

PRESS RELEASE

IBC2022 announces AMD as Premium Sponsor and Microsoft as Programme Sponsor of the Accelerator Media Innovation Programme – and unveils an array of cloud innovation collaborators

- *The IBC Accelerator Media Innovation Programme sees AMD and Microsoft build on their roles as key Participants in the initiative – each collaborating significantly in projects*
- *Announces details of two pioneering cloud projects as part of the programme with a diverse range of industry ‘Champion’ brands that include: BBC, ITV, The Pokémon Company International; Warner Bros. Discovery; DAZN; Paramount and many more*
- *Final Proof of Concept results and project demonstrations to be presented in person at the IBC Accelerator Innovation Zone and on the IBC Innovation Stage*

London – 1st September 2022 – [IBC2022](#) announces that **AMD** will be the exclusive **Premium Sponsor** and **Microsoft** the **Programme Sponsor** of the [IBC Accelerator Media Innovation Programme](#), while also unveiling a raft of leading industry players from the media, entertainment and technology world as Champions and Participants in two pioneering cloud projects. Both AMD and Microsoft came onboard as a high-level Accelerator sponsors after being very active in several Accelerator projects in 2021 and 2022, with Microsoft pitching ideas for new projects in 2022 including the ‘Cloud Based Live Events, Analytics and Low Latency Protocols’ project.

“It’s fantastic to have AMD and Microsoft’s involvement as Sponsors both of which have been highly active supporters and participants in the programme,” says **IBC Innovation Lead Mark Smith**. “Both have been really committed to the collaborative and innovative spirit at the heart of the Accelerator mission. We’re looking forward to seeing all eight project teams come together to showcase their innovations live and in person at IBC2022, returning to the **RAI Amsterdam** on **9th-12th September** after a two-year absence.”

One of the Accelerator cloud projects is ‘**Cloud-Based Live Events, Analytics and Low Latency Protocols**’ – pitched by Microsoft at IBC’s Kickstart Day last April. It attracted the support of an impressive consortium. It aims to show how cloud workflows can more efficiently deliver live professional sports and other major events, employing multiple camera feeds at scale with full visibility, including live IP signal ingest and standards conversion – all while minimising latency.

The project Champions, or, media companies looking to contribute to and then utilise the breakthrough results from the Accelerator work, include **BBC, BT Sport, BT Media & Broadcast, DAZN, ITV, Paramount, TV2, and Warner Bros. Discovery** for this project.

The project Participants, or, the tech innovators working with the media brands to create and execute the proof of concept (POC) that will be showcased at IBC, include **AMD, Microsoft, Grass Valley, Native Waves, Net Insight, Mediakind, Singular.live, THEO Technologies, TAG Video Systems** and **Zixi**.

A second pioneering Accelerator cloud-focused project that will be showcased at IBC2022 is the ‘**Cloud Localization Blueprint**’, a first-of-its-kind project that brings together predominant supply chain software companies to create a definitive blueprint for distributing entertainment content globally. From licensing to localization and final delivery, these industry leaders have been focused on assessing the key considerations in building a best practice cloud-based media supply chain for content localization.

The Champions on board for the 'Cloud Localization Blueprint' project include **ITV, The Pokémon Company International** and **Warner Bros. Discovery**. Participants are **AWS, Codemill, EIDR, Fabric, Language Metadata Table (LMT), Iyuno-SDI, Rightsline, SDVI** and **Vidispine**.

Muki Kulhan, Innovation Co-Lead at IBC, says: "Cloud innovation is a critical area of technological advancement that unlocks tremendous opportunities for media and entertainment companies. Both the Champions and Participants in the IBC Accelerator programme have embraced the opportunity to partner and collaborate with a huge cross-section of pioneering organisations addressing real-world challenges involved with cloud production and delivery – as well as other areas of innovation – working together to overcome many of the hurdles they face."

The IBC Accelerator Media Innovation Programme, launched in 2019, brings together groups of highly-engaged, leading-edge media and technology companies from across the industry. It empowers them to identify and address critical industry challenges – developing a fast-track innovation framework to design potential solutions, tangibly experiment and ultimately break new, progressive technology frontiers.

All Accelerator final POC results and demonstrations will be presented at IBC2022, showcased every day on the **Innovation Stage** and at a dedicated '**Accelerator Zone**', both in **Hall 2**. Each project has its own pod that will 'show & tell' a full overview of its challenges, demonstrate R&D findings, and answer visitor questions.

The two Accelerator cloud innovation sessions will take place on the Innovation Stage on:

- **Sunday 11th September at 10.00-10.45am CET** – 'Cloud-Based Live Events, Analytics and Low Latency Protocols'
- **Sunday 11th September at 11.00-11.45am CET** – 'Cloud Localization Blueprint'

For more information on the 2022 IBC Accelerator Programme, and other project sessions at IBC [click here](#).

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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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