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**IBC2022  
SHOW REPORT**



**IBC2022**

# 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



**145,795**

Badges scanned

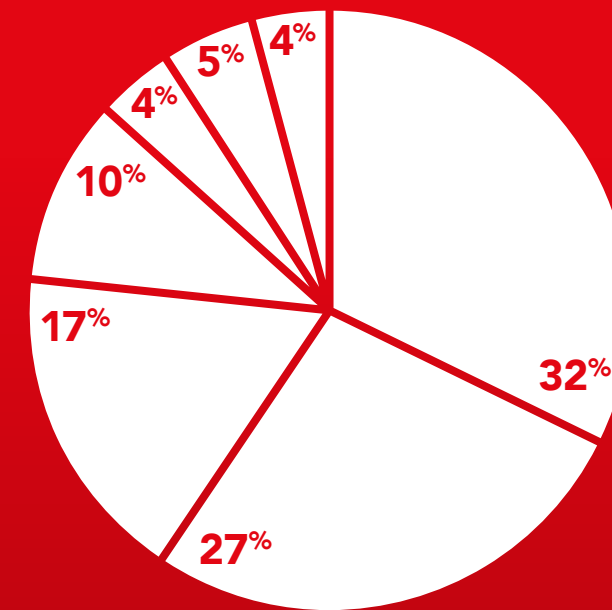
**8**

Ground breaking  
Accelerator  
Innovation  
projects



**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 / Assitant **5%**

Editor / Publisher / Journalist /  
Writer / Photographer **4%**



**370,287**

IBC365 site page views in September

**920,320**

IBCShow site page views in September

# IBC2022 IN NUMBERS:

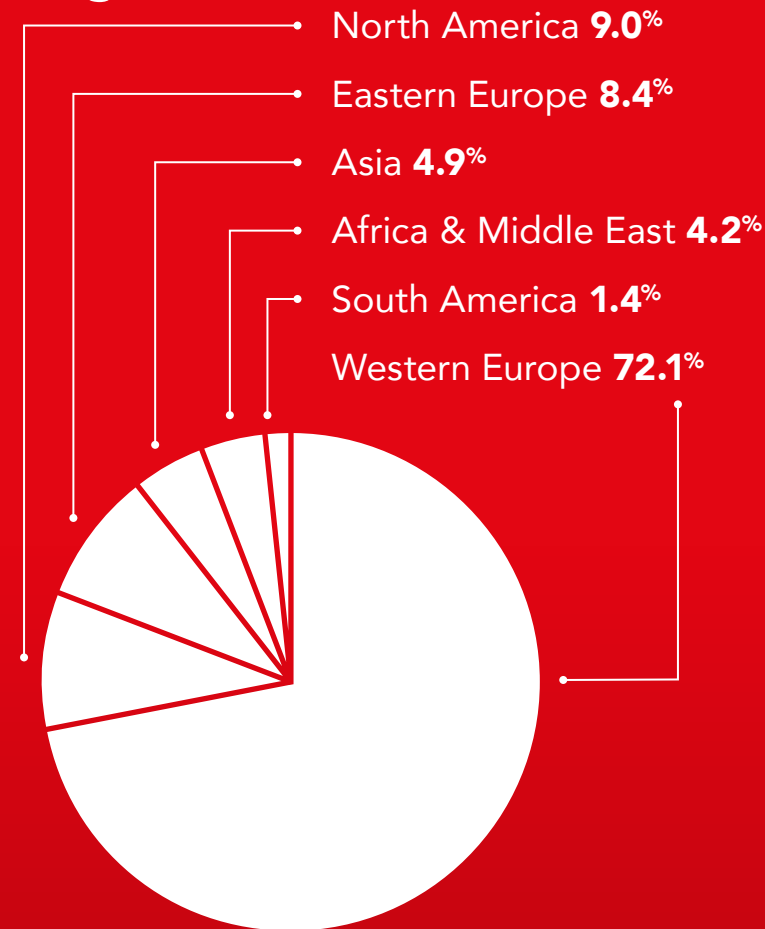
Attendees from over

# 170 countries

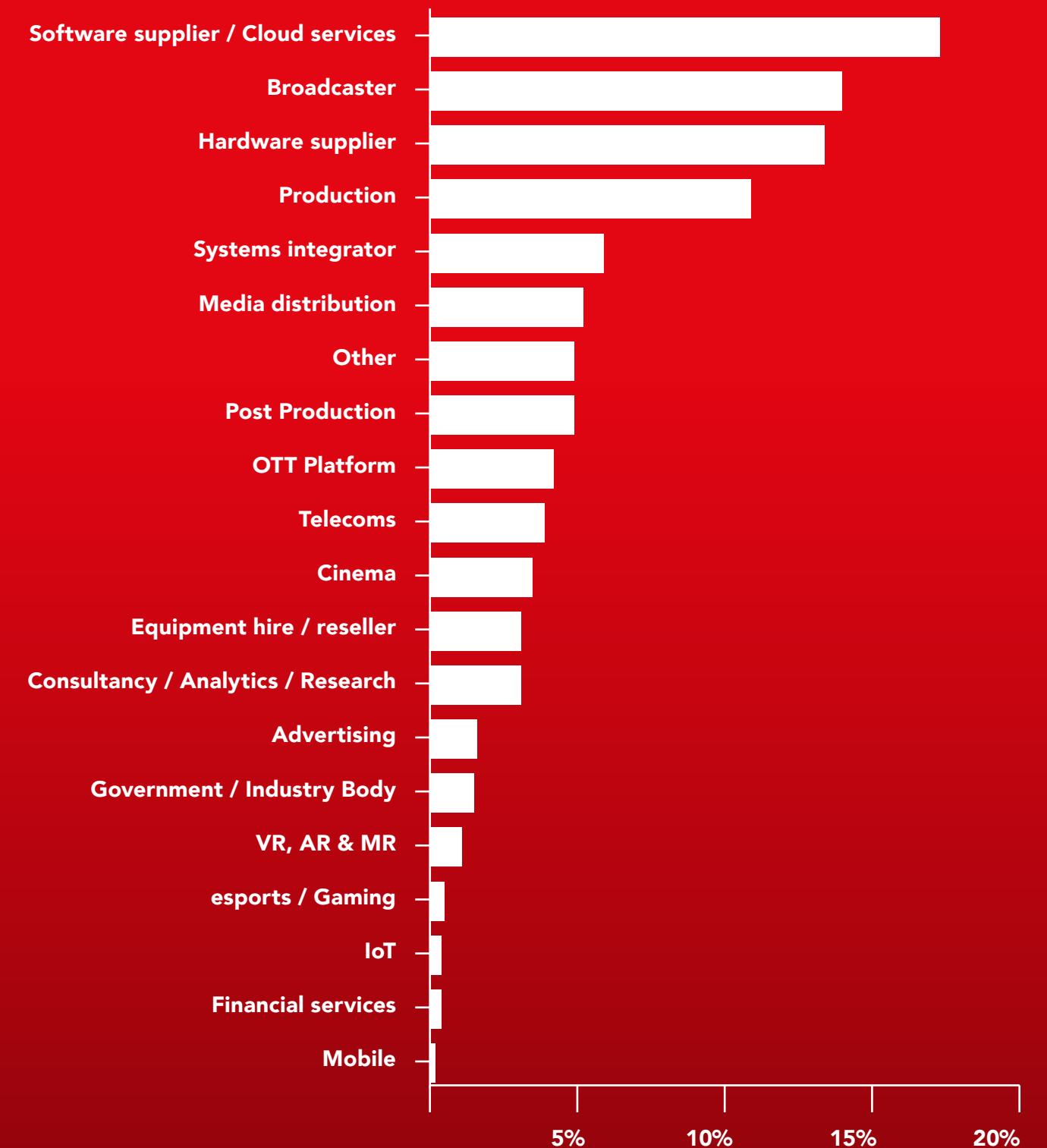
## Top 10:

Netherlands	<b>20.0%</b>	Belgium	<b>4.9%</b>
UK	<b>15.6%</b>	Italy	<b>2.9%</b>
Germany	<b>10.3%</b>	Spain	<b>2.7%</b>
United States	<b>7.8%</b>	Poland	<b>1.9%</b>
France	<b>5.8%</b>	Sweden	<b>1.7%</b>

## Region:



## Industry:



# 1.75M

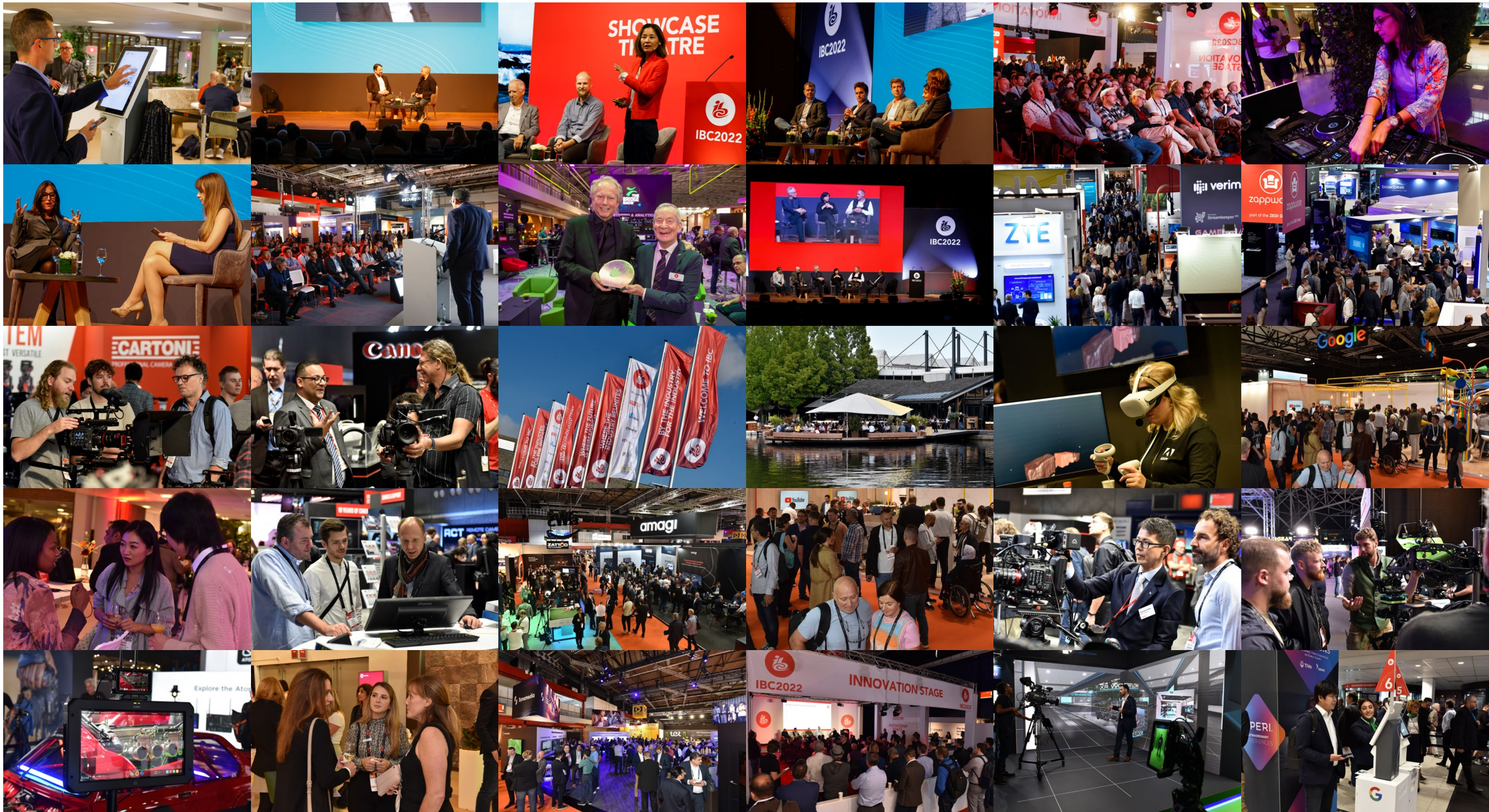
Impressions across IBC Social Profiles

# 941,500

Online impressions across the online campaign in the Netherlands

# 1,956

Total clicks from the online campaign in the Netherlands



# 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  
& TECHNOLOGY AT WARNER BROS.  
DISCOVERY



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



**PETER WHITE**  
CEO, IABM



**DAVE DUVALL**  
CHIEF INFORMATION OFFICER, WARN-  
ER BROS. DISCOVERY



**ARCHANA ANAND**  
GLOBAL CHIEF BUSINESS  
OFFICER, ZEES 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



**RENARD 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



**FAZ 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

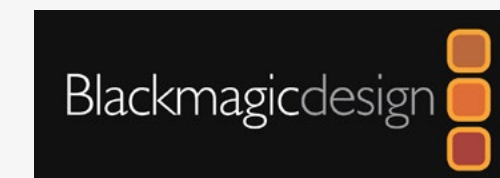


**RAYMUNDO BARROS**  
CHIEF TECHNOLOGY OFFICER,  
GLOBO



**APOLLONIA HARTMANN** – VFX  
PRODUCER, ACCENTURE SONG

# TOP BRANDS WHICH EXHIBITED AT IBC2022 INCLUDE:



# IBC2022 TESTIMONIALS:



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

# IBC2022 DAILY HIGHLIGHTS:



CLICK ON ANY IMAGE SHOWN TO WATCH THE HIGHLIGHTS VIDEO.



# THANK YOU TO OUR 2022 MEDIA PARTNERS:





# IBC2023

## **BY THE INDUSTRY FOR THE INDUSTRY**

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**

A photograph of a crowd of people at a conference or event, overlaid with a semi-transparent red filter. In the foreground, a man in a dark polo shirt and a woman in a patterned dress are smiling. To their right, a man in a dark suit jacket is looking to the side while holding a folder. Other people are visible in the background, some wearing lanyards with badges. The overall atmosphere is professional and social.

**THANK YOU**

For enquiries contact [sales@ibc.org](mailto:sales@ibc.org)