



# IBC Accelerator Media Innovation Programme 2024 Submission Guidelines

## SECTION 1: INTRODUCTION & ACCELERATOR EXPLAINER

Hello and welcome to the IBC Accelerator Media Innovation Programme.

To propose an IBC Accelerator Challenge for 2024, please complete the submission form [here](#) using these guidelines to clarify some of our key elements of the programme. It is important that you read these Submissions Guidelines *before* submitting your proposal in order to fully understand the core criteria, selection process, fee structures, commitment required and timelines of the programme, which will all help you complete the Submission Form.

Importantly, please note the deadline to submit your Media & Entertainment Business or Technology Challenge for 2024 is **Monday 15<sup>th</sup> January 2024**. After this date our team may be unable to accept your project proposal.

Space on the 2024 Accelerator programme is limited to a maximum eight innovation projects, so it is important that your proposal is presented with clear and concise descriptions, focusing on business value and benefits, the proposed solutions to be explored and of course the innovation derived from the project that will be the core of the project's objectives.

### HIGH LEVEL OVERVIEW OF THE ACCELERATOR PROGRAMME

The IBC Accelerator Programme is designed to support digital transformation in the media & entertainment industry in several ways:

- To accelerate the understanding of breakthrough new and emerging technologies via fast experimentation and hands-on, multi-vendor learnings - devising and validating new workflows, methodologies and architectures that can be applied to real world use cases, in a safe and trusted environment.
- To support the buyers and end users of technology (the Champions of the project) with an advance understanding of new capabilities, techniques and possible combinations of the latest vendors' solutions. Please see below for definitions and roles of both Champions, and Participants.
- To drive open and forward-thinking collaboration so that learnings are leveraged across the media & entertainment industry, for the benefit of the industry.
- All concepts, ideas and submissions for Accelerator projects should be focused on the critical business or technology challenges of today for the industry.
- Challenges and projects are required to be scoped with realistic goals, within our four-to-six month timeframe for solutions to be explored and finalised in time to showcase at the IBC Show (**13-16 September 2024**).
- All submissions will be reviewed by IBC until January 15<sup>th</sup>, 2024, and if the evaluation is successful, IBC will invite successful applicants to pitch the challenge in person at our Accelerator 'Kickstart Day' event in Q1 2024 in London (date and location tbc). A maximum 12 projects will be invited to pitch.



## SUCCESSFUL APPLICANTS & IBC KICKSTART DAY (Q1 2024)

**IBC Kickstart Day** is where media industry technology leaders come together to both pitch their Challenges and also assess other projects they may wish to champion or participate in. The event is where project teams of '**Champions**' and '**Participants**' come together to form teams for these challenges.

Please see below for definitions and roles of both Champions, and Participants.

All submissions must be formerly supported by at least two Champions who have agreed to commit to the project and under-line their support via presence for the live pitch on stage, either physically or via video - at the IBC Kickstart Day event in Q1 2024.

The goal for each challenge submitted is to present a compelling case for why the project is needed to solve a critical industry challenge and also identifies possible solutions, highlighting specific areas of tangible innovation to explore for the project's Proof of Concept.

The response to the selected pitches at Kickstart Day and the level of industry interest in them, enables IBC to select eight projects that will go forward as official Challenges for the IBC Accelerator programme in 2024.

## PROJECT FEES

IBC's Accelerator Programme is funded through a combination of sponsorship and fees for participating in the programme. The fees help to cover and provide a number of aspects of the programme, notably IBC's facilitation and management of projects, the Kickstart Day event, the marketing & pr campaign that supports the programme throughout the year, plus the physical, onsite IBC Accelerator Zone where all eight projects have pods will be showcased, and the Innovation Stage live sessions which form the heart of IBC 2024.

**Champions pay an annual registration fee** of £3,000 to be involved in the Accelerator Programme, regardless of the number of projects they propose or support.

**Participant fees** are tiered based on annual revenues of the organisation, per the below table.

**Other Project Members:** Academic Institutions, industry associations & bodies, in addition to other vertical industry organisations that can either provide expertise or benefit from media innovation are welcome to propose, submit or join Accelerator projects. Please contact the IBC Accelerator team at [accelerators@ibc.org](mailto:accelerators@ibc.org) to ask for details of fees for these organisations.

These fees are applicable post issue of an IBC contract and signature, at the point where the projects proposed are selected by IBC after Kickstart Day, to go forward as one of final eight projects for 2024.

Participant Fees (based off annual revenues (GBP))	Category	Participant Fee (GBP/USD) Hybrid Event Showcase
<£500k	A	£1650 / \$2,000
< £1million	B	£5,000/ \$6,000
£1million to £100million	C	£10,000/ \$12,000
£100 million to £250 million	D	£13,000 /\$15,758
£250 million+	E	£18,000/ \$15,000



At the early stage of the application process, we don't expect that full teams will be in place or have met all the requirements for the project to be green lit by IBC. However, you must have at least the confirmed support of at least two Champions, as well as a good idea of Participant expertise the project will need to develop solutions for the Challenge.

The more Champions and Participants that you can recruit from the outset will benefit the planning stage for the project significantly.

Post Kickstart Day in Q1, when a project has been selected, the IBC Accelerator team will provide support for matchmaking and project recruitment to engage additional Champions and Participants with an interest in the challenge and provide compatible expertise to achieve the goals of the project to help you succeed.

## **PROGRAMME BENEFITS:**

### **PR & Marketing:**

If your project is selected to be part of the IBC Accelerator Programme for 2024, your participation includes invaluable media & entertainment sector brand and PR exposure for you and your organisation across IBC's key media platforms and media partners e.g. IBC's website, IBC365, podcasts, social media, press releases and features with a host of influential media partners. In addition, there is significant exposure for the Accelerator Programme on the ground at the IBC Show in Amsterdam, on stages, on the show floor and more.

### **Year-Round Customer/Supplier Engagement**

Importantly, the Accelerator programme has been welcomed and embraced because it brings year-round engagement and interaction between Champions and Participants, buyers and sellers as well as valuable visibility *throughout the year*, not just at IBC itself.

### **IBC Accelerator Programme Project of the Year Award:**

The prestigious IBC Accelerator Project of the Year Award 2024 will be awarded to the top project as reviewed and judged by our independent jury of media professionals. All projects showcased at IBC are in the running for the award, judged on Final PoC and Showcase sessions assessed as key materials presented during and after IBC show, with the award winner announced live at the following Kickstart Day.

### **Central Show Floor Presence at IBC**

An Accelerator Zone – featuring all eight projects and teams selected in 2024 – will be a central feature of IBC Show in 2024 situated alongside the Innovation Stage. Each project and team have a pod and screen to showcase their project solutions, with branding of both Champions and Participants in the project.

## **SPONSORSHIP OPPORTUNITIES**

The IBC Accelerator Programme has attracted some world leading technology organisations to support the programme, such as AMD and Microsoft in 2022 and 2023. The 2024 cycle offers several tiers of sponsorship with additional benefits and exposure in and around the programme, right from the start of the cycle through pre-Kickstart Day promotion through to IBC2024 itself.

If you are interested in learning more about these high-profile opportunities, please contact our Accelerator Team [accelerators@ibc.org](mailto:accelerators@ibc.org).



## SECTION 2:

### GUIDANCE FOR COMPLETING THE QUESTIONS ON THE SUBMISSION FORM:

#### Question 1: Are you submitting this proposal as a Champion or a Participant?

Per above: There are two distinct roles in Accelerator Projects - Champions and Participants:

**Champions** are the buyers or end users of the solutions e.g. broadcasters, studios, platforms, technology game engines, content owners and providers. In your proposal, you should define the business challenge that Champions would like to address and why. Champions also help to develop the project use cases and evangelise the solution within their organisation and to the wider industry, providing regular feedback on progress. There can be multiple Champions and Co-Champions supporting the project, but every submission requires **a minimum of two** to be confirmed Champion to meet submission criteria.

**Participants** are the sellers of technologies, solutions and services i.e. manufacturers, software and application and software developers, systems integrators, etc. Participants help design the solutions collaboratively with the guidance of Champions and alongside other Participants, culminating in a PoC demonstration at the end of the 4–6-month project cycle. There must be a **minimum of four** Participants working in an Accelerator project.

**Other:** Academic Institutions, industry associations and bodies in addition to other vertical industry organisations that can either provide expertise or benefit from media innovation are welcome to propose or join projects, though must also bring two Champions to support the proposal and pitch. Please contact the IBC Accelerator team to ask for details of fees for these organisations. E: [accelerators@ibc.org](mailto:accelerators@ibc.org)

#### Question 2: Proposed Project Name (and organisation details)

Please consider a short title that is as descriptive of the proposed project and yet is as compelling and succinct as possible - at this early stage. The proposed title can be refined and amended later, if selected to go forward to the Kickstart Day event.

Please also complete the details of your proposed project team, including:

- Proposed Project Leads. These can be either from your own organisation or others identified to take a leading part in the project at this stage
- At least two supporting Project Champions. Note: You may not yet have a complete team in place at submission stage, but you must have as a minimum two Champions that are confirmed and willing to buy into the project concept, aims and goals as well as join the pitch by the team at the Kickstart Day event in Q1 2024 (should the proposal be approved to go forward).
- Other confirmed or potential Participants/ Vendors with the key additional expertise required to complete the project team.

**Please note:** A project application may not be fully approved to proceed without meeting the minimum number of confirmed Champions (2) and Participants (4) at the outset.

#### Question 3: Summary of Proposed Project

Please provide a short (100 word) summary of what a supporting Champion would like to achieve or understand better or experiment within the context of your project. Please ensure that the proposed solution is achievable within the timescale available (4-6 months) i.e. ahead of the IBC show, where the project's PoC will be showcased and discussed.

It is key to ensure that the challenges address the needs of the buyers of technology, especially in new or nascent technologies.



#### **Question 4: Confirmed Champions supporting this project**

Each project proposal submitted must have the confirmed support of at least two Champions, as well as a firm idea of Participant/ vendor technical expertise required to develop solutions to the Challenge. Recruiting Champions (and additional Participants) to the team from the outset will ensure that the projects get off to the best start and quickly gathers momentum.

#### **Question 5: Project Co-Leads**

You must identify at least one project lead that will be the key contact to drive the project forward from the outset. Project co-leads are optional. Both these roles can either be from your own organisation or from Champion or Participant project member organisations.

#### **Question 6: Challenge Statement / Objectives**

Please describe as succinctly as possible, the specific Media & Entertainment business or technology problem or challenge that your project aims to address.

This should be based on the need to solve a very specific problem that Champions (buyers of tech & services) currently have, with a need to solve and not on a solution that has already been developed and is available or soon to be launched on the market.

In other words, the Accelerator programme is about new and tangible innovation and experimentation to solve complex problems of the Champions, it should not be considered as a vehicle to showcase or demo existing products, services or solutions.

#### **Question 7: Innovation Statement**

The most important question! Please provide a very specific description of the innovation that will be developed through the Accelerator project, focusing on what would be genuine and unique about the solution derived through the project, in the context of how it will move the industry forward and how it could be game changing for Champions.

#### **Question 8: Extension to a previous Accelerator Challenge?**

Accelerator Projects frequently develop into two or even three-year phases, or teams come back with new challenges. If your proposal is an extension of a previous Accelerator, please identify the differences between this year's proposal and the previous years' project, and the reasons to continue (e.g. a new angle to the challenge you will be exploring, a new use case; new core team members with new innovation, etc). If not, please leave blank.

#### **Question 9: Define Success of the Project**

It is important to project a vision of what will be possible should this challenge be solved i.e. What is the significance of solving this problem for your organisation and more broadly, for the industry? And what will it enable you and/or the wider industry to do that they cannot do today?

#### **Question 10: Project Scope & Team Expertise**

It is very important that the project scope is achievable within a realistic four-to-six-month timeline between early March to mid-September 2024. Please provide further detailed information on the scope of your project proposal, and the specific areas of expertise required for the team so that IBC can help recruit additional team members with appropriate expertise.



### **Question 11: Workstreams**

It might be difficult to envisage whether the project needs to be broken into separate workstreams at this stage, but if you can envisage separate areas of focus at the outset, this will further help in the recruitment of participants with the appropriate skills, solutions and product sets to support development from the start.

### **Question 12: Interdependencies**

Accelerator projects can be a tremendous environment for leveraging the benefits of or understanding the complexities of new standards, especially in the context of interoperability. Projects can also be significant for forging a very early path toward the standards processes. Therefore, understanding whether the proposal leverages the work of standards bodies, industry groups can help IBC tap into expertise within these groups, such as SMPTE, IET, IABM, IEEE, etc

### **Question 13: Additional Champions & Participants- your “wish-list”**

To reiterate, it's critical that you have the committed support of at least two Champions to support your project from the submission stage onwards. However, you should list here any other potential Champions and Participants that you would like to engage with to help support your project proposal and whether you have either already reached out to discuss their involvement at the time of this submission, or if you would need our help with facilitating an introduction.

### **Question 14: Please enter any other relevant information**

Any additional information pertinent to the proposal is welcome – if you have any workflow charts, presentations, technical papers, documents and articles that provide further background or context to your proposal, please send them to [accelerators@ibc.org](mailto:accelerators@ibc.org) clearly stating the title of the project that you have submitted with 'FURTHER SUBMISSION MATERIALS'; in the subject line