



## **IBC Accelerator Media Innovation Programme Frequently Asked Questions**

### **What are IBC Accelerator Media Innovation Projects?**

IBC created the Accelerator programme in 2019 to support the media & entertainment industry with a framework for **agile, collaborative** and **fast-track innovation**. It is based on a multi-company, project-based approach to solving complex media and entertainment business and technology challenges.

Accelerator challenges are defined and developed by media organisations themselves, facilitated and managed by IBC, with collaboration at the core. They focus on addressing and solving challenges set out by end users and buyers (Champions) of media & entertainment technology, products and services, working to develop innovative solutions over an intensive four to six months project path.

The solutions are then showcased as Proof of Concepts at the IBC show – the next in 2023 (15-18 September 2023). Some 27 Accelerator projects have been delivered via the Accelerator programme, involving over 150 organisations, since 2019.

### **What is the purpose of IBC Accelerator programme?**

The Accelerator programme is designed to address a wide range of challenges and opportunities disrupting the sector through a hands-on approach to experimenting with real world media use cases. They could encompass aspects of many media sector challenges today such as digital transformation and the shift to IP across the content supply chain; the rapid evolution of IP-enabled technologies such as Cloud, AI, Voice, IoT, and new immersive content possibilities through VR, AR and XR. All of these will bring new creative, production & distribution opportunities to content providers and owners.

Connectivity is of course crucial for innovation in all these areas, so the ongoing evolution of 5G and rollout of fibre are critical enabling success factors. Other challenges could focus on any aspect of industry innovation across the value chain, such as the waves caused by disruptive new platforms, the need to build sustainability into technology solutions, and content and technology security – as examples.

The Accelerator framework addresses specific 'bite size' challenges within these 'big picture' industry challenges and opportunities. The primary aim of the projects is to prototype solutions based on existing standards and best practices, and to demonstrate the business value that can be achieved from implementing collaboratively developed solutions. Accelerators can result specifically in the development of new products and services for the market, as has been the case with projects in all Accelerator projects to date.

### **Why is IBC behind this, and what will its role be?**

In convening the media & technology sector, IBC brought together more than 37,000 attendees and over 1,000 exhibitors to its show in Amsterdam in 2022, after two years without a physical show due pandemic. Through the Accelerator programme, IBC recognises a responsibility to support the industry ecosystem in driving innovation, for the good of the broader industry. IBC's goal is to facilitate, support and manage the development of projects, from the submissions and pitching process, to recruitment of team member Champions & Participants through to and marketing of the projects and support to disseminate their outcomes at project conclusion at the IBC show.

The Accelerator Media Innovation programme is fully supported by IBC's Board/ Owners, including IABM, IET, IEEE Broadcast Technology Society, The Royal Television Society, The Society of Cable Telecommunications Engineers (SCTE) and the Society of Motion Picture & Television Engineers (SMPTE).

### **What Accelerator projects were delivered and showcased at IBC2022**

Eight innovation projects were delivered through the Accelerator Programme in 2022. Further information about each project along with video discussions and final showcase demonstrations of their solutions can be seen on [IBC's website, here.](#)

The projects' Champions and Participants were:

- **5G & the Arena of the Future for XR Events:** Champions – Vodafone, ESL/Weavr, Hado, Warner Bros. Discovery, DAZN, Olympic Broadcasting Services, Kings College, London, University of Surrey, Production Park, Participants: AMD, Microsoft, Net Insight, Noitom, ProMod Esports Productions, uniqFEED, and ICVR.
- **5G Remote Production (In the Middle of Nowhere):** Champions ; BBC, BT Sport, BT Media & Broadcast, RTE, TV2, Olympic Broadcasting Services, Paramount and Warner Bros. Discovery, University of Strathclyde, Scotland 5G Centre, Neutral Wireless. Participants: AMD, Microsoft, Net Insight, Zixi, HAIVISION, Singular.Live, Nulink, AWS, Vislink
- **Cloud Based Live Events, Analytics and Low Latency Protocols**  
Champions: Olympic Broadcasting Services, DAZN, BT Sport, BT Media & Broadcast, BBC, ITV, Warner Bros. Discovery, TV2, Paramount. Participants: AMD, Microsoft, Zixi, Net Insight, Singular.Live, THEO Technologies, Native Waves, Media Kind, Tag Video Systems, Grass Valley
- **Cloud Localization Blueprint:** Champions: Warner Bros. Discovery, The Pokemon Company International, ITV. Participants: Fabric, Rightsline, Iyuno-SDI, SDVI, AWS, Vidispine, Codemill, EIDR, LMT
- **Next Generation news studio:** Champions: TV2, BBC News, Production Park, Warner Bros. Discovery, BBC, Reuters Participants: NxtEdition, Singular.Live, White Light
- **6DOF Audio-Led Narrative and Music Experiences in the Metaverse:** Champions: BBC, Paramount, Kings College London Participants: Magic Beans, TuneURL, White Light
- **Volumetric Video for Broadcasting, Metaverse Production and RT3D Assets:**  
Champions: RTE, FOX Sports, Hochschule Luzern, Trinity College Dublin, DAZN, Connected Ideas Ltd., Unity Technologies, ETC/University of Southern California, Production Park Participants: Noitom, Volograms
- **Media Content Sharing, Monetization and Micropayment Systems via Blockchain:**  
Champions: DAZN, Barco Digital Cinema. Participants: Tata Elxsi, Eluvio

### **What kind of challenges could IBC Accelerators address in 2023?**

There is a wealth of potential business and technology focused challenges that could be addressed by Accelerator projects. A core element is that projects put forward should be 'industry relevant' and representative of priorities for Champion organisations.

Projects can focus on any areas of the ecosystem chain, but for example in 2023 challenges might include areas such as AI, Web 3.0, the Metaverse, Live Cloud Production /IP Workflows (and especially the continuing interest in lower and lower latencies throughout the supply chain), e-Sports / Arenas of the future, Game Engine production integration, Next Gen Ad Tech such as Dynamic Ad Insertion, Sustainable Production, the ongoing 5G Evolution/ and areas within such as Edge Computing, Content Security and accessibility and diversity. The IBC team would be very happy to discuss potential challenges that either Champions or Participants have in mind.

## **Who are ‘Champions’ in the Accelerator Programme and what is their role?**

**Champions** are the buyers or end users of the solutions e.g., broadcasters, studios, platforms, technology game engines, academia, content owners and providers. Champions define the business challenge they would like to address and validate that the project will address a significant industry challenge. They also help to develop the project use cases and evangelise the solution within their organisation and to the wider industry, providing regular feedback.

There can be multiple Champions and Co-Champions supporting the project, but every proposal requires a minimum of one confirmed Champion to meet submission criteria. Champions pay a small registration fee, regardless of the number of projects proposed or supported (see below)

## **Who are ‘Participants’ in the Accelerator Programme and what is their role?**

**Participants** are the companies which build, develop, and sell products, equipment, solutions & services e.g., vendors, manufacturers, software and application 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 a project, and the maximum is eight. Participant fees are applicable (see below)

## **Can Academic Institutions or Research Institutions join an Accelerator Project?**

Yes, IBC has welcomed a number of prestigious Academic Institutions that have joined (and led) several projects over the last three years, including The Entertainment Technology Centre (University of Southern California), University of Bristol, Lethbridge University, University of Surrey, Qatar Computer Research Institute, Doha College, Trinity College, Dublin, Ravensbourne University and the University of Strathclyde. Do contact us at [accelerators@ibc.org](mailto:accelerators@ibc.org) if you would like to get involved in a project in 2023.

## **Are Accelerators just for larger industry companies?**

No, the programme is open to small, medium & large organisations in the media & entertainment technology ecosystem and others that intersect the industry, such as telecoms and communications technology organisations. Projects often work better if there is a good mix of larger and smaller players, including start-ups.

## **What support does IBC provide?**

IBC provides project management, coordination, collaborative tools and team building & recruitment support as well as project marketing & communications for visibility of projects. At the project culmination, IBC provides the showcase platforms and discussion opportunities to demonstrate and disseminate the solution developed by the team, as well as other relevant industry opportunities.

## **How does IPR work within an Accelerator Project?**

Specifically, any IPR ownership (including technology or content) contributed into a project remains with its original owner, and there is no obligation to license this to other project members. If the IP owner wishes to do so, this can be negotiated bilaterally with the parties involved. In the case of innovation jointly developed within the Accelerator project as a result of cross-party development, the licensing of IPR is a matter as between each of the Accelerator Project Members involved and can be licenced to other team members or externally with the full agreement of the team. IBC has no rights or interest in acquiring rights of technology IPR developed by the Accelerators.

## What are the fees to join or start an Accelerator Project?

Participants (technology vendors) pay Accelerator Participation fees based on their company size, defined by annual revenues, as per the revenue tiers below. The fees cover a number of aspects of the programme, notably IBC's facilitation and management of projects, team and are per project, per annual cycle. For participation in multiple projects, please speak to the IBC Accelerator team: [accelerators@ibc.org](mailto:accelerators@ibc.org)

Champions pay an Accelerator registration fee to join the overall programme, once registered they can join as many projects as they wish.

**Note:** Each Accelerator Project must have at least 1 Champion and a minimum of 4 Participants to make a viable team and be approved to go forward.

Participant's Annual Revenues (GBP)	Category	Participant Fee (GBP/USD) Hybrid Event Showcase
<£500k	A	£1650 / \$1900
< £1million	B	£4400/ \$5000
£1million to £100million	C	£8800/\$10000
£100 million to £250 million	D	£12,100 /\$14000
£250 million+	E	£16,500/\$19000

## What is the Registration Fee for Champions, and how much is it?

There is a registration fee for Champions that join the IBC Accelerator Programme and once registered they can join as many projects as they wish. The registration fee for 2023 is £3000/\$3,400 per annum.

## Are fees charged upon submission of project ideas?

No, fees will be charged and invoiced once projects have been selected and approved to go forward by IBC, at the point when the project teams are completed and project development is fully underway. This will be following the Kickstart Day from mid- February 2023 onwards.

## What are the benefits of joining an IBC Accelerator Project?

There are many significant, valuable and tangible benefits to joining an Accelerator project, aside from addressing and solving a specific, complex technology challenge for your organisation, for an existing or potential customer, or for the wider benefit of the industry, these include:

### Champions get to:

- Accelerate R&D without months of commercial negotiations and contracts
- Multiply R&D resources and get fresh expert insights on disruptive technologies
- Work collaboratively with peers on fast-track solutions to common challenges
- Access fresh creative ideas & tech expertise from multicompany, multinational teams
- Experiment in a safe and trusted environment
- Extend visibility as a thought leader across the 250k+ IBC media technology ecosystem

## Participants get to:

- Work with champions inside and outside of your usual sales sightline
- Apply expertise to new use cases and prove the value of your innovation & solutions
- Leverage visibility across the IBC community with multiple marketing platforms
- Gain an inside track from learning about and solving problem pain points of customers
- Develop teams through solving real world challenges working with cross industry players
- Apply technologies to new and developing use cases, based on the needs of potential customers

## What additional value in terms of marketing/ PR and other benefits does the Accelerator programme provide?

Specifically, some of the key marketing & PR benefits of getting involved include...

### IBC PRESS/PR/MARKETING:

If your project is selected to be part of the IBC Accelerator Programme for 2023, your participation includes invaluable sector brand and pr exposure for you and your team members as innovation thought leaders across IBC's key press, pr and publications- e.g., our IBC website, IBC365, podcasts, social media, as well as valuable exposure on the ground at the IBC Show in Amsterdam, both on stage, on the show floor and more.

### YEAR-ROUND CUSTOMER 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 PROJECT of the YEAR AWARD

The prestigious IBC Accelerator Project of the Year Award 2023 will be awarded to the top project, as reviewed and judged by our independent jury of media professionals, based off these key criteria: **Project Vision/Objectives, Innovation, Solutions, Collaboration, and Industry Impact**. All Challenges are in the running, to be assessed during and after IBC show, with Award Winner announced live at the following Kickstart Day. Previous winners include the 2021 project for 5G LBXR (Location-Based Extended Realities) project, with our 2022 winner to be revealed at Kickstart Day 2023.

## What is the process and 2023 timelines for selecting Champions or Participants?

Champions and Participants can either submit their own project challenges or can apply to join a project that has been proposed, as the various challenges are published ahead of and post the deadline. IBC is calling for Accelerator Innovation project submissions now, until the deadline of **Friday 16<sup>th</sup> December 2022**.

Space on the 2023 Accelerator programme is limited to six to eight projects, so it is important that your proposal is presented in a clear and concise manner, focusing on business value and benefits, the innovation being pushed, and have a clear outline of the proposed or preferred technology solutions to be explored for the PoC through open collaboration.

Initial submissions are rated and reviewed by **an IBC selection committee** which recommends projects to progress to the next stage and pitched at the Kickstart Day event in Q1 2023 (date tbc). We anticipate notifying projects of their status by mid-January 2023. Further details of the Kickstart Day event will be available soon.

## **What is the process and timelines once Accelerator teams have been identified?**

Following selection of submissions in late February the, project challenges selected will go forward to be pitched at the **'Kickstart Event'** event where selected submissions and teams can present their challenges to the wider IBC community, see below.

The projects should ideally be underway by early March, from when development of the solution takes place over the next 4-5 months. Project team meetings can take place either weekly or bi-weekly online, at the discretion of the team.

Once the solution has been developed, it will culminate in a showcase of the Proof of Concept at IBC in Amsterdam (15-18 September 2023).

## **What is the Kickstart Day event and when/ where does it take place?**

The Kickstart Day event is key in terms of the project lead giving a compelling pitch in order to gain a groundswell of interest and support from those peers attending to be a part of your project team.

It is designed **to** ignite interest in projects that are pitched, identify synergies to attract other Co-Champions, Participants, and projects, and in terms of matchmaking, aim to complete any missing team members with expertise while gathering feedback and advice from other professional media industry experts. The success from this interest will enable IBC to help facilitate teams and create six to eight projects that will go forward to become official Challenges for the IBC Accelerators 2023 cycle. Dates for 2023 will be announced soon.

## **What is the specific role of Champions, and what resources are required from them?**

*Champions or Co-Champions can take as much of a leading role within a project as they desire, although by joining a project they broadly commit to supporting the team with the following:*

- Help identify potential Co-Champions & Participants, working with IBC to recruit to the project
- Define project objectives, scope and deliverables, working collaboratively with Co-Champions and vendor Participants
- Help identify use cases, agree achievable project plans, establish workstreams and provide guidance as project develops.
- Provide resources with specific expertise for the duration of the project or specific phases
- Provide facilities for testing, meeting, demonstrations, where agreed & appropriate
- Ultimately validate that the proposed solution provides value to their organisations and the wider industry
- Evangelise the solution within their organisation and to the wider industry
- Provide a 'sponsor' for the project, and a working level engagement contact
- Attend at least 80% of weekly or bi-weekly 1hr meetings (at the project team's discretion) and relevant showcase events including of course IBC2023 activities either physically or virtually

## **What is the specific role of Participants, and what resources are required from them?**

*Participant vendors can provide as much resource and relevant expertise to a project as required, and by joining a project they broadly commit to supporting the team with the following:*

- Work with Champions and other vendors to develop project aims, scope, plans and timelines
- Develop solution/product design & deliverables including the proof-of-concept demonstration
- Complete relevant documents (project charters, templates, etc.) as required by the team

- Provide resources with specific expertise for the duration of the project or specific phases
- Provide facilities for testing, meeting, demonstrations, where agreed & appropriate
- Harvest the learning and assets from the Accelerator to utilise in white papers, presentations and in dissemination of project outcomes, where agreed and required by the team.
- Work collaboratively with other project team members
- Attend at least 80% of weekly or bi-weekly 1hr meetings (at the project team's discretion)
- Attend relevant showcase events including IBC2023 activities either physically or virtually

### **Who is responsible for providing resources to the Accelerator teams?**

The teams participating in a project provide resources from their own companies to work through the necessary project tasks, preparation of Accelerator demos and production of deliverables. IBC (will provide support in the form of marketing, technical and project management guidance, project mentorship and are available to answer any additional questions raised.

### **How long do Accelerator projects last?**

Accelerator Projects are designed to be rapid-fire and typically last from a kick-off in early March (depending on team composition achieving the requisite numbers) four to five months, to showcasing the solution at IBC 2023 in September. Projects often extend to a second – and sometimes a third - phase to expand the scope or work on more advanced use cases, depending on team appetite.

### **Can competitors take part in the same Accelerator?**

Yes, and this has proven to work to excellent effect in previous projects, whereby competitive Champions and Participants have often engaged collaboratively to solve a specific, common challenge. Nothing of commercial sensitivity need be shared, and each Accelerator is supported by well-established ground rules and policies established in similar projects over many years.

### **What are the outputs of an Accelerator project?**

In the past two years, several projects have been further developed toward commercialisation and market launch by various vendors involved. Typically, outcomes of a project range from such development to industry presentations and discussion sessions, whitepapers, case studies, best practice guides, lessons learned. Opportunities to showcase and present project outcomes often go beyond IBC's event platforms and have included RTS, EBU, IEE events in 2019, 2021 and 2022.

### **What does the showcase of Accelerator Projects entail?**

Accelerator showcases would typically take the form of exhibition kiosk showcases demonstrating the solution to a challenge as a Proof of Concept, with an Accelerator zone at IBC in Amsterdam in September 2023. The project teams also take part in special Accelerator sessions and demos to on the IBC Innovation Stages to discuss and explain the outcomes, learnings and solutions online. The showcases at IBC 2023 will be presented by the project teams with support from IBC and boosted by a full suite marketing programme to add context, visibility, and prominence to successful projects.

### **How do potential Champions or Participants apply to get involved?**

Further information is available on the IBC Accelerator Programme pages of the [IBC web site, here](#), including the full overview deck detailing the process, benefits, and commercial aspects of the programme as well as the submission form for 2023 and further info and videos on the remarkable eight Accelerator projects completed in 2023.

You can also email at [accelerators@ibc.org](mailto:accelerators@ibc.org) or contact Mark Smith directly who is heading the Accelerator programme at [msmith@ibc.org](mailto:msmith@ibc.org)

### **Are there opportunities to sponsor elements of the Accelerator Programme for 2023?**

As in 2022, the IBC Accelerator 2023 cycle offers several tiers of sponsorship with additional benefits and high-level exposure in and around the programme, right from the start of the cycle through pre-Kickstart Day promotion through to IBC itself.

If you are interested in enquiring about these opportunities, please check out our Sponsorship packages [HYPERLINK TO SPONSORSHIP DECK PDF](#) or contact our Accelerator Team [accelerators@ibc.org](mailto:accelerators@ibc.org).