WE ARE IBC2022 SHOW REPORT
Your home
IBC2022 IN NUMBERS:

- **37,071** Total attendees
- **1,023** Exhibitors
- **380** Press & Analyst attendees
- **145,795** Badges scanned
- **8** Ground breaking Accelerator Innovation projects
- **32,278,040** Estimated PR coverage reach
- **617** Conference delegates
- **90** Media partners
- **57,000** Online video views during the show
- **2,090,092** E-Daily’s delivered in 2022
- **370,287** IBC365 site page views in September
- **920,320** IBCShow site page views in September
- **90+** Hours of content
- **250+** Number of speakers

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%

- **8** Accelerator Innovation projects
## IBC2022 IN NUMBERS:

Attendees from over 170 countries

### Top 10:
- **Netherlands**: 20.0%
- **UK**: 15.6%
- **Germany**: 10.3%
- **United States**: 7.8%
- **France**: 5.8%
- **Belgium**: 4.9%
- **Italy**: 2.9%
- **Spain**: 2.7%
- **Poland**: 1.9%
- **Sweden**: 1.7%

### Region:
- **North America**: 9.0%
- **Eastern Europe**: 8.4%
- **Asia**: 4.9%
- **Africa & Middle East**: 4.2%
- **South America**: 1.4%
- **Western Europe**: 72.1%

### Industry:

- **Software supplier / Cloud services**
- **Broadcast**:
- **Hardware supplier**
- **Production**
- **Systems integrator**
- **Media distribution**
- **Other**
- **Post Production**
- **OTT Platform**
- **Telecoms**
- **Cinema**
- **Equipment hire / reseller**
- **Consultancy / Analytics / Research**
- **Advertising**
- **Government / Industry Body**
- **VR, AR & MR**
- **esports / Gaming**
- **IoT**
- **Financial services**
- **Mobile**

### Impressions:
- **1.75M** Impressions across IBC Social Profiles
- **941,500** Online impressions across the online campaign in the Netherlands
- **1,956** Total clicks from the online campaign in the Netherlands

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IBC2022 KEYNOTE SPEAKERS:

MARKUS GROSS
CHIEF SCIENTIST,
DISNEY RESEARCH

NONNY DE LA PENA – JOURNALIST,
FILMMAKER, VIRTUAL & AUGMENTED
REALITY PIONEER & FOUNDER,
EMBLEMATIC GROUP

SAMIRA BAKHTIAR – DIRECTOR,
GLOBAL MEDIA & ENTERTAINMENT
AT AMAZON WEB SERVICES (AWS)

IAN COCKETT – GVP ENGINEERING
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DISCOVERY

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ARCHANA ANAND
GLOBAL CHIEF BUSINESS
OFFICER, ZEE5 GLOBAL

KATY KASMAI – SENIOR
PROGRAMME MANAGER AND
SUSTAINABILITY LEAD, GOOGLE TV

JACKIE PYNADATH – DIRECTOR,
SUSTAINABILITY & INNOVATION
EMEA, GOOGLE CLOUD

LEWIS SMITHINGHAM – SENIOR
VP OF INNOVATION & CREATIVE
SOLUTIONS, MEDIA MONKS

URS FRANZEN – VFX MANAGER,
DACH, NETFLIX

RENAUD JENKINS – SENIOR VP
OF PRODUCTION INTEGRATION &
CREATIVE TECHNOLOGY SERVICES,
WARNER BROS. DISCOVERY

NIL JAIN – MANAGING
DIRECTOR OF MEDIA &
ENTERTAINMENT, GOOGLE

PAUL MACHLISS – EDITOR

CAROLINE EWERTON – VP
TECHNICAL PRODUCT
MANAGEMENT, DAZN

PAZ AFTAB – DIRECTOR,
INTERNATIONAL M&E CONTENT
PARTNERSHIPS, GOOGLE TV /
PLATFORMS & ECOSYSTEMS, GOOGLE

RON MARTIN – MANAGER,
COMMUNITY & EDUCATION,
UNITY TECHNOLOGIES

GINO GALASSI – GLOBAL
SALES LEAD, PRODUCTS AND
PLATFORMS, ACCENTURE

RAYMUNDO BARROS
CHIEF TECHNOLOGY OFFICER,
GLOBO

GREG ALDRICH – GM, GLOBAL
MEDIA & ENTERTAINMENT,
AMAZON WEB SERVICES (AWS)

PETER WHITE
CEO, IABM

DAME DUVALL
CHIEF INFORMATION OFFICER, WARNER BROS. DISCOVERY

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TOP BRANDS WHICH EXHIBITED AT IBC2022 INCLUDE:

- brightcove
- Google
- Dolby
- Canon
- imagine communications
- MediaKind
- Adobe
- NCM
- Grass Valley
- AJA
- AVID
- gracenote
- Microsoft
- Comcast
- accenture
- ARRI
- Ross
- Sony
- EVS
- Broadcast Solutions
- Alibaba Group
- Vizrt
- Synamedia
- Riedel
- Telstra
- ELUv.IO
- Bridge
- Red Bee
- Blackmagicdesign
- ROHDE & SCHWARZ
- Planecast International
- Lawo
- NEP
- LTN Global
- Dell Technologies
- AWS
This year’s been really special. It’s been super busy. I think we’re all very excited to reconnect again.

Caroline Ewerton, VP Technical Product Management, DAZN

Just strengthens the bond with your end users and your customers.

Daniel Mator, Account Manager, Aputure

It’s been the best IBC to date for me and maybe that’s because of the celebration of coming back.

Kira Baca, Chief Revenue Officer, Rightsline

It’s important to have places like IBC, that bring everybody under one roof; customers, studios, media entertainment companies, solutions providers, software companies, hardware.

Alexandra Hussenot, CEO & Founder, Immersionn

It was empowering, energizing, so positive.

Lakshmi Sharma, Chief Product and Chief Strategy Officer, Fastly

The buzz is everywhere. We noticed it from the moment we arrived. There was just a real excitement to get going.

James Eddershaw, Managing Director, Shotoku UK

This is the major show for the broadcast and television production business.

Bob Caniglia, Director of Sales Operations – Americas, Blackmagic Design
THANK YOU TO OUR 2022 MEDIA PARTNERS:
IBC is the world’s most inspiring content and technology event. It draws together the global media, entertainment and technology industry for a compelling live experience that enables every attendee to gain critical insights, share expertise and unlock business opportunities. Created ‘by the industry, for the industry’ – a principle established on its founding in 1967 that carries through to today – IBC has continued to evolve with each new trend and technology over its 55-year history. Attracting representatives from 24 countries in its first year, IBC now welcomes exhibitors, speakers and visitors from more than 170 nations.

BE A PART OF IBC2023
15-18 SEPTEMBER, THE RAI, AMSTERDAM
THANK YOU

For enquiries contact sales@ibc.org