ACCELERATOR INNOVATION PROGRAMME
MARKETING & PR CAMPAIGN ACTIVITY
IBC created the Accelerator Programme to support the media & entertainment technology sector with a framework for agile, collaborative and fast-track innovation.

The programme is supported by a 12 month campaign which includes promotion across all key marketing channels as well as extensive content marketing and Accelerator specific events.

2022 PARTICIPANTS & CHAMPIONS INCLUDED:
Emails are distributed to over **199,632** industry professionals from around the world through IBCShow and IBC365 databases.
Dedicated Accelerator homepage and inner pages on Accelerator projects are hosted on IBC Show website. The IBC Show website has 377,610 annual unique users and 3,460,442 annual page views.

IBC Accelerator Homepage
Mention of all projects

Show Website

Where Innovation Has No Limits

ACCELERATOR MEDIA INNOVATION PROGRAMME

AH Trafalgar Framework for the media & entertainment ecosystem
IBC created the Accelerator programme in 2019 to support the media & entertainment industry with a framework for agile, collaborative, and fast-track innovation with a unique-half-way company project-based approach. The programme focuses on leveraging the latest technology and scalability to achieve world-class outcomes. The programme has the ability to test new ideas and capabilities in real-world settings.

IBC Accelerator Project
Overview of projects and participating brands spotlighted

SYNTHETIC HUMANS FOR THE METAVERSE

The Challenge:
The aim of this brand new Accelerator is to present two different use cases based on synthetic humans: the first one is a gritty reality filled with the iconic tones of Maria Callas, and the second is a photorealistic sign-language interpreter to address important aspects of accessibility in broadcasting. These two distinct use cases will aim to demonstrate how synthetic humans can be used to captivate audiences in visually stunning and emotionally moving and interactive ways.

Objectives:
Both Proof of Concept workshops will explore a spectrum of production techniques, such as photorealistic workflows and multiple motion capture technologies, so that synthetic humans can accurately and aesthetically replicate human movements, facial expressions and voice, to create and publish more believable, Photoreal characters. The final POC results will aim to showcase digital actors to allow for endless storytelling possibilities that can be used to enhance traditional media such as television programs, live air presenting and broadcasting.

2023 Accelerator Media Innovation Projects

AUTHENTICATED DATA
SYNTHETIC HUMANS
REAL-TIME XR
CONNECT & PRODUCE
Throughout the year the Accelerators will be included in a series of IBC press releases leading to coverage in leading broadcast and media tech publications. These press releases are amplified on social media and the show website. The Accelerator projects are also supported by interviews and wider editorial which appear in industry press as well as IBC365 and the IBC Daily.

IBC MEDIA PARTNERS COVERAGE INCLUDED:

IBC UNVEILS EIGHT GROUND-BREAKING ACCELERATOR MEDIA INNOVATION PROJECTS SELECTED FOR 2023

- Breakthrough projects span 5G-enabled immersive sport experiences and live performances, anywhere cloud & edge production, digital synthetic humans & sign language accessibility, metadata-powered content targeting, and more.
- Final proof of concepts showcasing the innovative solutions explored and project demonstrations will be presented on the Innovation Stage at IBC2023, 15th-18th September

London – 4 April 2023 – IBC2023 announces the selection of the latest series of eight new projects for the acclaimed IBC Accelerator Media Innovation Programme, supported by world-leading and new industry players from across the media, entertainment and technology world. The programme, which provides a framework for

IBC2022 Set to Deliver Exciting Innovations Face-to-face as Exhibitors, Partners, Accelerators and Others Gear Up

- Over 1,250 organisations ready to unleash innovations live after two years of accelerated media and entertainment advances
- Discussions, demos and case studies on pioneering tech taking place on show floor theatres around the RAI Amsterdam
- Final proof of concept results and demonstrations of Accelerator projects to be presented on IBC Innovation Stage

London – 25 August 2022 – IBC2022 is set to deliver exciting innovation across the show floor when the event goes live once again at the RAI Amsterdam on 9th-12th September, returning as a face-to-face event after two years of virtual formats. With over 1,000 exhibitors confirmed for this year’s show, IBC2022 will be the place to see the latest technology releases from established names and exciting start-ups across the media and entertainment value
IBC365

Accelerator content is often promoted on our IBC365 website (721,608 annual unique users, 3,560,417 page views, 104,000 subscribers) and IBC365 Newsletter (50K subscribers).

IBC Accelerator Tab
Landing page for all IBC Accelerators

IBC365 Accelerator Content
Interviews with project participants and champions
Video discussions surrounding project updates
Accelerator coverage across all of our social platforms includes: Instagram, LinkedIn, Twitter and Facebook, with post going out to thousands of industry professionals and companies. TikTok launching June 2023.
IBC provides high quality video content of the Accelerator projects, with coverage of the kickstart event pitches and interviews, IBC Show session recordings and an Accelerator project show reel. These videos are published on the IBC YouTube channel with 2,44k subscribers and the videos are available for you to share to your social media database. Final POC result presentations are also published.

Accelerator YouTube Videos Include:
- Accelerator pitches
- Accelerator interviews
- Accelerator IBCShow session
- Accelerator showreel
Range of personalised banners created for accelerator project participants used by IBC to promote the accelerators across our social platforms, website and emails, but also available to projects to use for individual promotion. IBC also produce a personalised marketing tool kit for each project team with a range of assets.
KICKSTART DAY

A full day programme with key insights, discussions and pitches on the critical innovation themes within the media and entertainment sectors.

Top professional media industry peers attend to assess which project teams to join as a Champion or Participant to work on innovative solutions to the project challenges presenting final POC results at IBC.

Marketing Support

Video content of each pitch will be produced by IBC along with short form interviews and testimonials. These are shared across all IBC marketing channels.

Press releases to announce Kickstart Day and the successful Pitches

IBC365 article – editorial to announce the event and post event round up

Email marketing to IBC database to drive attendance to Kickstart Day
Accelerator sessions are spotlighted on **IBC info screens** located at several points throughout the venue and played throughout the whole duration of the show.

Dedicated **Accelerator Zone**. Home to all 8 projects, with individual stands where project teams can showcase their innovation and visitors can come to learn about the accelerators.

**Innovation Stage**. Each project has the opportunity to present their concept live on stage during IBC.

Features in the **IBC Daily** which is both printed and handed out at the IBC show, alongside being published on IBC365 and highlighted in emails throughout the show. Accelerator projects receive a solus article – an interview with a project member, an outline of the project and highlight of show session date and time.
The Accelerator Programme is supported by a variety of networking events and speaking opportunities throughout the year. Highlights from the 2023 programme include:

Mobile World Congress Networking Event - Feb

NAB Drinks - April

SMPTE Media & Entertainment Conference - June

Soho Media Club Be You Festival - July

IBCShow - September
WHERE
INNOVATION
HAS NO LIMITS

For any questions, please email the team at accelerators@ibc.org