



# WELCOME TO THE IBC **PREMIUM EXPERIENCE**

Premium is the ultimate experience for broadcast and content professionals offering a programme of structured networking activities including networking breakfasts, content-led roundtables and access to an exclusive Lounge where you can have meaningful conversations and open up new relationships to help you grow and develop your business.



# PREMIUM LOUNGE EXPERIENCE

- Light breakfast from 09:00
- Morning snacks from 10:30
- Lunch from 12:00
- Happy Hour from 17:00-18:00 (Friday and Saturday only)
- Tea, coffee and water available all day
- Dedicated wifi
- Meeting room area
- Concierge



## EXCLUSIVE EVENTS

Your Premium Pass provides you with exclusive networking events, roundtables and breakfast briefings. This includes:

### FRIDAY 15 SEPTEMBER

13:00 – 13:45	LUNCHTIME SESSION: GAMING IP AND ITS METEORIC RISE ACROSS THE ENTERTAINMENT INDUSTRY <i>Maria Rua Aguete, Senior Research Director, Media &amp; Entertainment, Omdia</i>
---------------	---

### SATURDAY 16 SEPTEMBER

09:30 – 10:15	VERIZON SPONSORED BREAKFAST – DEVONCROFT PARTNERS PRESENTING STATE OF THE INDUSTRY <i>Josh Arensberg, Senior Vice President - Global Solutions, Verizon</i> <i>Josh Stinehour, Principal Analyst, Devoncroft Partners</i> The Devoncroft Partners team will review the firm's latest research on global media technology spending levels and the impact of market trends on upcoming media technology deployment decisions. Highlighting the presentation is the can did analysis of recent, high-profile industry transactions and the future they foreshadow for market participants.
---------------	--

12:15 – 13:00	EXCLUSIVE FIRESIDE CHAT – THE BUNDLE WARS: <i>Evan Shapiro, Media Cartographer</i> <i>Moderated by Nathalie Lethbridge, Founder, Atonik Digital</i> Why diverse revenue models will increasingly dominate the media universe, as single focus players either get subsumed or die.
---------------	--

### SUNDAY 17 SEPTEMBER

10:00 – 10:45	FUTURE OF TV ADVERTISING ROUNDTABLES <i>Inderpreet Sandu, CTV and Platforms Ecosystem Expert, Google</i> <i>Liz Ferguson, Broadcast Partnerships Lead, Google</i> <i>Justin Gupta, Head of Broadcast and Entertainment, UK &amp; Ireland, Google</i> How do we solve for a future that increases the value of our inventory, protects our audiences and provides the solutions our buyers need? What part does technology play in this future?
---------------	--

12:15 – 13:00	EXCLUSIVE FIRESIDE CHAT - WILDSTAR FILMS <i>Anwar Mamon, Executive Producer, Wildstar Films</i> <i>Moderated by Kate Russell, Journalist, Reporter &amp; Author</i> Anwar Mamon is an Executive Producer at fast growing factual producer Wildstar Films, a leading supplier of innovative, high-profile premium natural history and adventure content for Disney+, National Geographic, Disneynature and other platforms with global audiences, often in partnership with 'A List' Hollywood talent.
---------------	--

18:00 – 19:30	IBC INNOVATION AWARDS The IBC Innovation Awards for 2023 will take place on Sunday 17th in the Premium Lounge, with a reception commencing at 6pm. The winners of the three Innovation Awards - Content Creation, Content Distribution and Content Everywhere - will be revealed, and a Special Award will be presented. We will hear from each of the winning projects. The Award for the Best Technical Paper will also be given. The event will culminate in the presentation of the coveted International Honour for Excellence.
---------------	---

# EXCLUSIVE REPORT

Premium Pass holders will have exclusive access to Omdia's latest research focused on the current hot topic of gaming IP and its meteoric rise across the entertainment industry. Download the report at <https://show.ibc.org/ibc2023-premium-report>



## ADDITIONAL CONTENT PROGRAMME

Your Premium Pass also provides access to all the content programmes taking place throughout IBC. This includes:

- 2-day high level Conference programme  
15-16 September, Forum
- Conference Welcome Drinks  
15 September, 17:00 Forum Lounge
- Technical Paper programme  
15-16 September, Room E102
- 2-day Changemaker programme  
17-18 September, Forum
- Social Impact Awards  
17 September, Forum, 16:30
- Changemaker Networking Event  
17 September, Forum Lounge, 17:45
- Showcase Theatre  
15-18 September, Hall 12
- Innovation Stage  
15-18 September, Hall 3
- Content Everywhere Stages  
15-18 September, Hall 5
- Owner & Partner Programme  
17-18 September, Room E102/E105

## ADDITIONAL CONTENT PROGRAMME

The full content agenda can be found on the IBC mobile app or the show website at [show.ibc.org](https://show.ibc.org)

## HOW TO ACCESS THE LOUNGE

When you arrive at the RAI, head to Entrance E and the Premium Pass Registration Desk where you can collect your badge. You will then be directed to the Premium Lounge where a host will greet you.

If you would prefer you can pick up your badge from any registration desk at the RAI or at badge collection points at the airport, train station and various hotels.

Get IBC Ready at [show.ibc.org/ibc-ready](https://show.ibc.org/ibc-ready)

Finally, in order to make the most out of your visit, plan in advance via the attendee portal and the IBC mobile app.

