

Delivering innovation and empowering people, IBC is where the future of the global Media and Entertainment industry is defined and actioned. Energising the market, enabling content everywhere and inspiring new conversations, IBC brings the creative, technology and business communities together to collaborate, learn and unlock new opportunities.

At IBC 2023, exhibitors and speakers from around the globe will showcase game-changing innovations and tackle the media sector's most pressing trends and issues – changing perceptions and meeting the needs of the world-leading broadcasters, content owners, rightsholders, service providers and others attending the four-day conference and trade show.

With a focus on inclusivity, IBC propels change – driving thought leadership, sparking discussion, shifting expectations, accelerating creativity and enabling real business outcomes. IBC's mission is to empower our 250,000-strong global community to explore new opportunities, build knowledge, and play an active role in the technological transformation and broader change sweeping the industry worldwide.

For further information, please visit: <https://show.ibc.org/>

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