

# //IBC365 PACKAGES//

If you want to discuss sponsorship opportunities,  
please contact Ben Ewles at [BEwles@ibc.org](mailto:BEwles@ibc.org)







IBC2023

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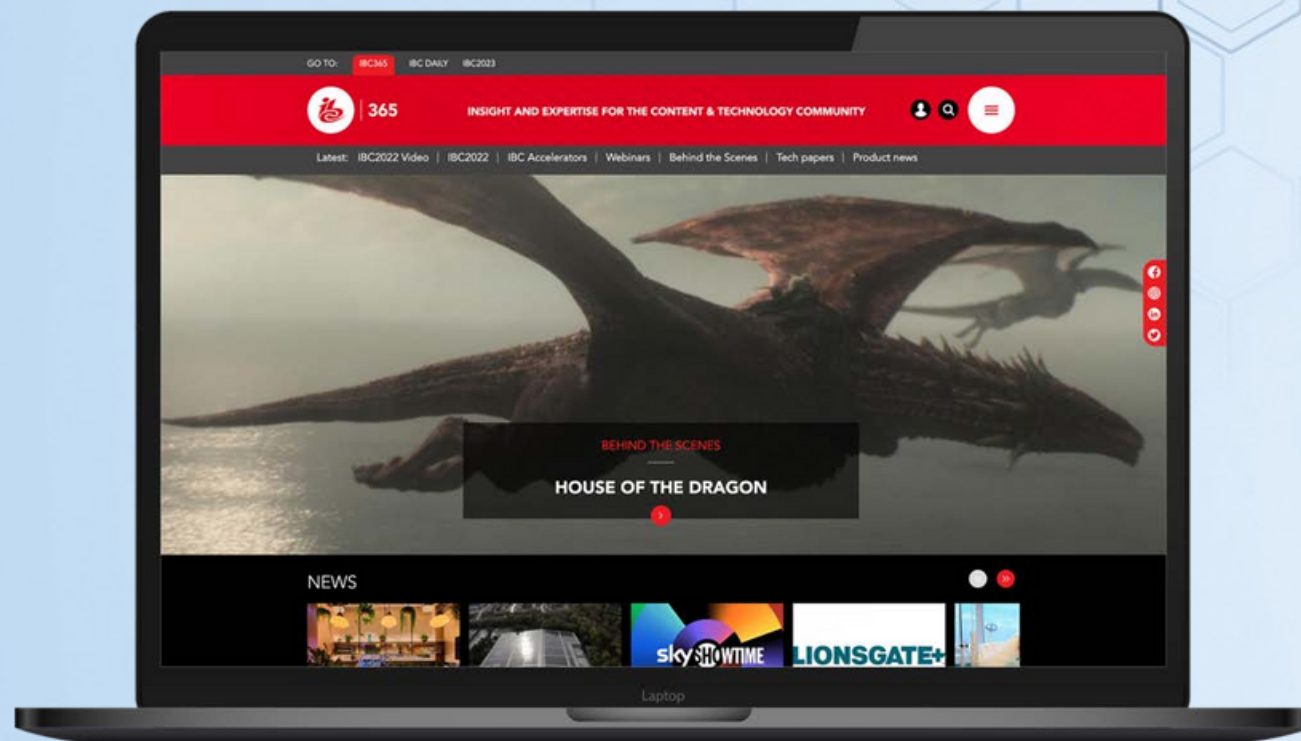


## IBC365

IBC365 has over **28,341** active users per week and a core audience of over **95,000** subscribers and it leverages this significant database of your potential clients to offer a range of targeted, broad and bespoke demand generation and qualification tools. This helps vendors and manufacturers reach prospects and new clients, whilst respecting and offering value to this audience.

Partnering with IBC365 will provide you with the opportunity to position your brand as a thought leader across the IBC community, as well as widening your reach to **gain brand exposure through digital marketing pre-show, advertising on the E-Daily and on the IBC365 E-Bulletin newsletters.**

You will also benefit from immediate, actionable and engaged leads to nurture, build relationships and close important business with.





## IBC365 EXCLUSIVE WEBINARS

Demonstrate thought leadership by collaborating with the IBC team on a topic of your choice, selecting panellists and directing content to create a powerful marketing asset for use in wider promotional campaigns.

Each exclusive webinar is supported by a dedicated marketing campaign driving the capture of leads from registrations before, live and on-demand. You'll receive access to all opted in attendees after the webinar has taken place.

- **Showcase your brand**
- **Demonstrate thought leadership on key topics**
- **Target specific End Users**
- **Access to all opted in attendees**
- **Partner on an IBC theme with fantastic speakers**

EXCLUSIVE WEBINAR	PRICE
Single 40-minute session	£17,500

## IBC365 CO-HOSTED WEBINARS

Co-hosting a relevant IBC365 webinar allows you to bring one expert to join a panel of other industry leaders.

Each co-hosted webinar programme is supported by a dedicated marketing campaign driving the capture of leads from registrations before, live and on demand.

IBC365 CO-HOSTED WEBINARS	PRICE
Co-hosted webinar sponsorship	£7,500

[VIEW PAST](#)[WEBINARS](#)

RECENT  
HOSTS AND  
CO-HOSTS  
OF IBC365  
WEBINARS  
INCLUDE:



IBM Aspera



RONDE &amp; SCHWARZ



Synamedia



applieaster







## UPCOMING WEBINAR PROGRAMME

### March - People & Purpose

Driving measurable sustainability in broadcast streaming - 16 Mar

Building a culture of inclusivity: Why D&I is for everyone - 29 Mar

Diversity and inclusion is no longer optional. Find out about the D&I standards that are being implemented across the industry and how to be an inclusive leader.

### April - Transformative Tech

E-sports & Gaming - 5 Apr

Esports and gaming have always been pioneers of mediatech. Being the original adopters of virtual experiences with a deep connection to younger audiences, learn more about where the gaming industry is looking for their next wave of innovation.

Behind The Scenes Focus #1 - 26 Apr

Join us as we take a look behind the scenes of an epic media production, whether a live event, film or series.

### May - Shifting Business Models

Storage: on-prem vs cloud - 3 May

Storage in the media supply chain is under scrutiny as operators are looking at ways of keeping their costs down. With the rise of cloud deployment, how are operators streamlining and managing their storage?

User targeting and tracking - new ways of using data - 31 May

The value of usable data is growing in every part of the supply chain. How are operators using advanced data analytics to monetise audiences.)

### June - People & Purpose

Skills & Training - 7 Jun

The difficulties around skills are well-documented. How are companies ensuring that they have the requisite skills in-house and managing employee retention to ensure that their operating models are sustainable and that institutional memory is retained.

Behind The Scenes Focus #2 - 21 Jun

Join us as we take a look behind the scenes of an epic media production, whether a live event, film or series.

### July - Transformative Tech

AI, AI in the Content Supply Chain - 12 Jul

As more of the content supply chain goes fully digital, this webinar looks at the real-life AI applications that are helping operators deliver exceptional user experience cross platform, whilst integrating with MAM, storage and content production pipelines.

FAST Channels, FAST VOD - 26 Jul

As FAST matures, take a look at how operators are building their stacks to create maximum efficiency between different distribution operations.

### August

IBC2023 Preview 1 - 9 Aug

IBC2023 Preview 2 - 23 Aug



## IBC DAILY

Advertising in the IBC Daily is your chance to enhance your branding, attract visitors to your stand and ensure that your sales team gets face to-face with your customers. IBC employs the best international editorial team in the business to work with exhibitors by hall and by specialist technology area.

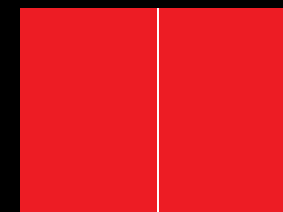
The IBC Daily, available digitally and in print for 2023, contains the latest exhibitor news and product launches plus views and opinions from the exhibition show floor and conference. Accessible via all devices, the IBC Daily will have a wider global readership than ever.

- **Product & Technology Focused**
- **4 x Live Show issues (Friday-Monday)**
- **Multiple editions of IBC E-Daily sent pre-show & post show**
- **4 x Live Show editions of IBC E-Daily**

IBC DAILY ADVERT SIZES	PRICE
Full page DPS	£9,500
Full page	£5,050
1/2 Page vertical	£3,705
1/2 Page horizontal	£3,705
1/3 Page horizontal	£2,660
1/5 Page tabloid	£2,290

**25,000**  
digital editions  
viewed

### IBC DAILY ADVERT SIZES



**Double Page Spread**  
Trim 420mm (w) x 297mm (h)  
Bleed 426mm (w) x 303mm (h)



**Full Page**  
Trim 210mm (w) x 297mm (h)  
Bleed 216mm (w) x 303mm (h)



**1/2 Vertical\***  
93mm (w) x 271mm (h)



**1/2 Horizontal\***  
190mm (w) x 133.5mm (h)



**1/3 Horizontal\***  
228mm (w) x 111mm (h)



**1/5 Tabloid\***  
228mm (w) x 60mm (h)

\*All fractional ads are type area only





## SPONSORSHIP OF WEEKLY E-BULLETIN NEWSLETTER

The IBC365 E-Bulletin is a weekly newsletter sent all year round to around **95,000 of IBC365's subscribers.**

Reporting on topical issues and notable breaking news fed by the IBC365 platform, this is your opportunity to increase your brand awareness and benefit from open rates averaging well above industry norms and from the qualified leads that are generated by the E-Bulletin.

E-BULLETIN SPONSORSHIP	PRICE
Top banner 600 x 74 (desktop) & 300 x 50 (mobile)	£2,000 per month
Banner 600 x 74 (desktop) & 300 x 50 (mobile)	£1,750 per month
Bottom banner 600 x 74 (desktop) & 300 x 50 (mobile)	£1,500 per month



# 20%

Average open rate E-Daily

# 12%

Average clickthrough rate E-Daily

# 341,667

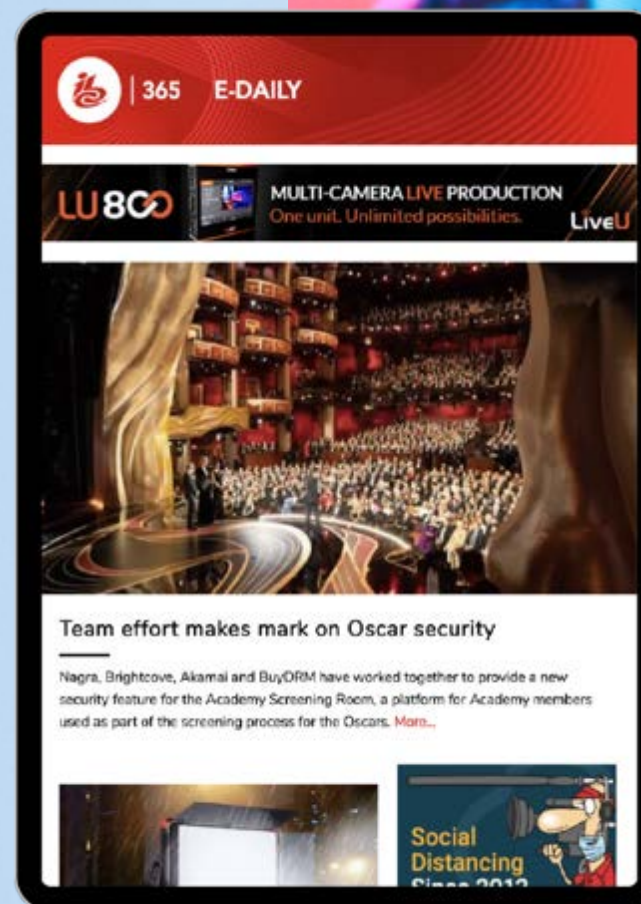
E-Daily newsletters delivered

## IBC E-DAILY

The IBC E-Daily includes exhibitor news, product launches and conference news. It is sent to all IBC registrants. Advertising and branding opportunities include:

- Preview product launches
- Promote stand location
- Generate appointments for the show
- Drive onsite visitors to your stand

IBC E-DAILY ADVERT SIZES	PRICE
Leaderboard (600 x 75)	£2,740
Top MPU (230 x 190)	£2,510
Mid MPU (230 x 190)	£2,150
Mid-text Banner (350 x 55)	£1,710
1/2 MPU (230 x 75)	£1,010





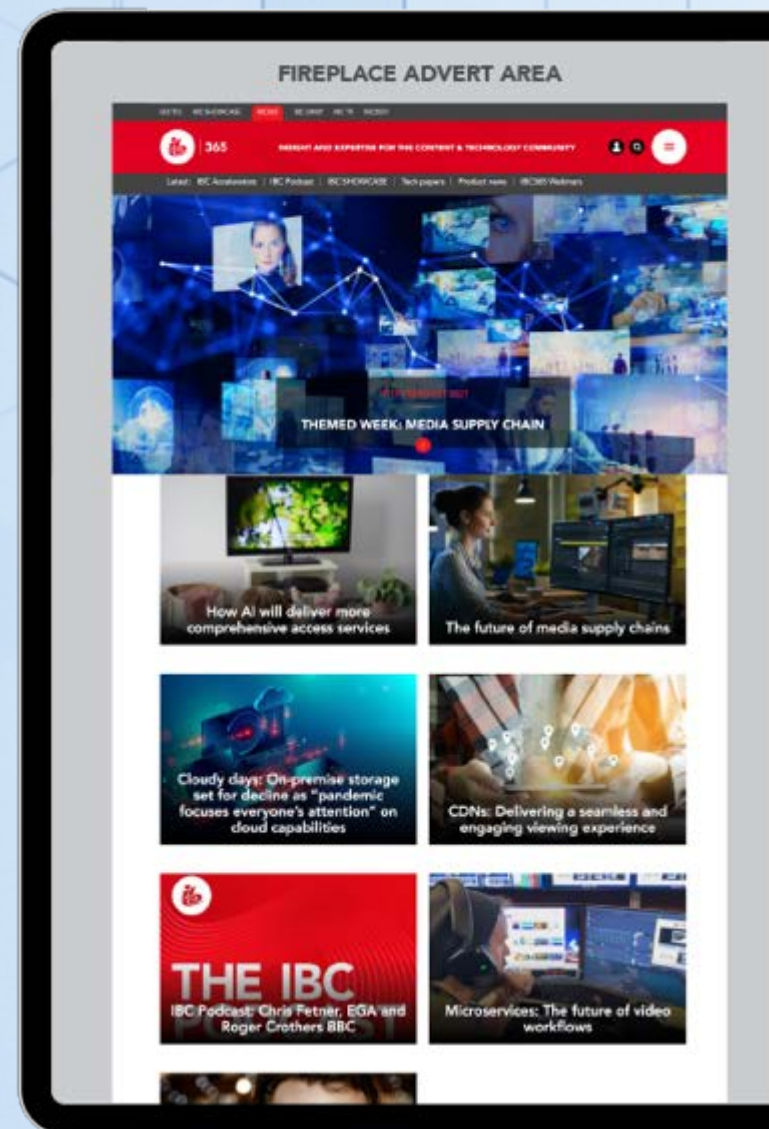
## IBC365 THEMED WEEK -SOLE SPONSORSHIP

Sole sponsorship of one of IBC365's themed weeks will position your brand as the dominant thought leader for that section of the industry. This package includes extensive editorial coverage around all the content streams available on the platform.

PACKAGE
<b>Named as Themed Week Sponsor</b> with run of site branding and logo across IBC's marketing channels
<b>High profile themed week landing page fireplace banner</b> (see right), during month of themed week
<b>Dedicated editorial content:</b> Executive Interview, case study, industry trends piece, hosted whitepaper or product demo video opportunity, Themed Week's showcase webinar sponsorship
PRICE
£30,000

Fireplace creatives should meet the following specifications:

- Minimum width should be 1280 pixels but can be wider
- Minimum height should be 1000 pixels
- Content area (white centre) must be 1024 pixels wide and should be in the middle of the graphic





# IBC365 SPONSORED CONTENT

Sponsored content options allow you to catch and maintain the attention of your customers with engaging and relevant content aligning with the overall style and themes that IBC365's **95,000+ subscribers engage with.**

SPONSORED CONTENT	PRICE
Executive interview	£5,000
Industry trends piece	£2,500
Case study piece	£2,500
Opinion piece	£3,500







## IBC PODCAST

The IBC Podcast features discussions with technologists, conversations with creatives, in-depth interviews with industry leaders and provides the inside track on IBC.

Sponsored interview/segment or video opportunities are available. Have a sponsored interview/segment in the IBC podcast or be the main sponsor, with a message at points within each episode.

### IBC365 PODCAST SPONSORSHIP

Sponsor message at beginning, middle and end of podcast

Interview slot of ten mins on one episode. Either with a person from vendor or a client case study

Company name/logo on podcast pages/articles/ hosting sites

Sponsor logo added to IBC Podcast artwork

### PRICE

£10,000

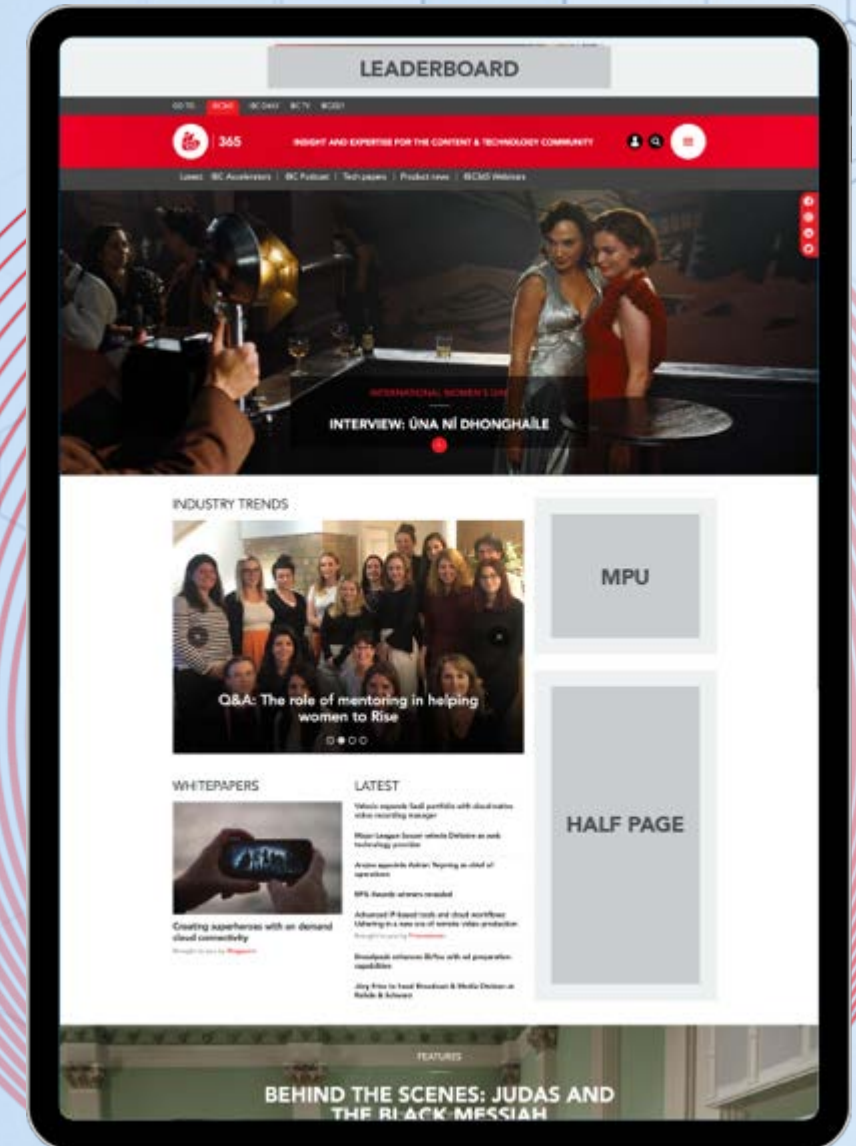


## ONLINE BANNER ADVERTISING

IBC has a strong online presence across the industry and a high volume of web traffic throughout the year that averages **31,000 monthly impressions**.

An online banner advertisement on the IBC365 platform, IBC show website or the virtual IBC showcase guarantees high visibility to this extensive and engaged audience, promoting your brand to both potential and existing customers. Choose from leaderboard, MPU or half-page advertisements to showcase your brand, product or service.

AD TYPES	PRICE
Leaderboard 728 x 90 (desktop) & 300 x 50 (mobile)	£2,000 per month
MPU 300 x 250	£1,500 per month
Half Page 300 x 600	£1,500 per month







# ROUNDTABLES

IBC will bring together a targeted group of senior buyers and industry experts during the year for a hosted and curated discussion with each other, IBC and a sponsor.

A roundtable sponsor will take advantage of IBC’s database and marketing prowess to provide access to new prospects across the value chain, gather feedback from the industry on their new and recent initiatives and establish leadership and collaborative credentials with these senior end-users and experts.

**The event package includes:**

- Lead generation
- Audience acquisition
- Content creation
- Logistics Support Onsite

SPONSORSHIP PACKAGE	PRICE
Roundtables	£30,000





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