



IBC2023 SHOW REPORT



IBC2023 IN NUMBERS:



43,065

Total attendees
16% increase



29,992,830

Estimated PR coverage reach

105+

Hours of content

325+

Number of speakers

1,250+

Exhibitors



351

Press &
Analyst
attendees



534

Conference
delegates

130+

Media partners

11,000+

Sessions attended



170,031

Badges scanned

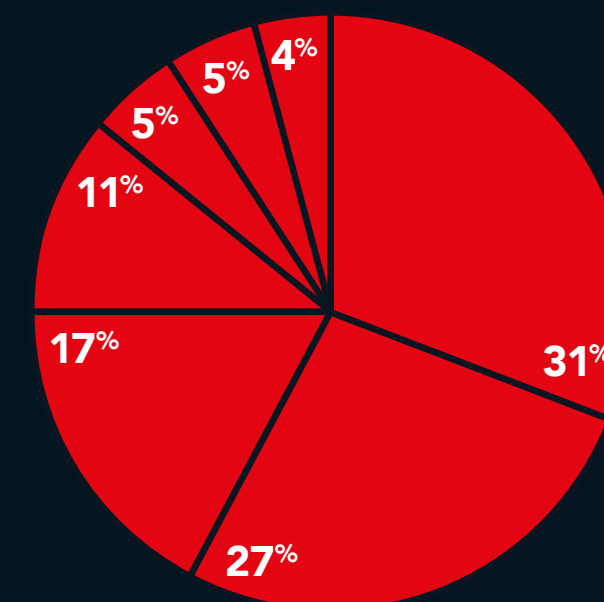
8

Qty of
Accelerator
Projects



1,948,513

E-Daily's delivered in 2023



Job roles:

C-Suite, VP, EVP, Director & Above **31%**
Manager / Head of Dept **27%**
Pro Engineer / Developer **17%**
Entrepreneur / Freelance **11%**
Student / Intern **5%**
Executive / Assistant **5%**
Editor / Publisher / Journalist / Writer / Photographer **4%**



60K

IBC365 page views in September

196K

IBCShow page views in September

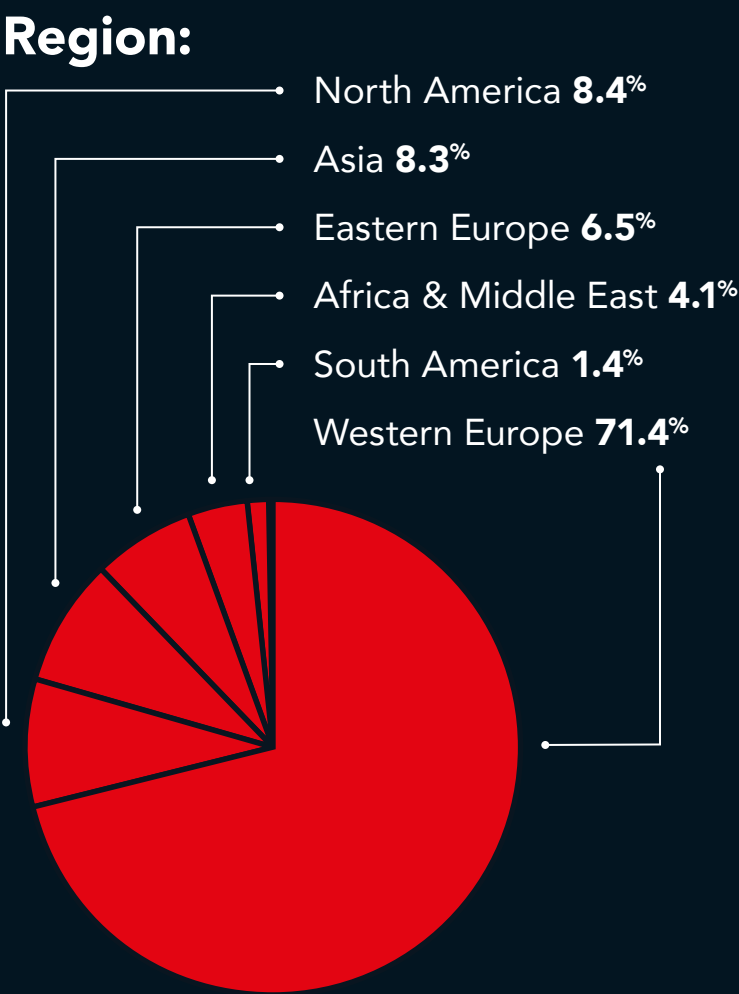
IBC2023 IN NUMBERS:

Attendees from over

170 countries

Top 10:

Netherlands	21%	Belgium	5%
UK	16%	Italy	3%
Germany	10%	Spain	3%
United States	8%	Poland	2%
France	6%	Sweden	2%



1.3M

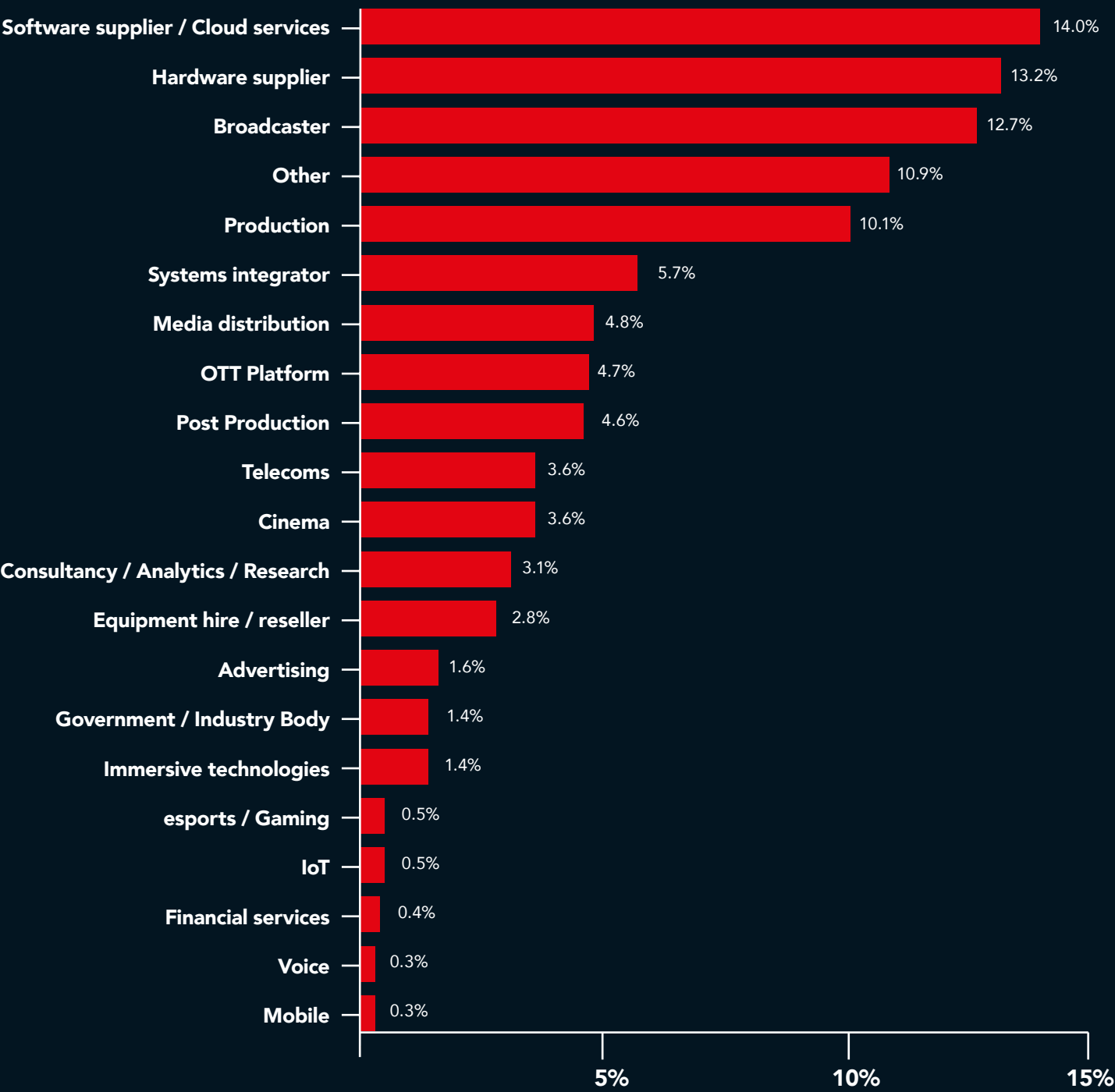
Impressions across
IBC Social Profiles

129,926

Total video views



Core business split:





IBC2023 KEYNOTE SPEAKERS:



MARCO TEMPEST
CREATIVE TECHNOLOGIST,
NASA JET PROPULSION
LABORATORY AND FOUNDER,
MAGICLAB.NYC



SADIE GROOM
CEO, BUBBLE AGENCY,
FOUNDER, RISE



ALEXANDRA HUSSENOT
CEO – ENTREPRENEUR-
BOARD ADVISOR, WOMEN
IN IMMERSIVE TECH



PAUL PASTOR
CHIEF BUSINESS OFFICER
AND CO-FOUNDER,
QUICKPLAY



JABBAR SARDAR
GLOBAL HR DIRECTOR,
BBC STUDIOS,



LISA COLLINS
MANAGING DIRECTOR,
DOVETAIL CREATIVE



ALLEN BROOME
CEO, MEDIAKIND



SOUMYA SRIRAMAN
PRESIDENT OF STREAMING,
QURATE RETAIL GROUP



EVAN SHAPIRO
MEDIA CARTOGRAPHER,
CEO, MINA FOUNDATION



LEAH HOOPER ROSA
SVP, HEAD OF STREAMING EMEA,
WARNER BROS. DISCOVERY



AKWASI ANSAH
FOUNDER AND CREATIVE
DIRECTOR, OMROEP ZWART



WINCIE KNIGHT
SVP GLOBAL INCLUSION,
INTERNATIONAL MARKETS,
PARAMOUNT GLOBAL



IAN NOCK
VICE CHAIR, IET MEDIA



DEX HUNTER-TORRICKE
HEAD OF GLOBAL
COMMUNICATIONS & MARKETING,
GOOGLE DEEPMIND



LEWIS SMITHINGHAM
SVP OF INNOVATION &
CREATIVE SOLUTIONS,
MEDIA.MONKS



BARBARA LANGE
PRINCIPAL & CEO,
KIBO121



MARION RANCHET
FOUNDER, THE LOCAL
ACT CONSULTANCY



WESA AAPRO
CREATIVE TECHNOLOGIST
AND FUTURIST, YLE



RALPH LEE
CEO, BBC STUDIOS



MARIA INGOLD
STRATEGY & INNOVATION CTO,
MIREALITY



KISHORE KRISHNAMURTHY
CTO, ZEE



SCOTT LAWRENCE
SVP VERIZON BUSINESS
GLOBAL SOLUTIONS, VERIZON
BUSINESS GROUP



SCOTT YOUNG
SVP CONTENT AND
PRODUCTION, WARNER BROS.
DISCOVERY SPORTS EUROPE



MARIA RUA AGUETE
SENIOR RESEARCH DIRECTOR,
MEDIA & ENTERTAINMENT,
OMDIA

TOP BRANDS EXHIBITING AT IBC2023:



VIEW THE FULL EXHIBITOR LIST [HERE](#)

IBC2023 TESTIMONIALS:

“ Things move very quickly. I don't need to tell people that. It's really important to put yourself in a place where your imagination might be sparked from many different directions globally. Only at something like IBC can you achieve all of those things in one space over quite a short period of time.

Fiona Campbell,
Controller Youth Audience, BBC iPlayer and BBC Three – BBC

“ IBC is one of those places where you can just really get together and share ideas, both with manufacturers, but also with other broadcasters. And that for me keeps us relevant and keeps us all talking about the right problems.

Ian Wagdin,
Senior Technology Transformation Manager, BBC R&D

“ You can feel the buzz, both outside coming in, but then actually on the floor. I think there's just so much opportunity to think about the future in a meaningful way. The connections you can make here with like-minded people and trying to get under the bonnet of all the opportunities of what future technology and industry could bring. There's no other place like it that I know of. So I'm very excited to see more.

Matt Risley
Managing Director of 4Studio, Channel 4

“ Every time I come to IBC, I learn something new. I attend the Showcase Theater. I walk around. I talk to many people. It's a great place to come and learn and get ready for the future.

Terri Davies,
President, Trusted Partner Network

“ What's incredibly important about a large trade show like this is the human interactivity that you get by bumping into people who you would not have bumped into in your home city. Learning about new technologies and new trends in the industry, which again, you wouldn't have picked up unless you were here.

Eddie Hamilton,
Editor A.C.E

“ IBC is so important because it provides a venue for the community to come together. When you're able to come together with customers and partners, you're able to ideate and you're able to provide diverse perspectives that would normally not be able to come out. That's good for business and it's good for the people that we serve.

Samira Bakhtiar
Director, Global Media & Entertainment – Amazon Web Services

IBC2023 DAILY HIGHLIGHTS:



CLICK ON ANY IMAGE
SHOWN TO WATCH THE
HIGHLIGHTS VIDEO.

IBC2023 MEDIA PARTNERS:





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 IBC2024

13-16 SEPTEMBER, THE RAI, AMSTERDAM

SCAN TO REGISTER YOUR
INTEREST FOR IBC2024





THANK YOU

For enquiries contact sales@ibc.org



EMPOWERING CONTENT EVERYWHERE