

PRESS RELEASE

IBC2023 Picks Up Momentum as Global Players Drive Demand for Show Floor Space and Key Exhibitors Expand their Footprint

- *Bookings have boomed since the start of May with over 80 companies signing contracts – taking the total to over 1,000*
- *Many returning exhibitors are increasing, even doubling their show floor space*
- *New IBC Exhibitor Steering Group brings new energy, as it aims to offer "guidance, expertise, and strategic direction"*

London, 19 June 2023 – [IBC2023](#) continues to build momentum with a number of major industry players boosting their space on the show floor and the whole event seeing strong exhibitor bookings as the global media and entertainment community prepares to converge on the **RAI Amsterdam September 15th to 18th**. Since the beginning of May, more than 80 exhibiting companies have signed contracts with IBC, bringing the current total booking stands at this year's show to over 1,000 – including 100-plus new exhibitors. This surge comes just as the new **IBC Exhibitor Steering Group** has become active, setting out to provide "guidance, expertise, and strategic direction" on exhibitor-related activities and initiatives throughout the show process.

"We're seeing tremendous demand for space at IBC2023, having already passed the 40,000 square metres mark in terms of exhibition space – up from the final figure of 37,000 (sqm) for last year's show," says **Steve Connolly, Director at IBC**. "Some of this growth is being driven by global companies taking as much as double the space they did previously, and if necessary, moving halls to do it. We are seeing a lot of enthusiasm from exhibitors – not least from the members of the Exhibitor Steering Group, who have brought a whole new level of energy and evangelism to their dealings with the IBC team, each other, and other exhibitors."

Connolly said that **Gravity Media, LTN, Ross Video, and Zixi** are among the brands increasing the space they are taking on the show floor. The wave of IBC bookings since the start of May includes **Amagi, AWS, Cisco, Comcast, Deluxe, IMAX, Google Android, and Prime Focus**. Other prominent exhibitors that have already booked space include **ARRI, Blackmagic Design, Bridge Technologies, Canon Europe, EBU (European Broadcasting Union), Evertz Microsystems, EVS Broadcast Equipment, Fraunhofer Digital Media, Harmonic, HP, Lawo, MediaKind, Microsoft Corporation, NEP Group, Orange, Riedel Communications, Sennheiser, Tata Communications, Telestream, and Vizrt Group**. Among the exhibitors making their IBC debut in 2023, **LG** leads a substantial contingent of companies from the Asia Pacific region.

Demand for space at IBC is peaking just as the membership of the [Exhibitor Steering Group](#) has been finalised, and the group is preparing for its first official meeting after holding a preliminary gathering at NAB Show in April. The latest members to be announced include: **Martin Bennett, Group Marketing Director at Audiotonix; Silvia Candido, Vice President of Global Marketing at ATEME; Carl Fergusson, Head of Portfolio Development at MediaKind; Christelle Gental, Vice President of Marketing at Synamedia; Thomas Gunkel, Marketing**

Director Broadcast at Skyline Communications; and **Katharine Guy, Marketing Director at EditShare.** In all, the IBC Exhibitor Steering Group now has 22 members, plus **Chair Lisa Collins, Managing Director at Dovetail Creative.**

The group is to meet online four times a year and in person twice (at IBC and NAB Show). In outlining the group's roles and responsibilities, Collins states that these include being active in developing strategic plans and goals for IBC, taking part in special working groups such as diversity and sustainability initiatives, and evaluating exhibitor performance and overall success – including soliciting feedback from other exhibitors.

"We had an initial informal meeting at NAB Show in April, and it was exciting to see the passion of everyone there," Collins notes. "We are already seeing from them great ideas that can be implemented. There is an infectious enthusiasm and collaborative spirit that will propel the group – and IBC itself – forward. IBC is counting on this group to keep it ahead of coming trends and practices. What's more, IBC is doing the listening and not the telling – which is critical to the success of the group and the show."

Connolly adds that understanding precisely what exhibitors need has become increasingly crucial for IBC, as companies need to show Return on Investment (ROI). He sees the Steering Group both enabling IBC to ensure its exhibitors get the ROI they need and helping the exhibitors themselves by providing a mentoring resource – especially for newcomers to the show.

"It's not just about showing up and doing your usual thing," he explains. "You've really got to demonstrate that you are getting what you need out of your investment in IBC. And I think this group of industry people is really well positioned to assist other exhibitors in doing that by helping them to operate more effectively and efficiently at the show."

To **register as a visitor** to IBC2023, click [here](#).

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Note to Editors:

To register for **press accreditation** at IBC2023, click [here](#).

About IBC

Delivering innovation and empowering people, IBC is where the future of the global Media and Entertainment industry is defined and actioned. Energising the market, enabling content everywhere and inspiring new conversations, IBC brings the creative, technology and business communities together to collaborate, learn and unlock new opportunities.

At IBC 2023, exhibitors and speakers from around the globe will showcase game-changing innovations and tackle the media sector's most pressing trends and issues – changing perceptions and meeting the needs of

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**EMPOWERING
CONTENT
EVERYWHERE**

the world-leading broadcasters, content owners, rightsholders, service providers and others attending the four-day conference and trade show.

With a focus on inclusivity, IBC propels change – driving thought leadership, sparking discussion, shifting expectations, accelerating creativity and enabling real business outcomes. IBC's mission is to empower our 250,000-strong global community to explore new opportunities, build knowledge, and play an active role in the technological transformation and broader change sweeping the industry worldwide.

For further information, please visit: <https://show.ibc.org/>

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