

WHERE
INNOVATION
HAS NO LIMITS



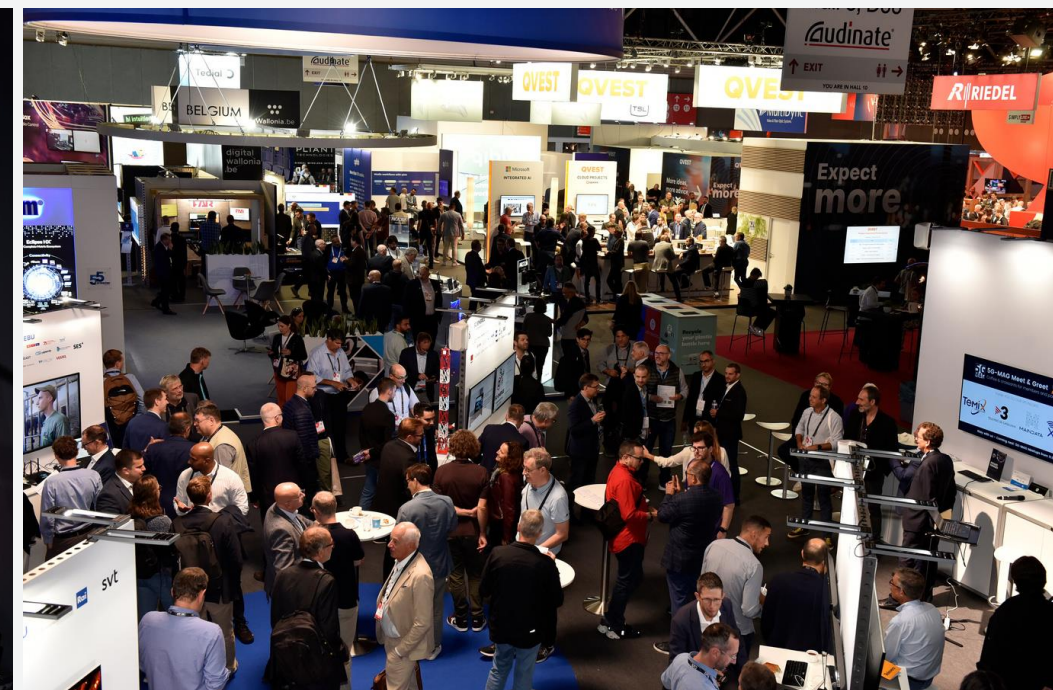
IBC ACCELERATOR MEDIA INNOVATION PROGRAMME 2024



ABOUT IBC

- IBC is an independent and authoritative international organisation serving the global Media, Entertainment & Technology industry.
- For over 50 years, IBC has run the world's biggest, most influential annual event for the industry.
- A thought-leading conference at it's core, IBC is a main staple on the media calendar, attended by the world's key technology suppliers and media leaders.
- **6 leading international bodies** form the ownership behind IBC, representing both Exhibitors and Visitors: **IEEE, IABM, IET, RTS, SCTE and SMPTE**

Where innovation has no limits



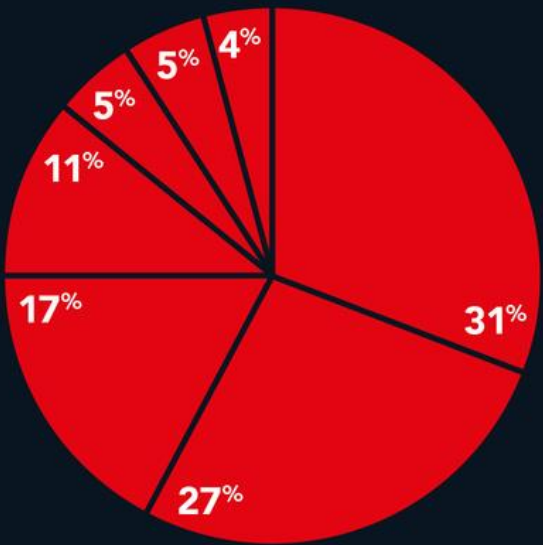
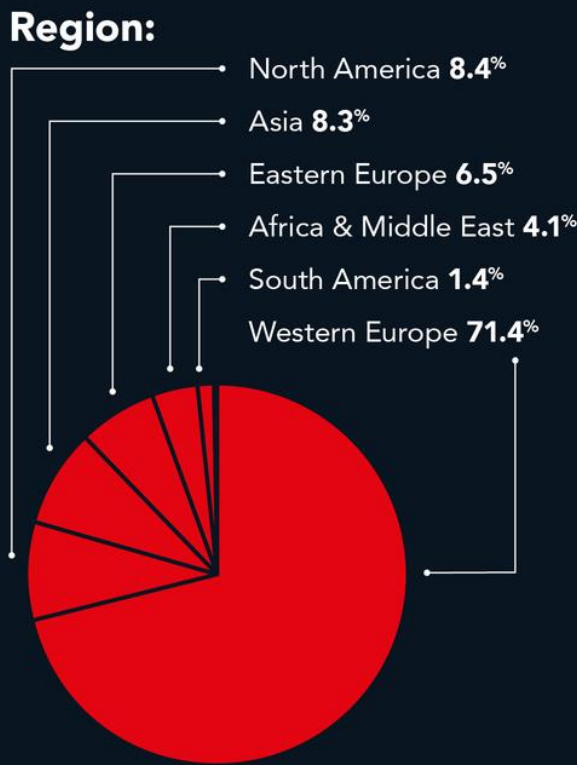
IBC2023 IN NUMBERS:



Attendees from over
170 countries

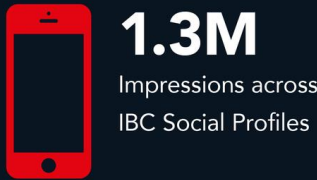
Top 10:

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

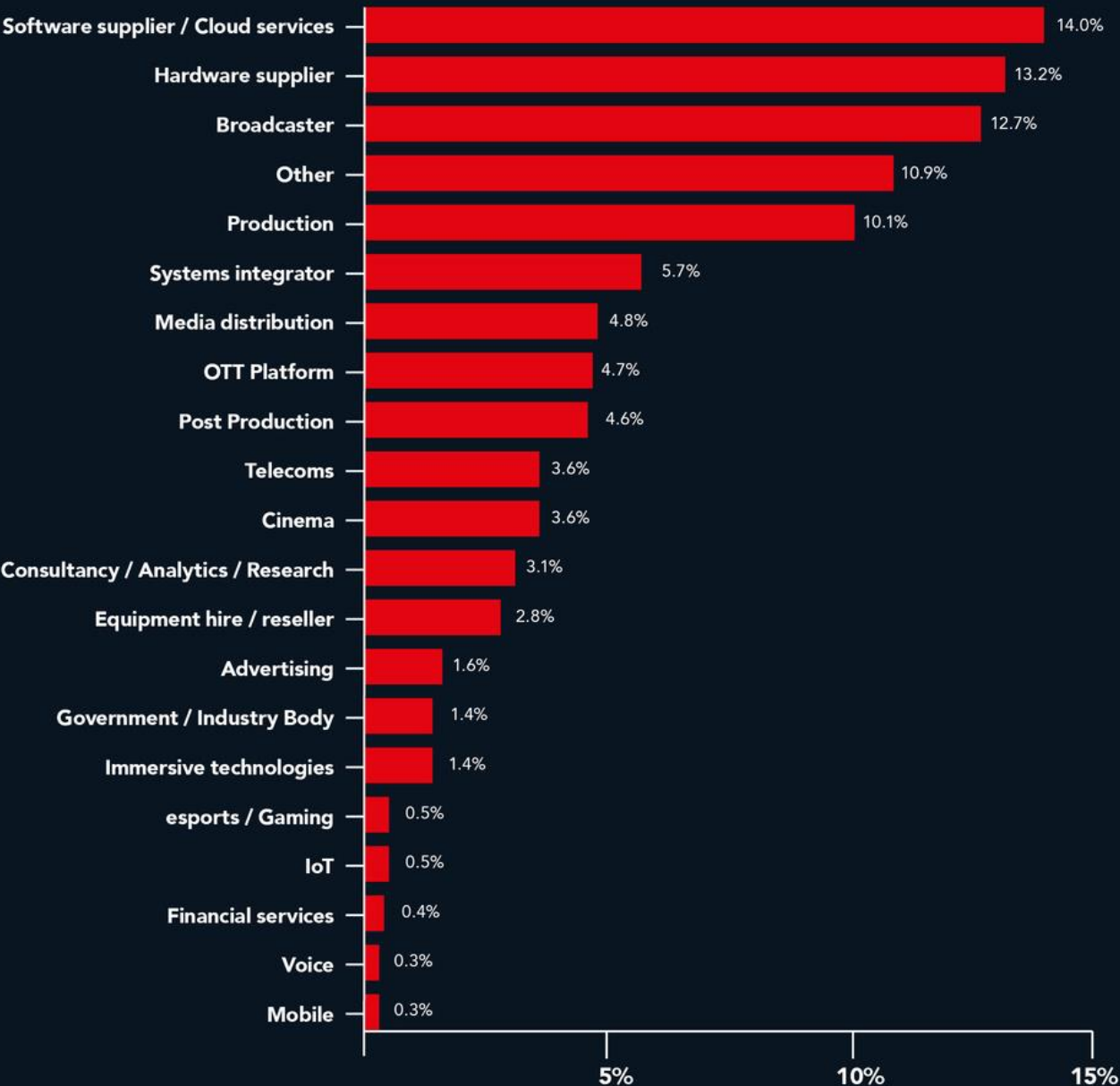


Job roles:

- 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%**



Core business split:

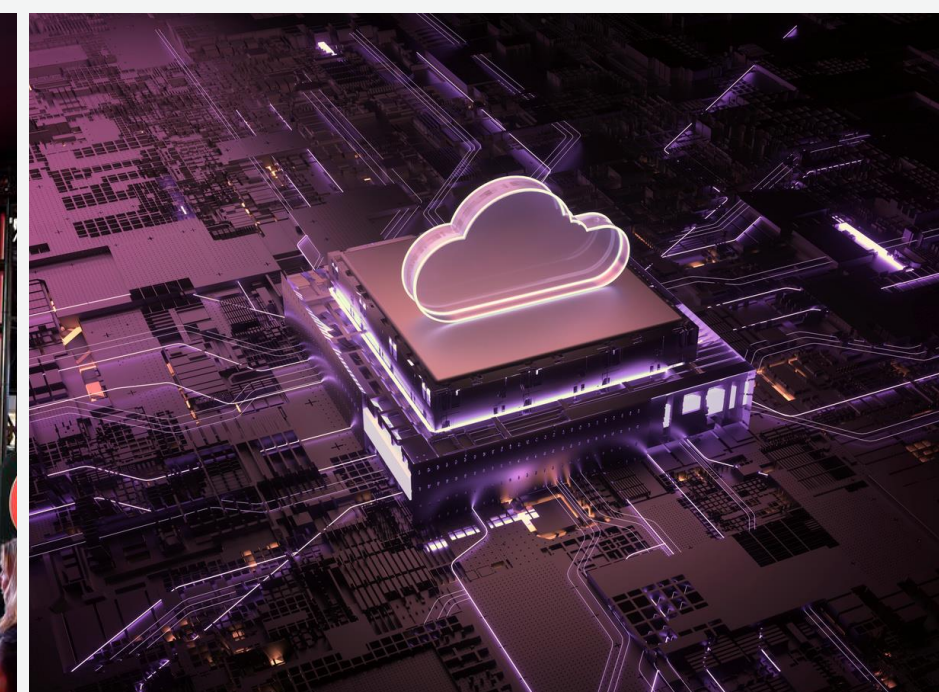
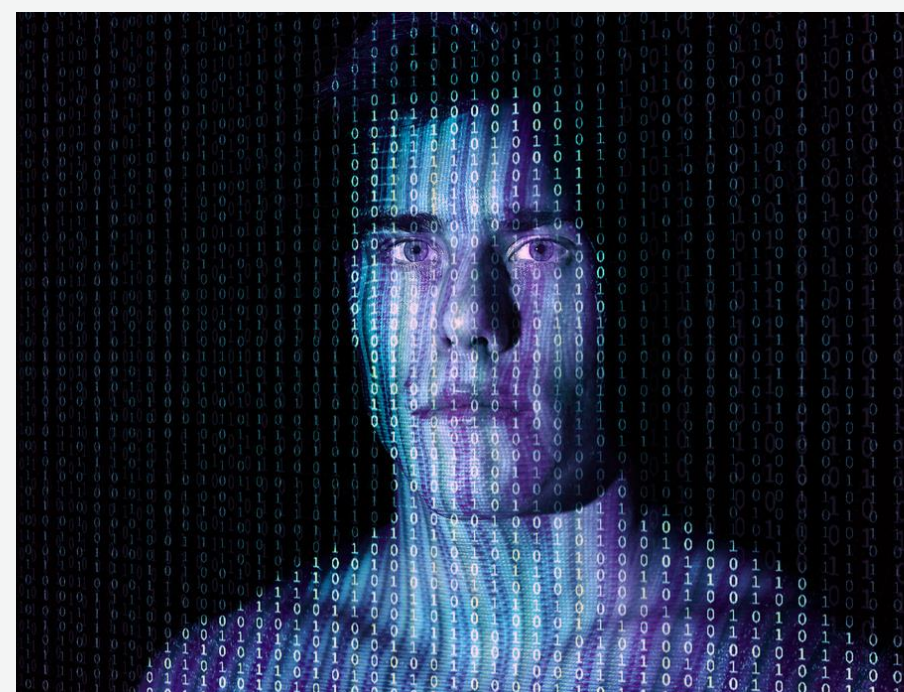




THE ACCELERATOR FRAMEWORK FOR MEDIA & ENTERTAINMENT INNOVATION

- IBC created the Accelerator Programme in 2019 to support the media & entertainment technology sector with a framework for **agile, fast track and collaborative innovation**
- IBC's Accelerators take on 'bite size' challenges, to explore and develop innovative solutions to common pain points, with invaluable 'hands on' experimentation...
- All within a short **4-5 month sprint** towards showcasing live at IBC in Amsterdam.
- There have been more than 35 projects delivering innovative PoCs by over 180 organisations since 2019

Where innovation has no limits



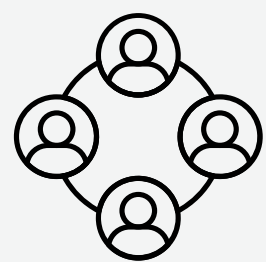
DESIGNED TO SUPPORT INDUSTRY TRANSFORMATION IN MANY WAYS:



- By accelerating the understanding of breakthrough of new and emerging technologies via fast experimentation with multiple end users and vendor learnings in a safe and trusted environment.



- To support the buyers of technology with an advance understanding of new capabilities, techniques and possible combinations of the latest industry solutions.



- 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 highly relevant media industry challenges of today





CHALLENGE DEFINITION & PROJECT CRITERIA

- Projects must address **common, business & technology challenges**, finding rapid solutions
- Teams comprise **Champions & Participants** with specialist technology expertise
- Project aims should be **well-defined** and **tightly scoped**, to achieve viable demonstrable solutions within months, which are verified by Champions
- Projects should underline the value of **open, industry standards & best practices**
- **The greater the industry relevance**, the greater resonance in terms of support from Champions





ACCELERATORS CHAMPIONS & PARTICIPANTS 2019-2023





Project Structures & Roles



THE ROLE OF THE CHAMPIONS

- Champions are Broadcasters, Studios, Platforms, Content Providers – the end users or buyers of technology at IBC
- Champions pitch the business or technology challenges that they need to explore, better understand or solve together
- Champions lead and support projects, providing time and resources, working collaboratively with other Champions and specialist Participants
- There must be a **minimum of two confirmed Champions attached** to a project when submitted and if selected, pitched to the industry.





THE ROLE OF THE PARTICIPANTS

- **Participants are Vendors, Manufacturers, Developers, Products, Services and Solutions Providers**
- They help to design and explore new workflows and architectures to address the challenge - with the guidance of Champions
- They work collaboratively in a multi-vendor, multi-national consortiums to provide expertise, technology know-how, best in class solutions to create innovative solutions showcased as Proof of Concepts at IBC2024
- **Once the pitch has been selected to project phase, a minimum of four Participants must be a part of each project team.**



THE CHALLENGE SUBMISSION PROCESS

The Process begins with IBC's call for Challenges through an online form. The Deadline to submit an innovation Challenge is **Monday, 15th January 2024.**

Click here to begin the online process and **[SUBMIT YOUR ENTRY](#)**. See also the Submission Guidelines within the form that explains the selection process, fee structure and project team requirements etc.

IBC will select **twelve challenges** to pitch at our annual Kickstart Day event in **early March 2024** in London.

Then, only **eight projects** will be chosen to go forward and be part of the 2024 Accelerators R&D and showcase their solutions in person at IBC2024 in Amsterdam.





IBC KICKSTART DAY 2024 – THE START OF THE PROCESS

- IBC Kickstart Day has become the 'must attend' annual media industry innovation event in Q1
- Kickstart Day brings together the Media & Entertainment ecosystem to explore industry business or technology challenges
- The eight selected Challenges are pitched, as reviewed and selected by the IBC Accelerator application process
- Industry leading insights and discussions, highlights of previous Accelerator projects plus networking and breakout sessions
- Matchmaking and project teams of supporting Champions and expert vendors are formed, and synergies between projects are explored
- The Presentation of the IBC Accelerator Project of the Year Award for 2023 also takes place, with a trophy awarded to the winning team





IBC2023

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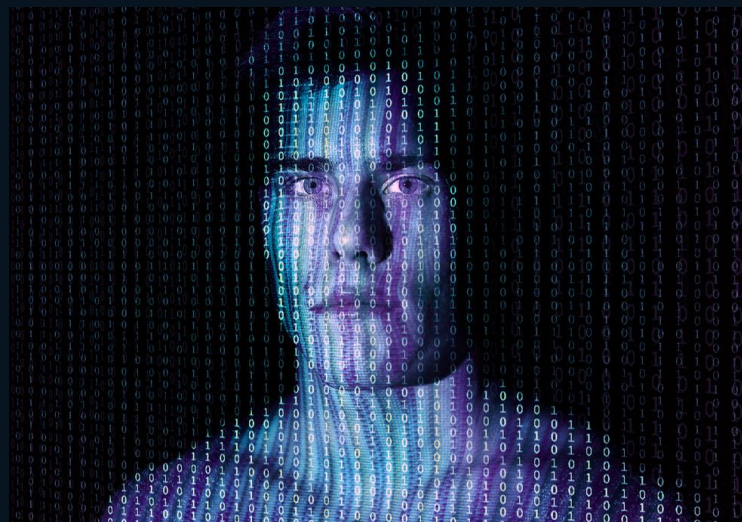
CONNECT & PRODUCE
ANYWHERE

3.B20 MARUSYS

2023/Projects Overview



EIGHT PROJECTS IN 2023



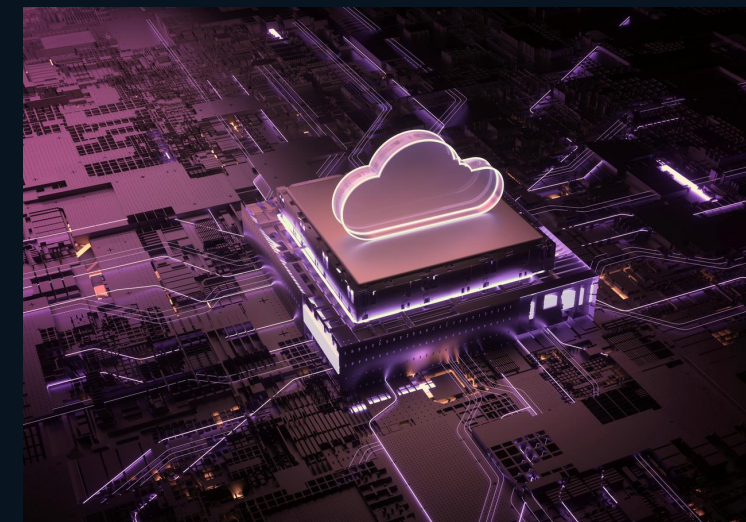
Synthetic Humans for Entertainment and Accessibility aimed to present two different use cases based on synthetic humans: firstly, a theatre filled with the melodic tones of Maria Callas, and secondly, a photorealistic sign language interpreter, to address important aspects of accessibility in broadcasting. These two distinct use cases aimed to demonstrate how synthetic humans can be used to captivate audiences in visually stunning, emotionally moving, and inclusive ways.



Authenticated Data Specification addressed a critical challenge in the media and entertainment industry. It enabled content creators and studios to securely share title and brand-defining metadata, with external consumers, such as metadata aggregators and licensees. Viewers of the data should then know that it came from the studio/content creator.



Gallery Agnostic Live Media Production This project set out to see if live television and content could be more gallery & device agnostic, in live production to help broadcasters adapt to budgets, technical possibilities and a variety of circumstances, like a sudden change in venue or location. This will allow for easy adaption to venue-changes, OB-truck interface and help producers to adapt to different budgets, types of shows etc...



Connect & Produce Anywhere This Accelerator Project has developed a test-bed environment to provide hands-on experience with running live production applications on different software platforms. At the IBC2023 show, the team demonstrated a simple live production workflow on this test environment with NDI sources, vision mix, graphics, audio mix and streaming from Bracknell to the stand in Amsterdam, where visitors could operate and view the mixer remotely.





EIGHT PROJECTS IN 2023



Responsive Narrative Factory project brought together subject experts to collaborate and identify and overcome the many challenges of broadcasting personalised video. To fully realise the potential for customisation at scale requires rich datasets, more efficient ways of generating and transporting metadata, and to adopt a modular approach to content production and delivery.



Real-Time XR Sport Edge took 5G XR built on the latest, cutting-edge innovations in interactive digital MMA athletes, motion capture, AI, spatial and social audio, into high-speed edge content delivery for live XR sports workflows for virtual 3D worlds, the potential use cases into OTT platforms, and a physical location-based entertainment venue at The Outernet in London.



5G Motion Capture for Live Performance & Animation harnessed the capabilities of 5G indoors for media and entertainment, with a focus on two distinct creative workstreams that enabled cutting-edge motion capture and low-latency connectivity for live creative output, specifically targeting the performing arts and dance, and scripted 3D animation via mocap to children's hospitals in Texas.



Real-Time Interactive Streaming Personalises Live Experiences explored how the success of future streaming services will depend on how effectively their video content is tailored to individual preferences and needs, via fan engagement from live, interactive experiences during live sports and events. It also demonstrated how personalising this viewer engagement can also deliver additional revenue, ROI and market share.



PROGRAMME BENEFITS

For Champions e.g. Buyers of Media Solutions:

- Accelerate R&D without months of commercial negotiations & contracts
- Multiply R&D resources, get fresh expert insights on disruptive technologies
- Work collaboratively with peers to fast-track solutions to common challenges
- Accelerators are a safe and trusted environment to experiment
- Be a thought-leader, drive new industry strategies and new media solutions

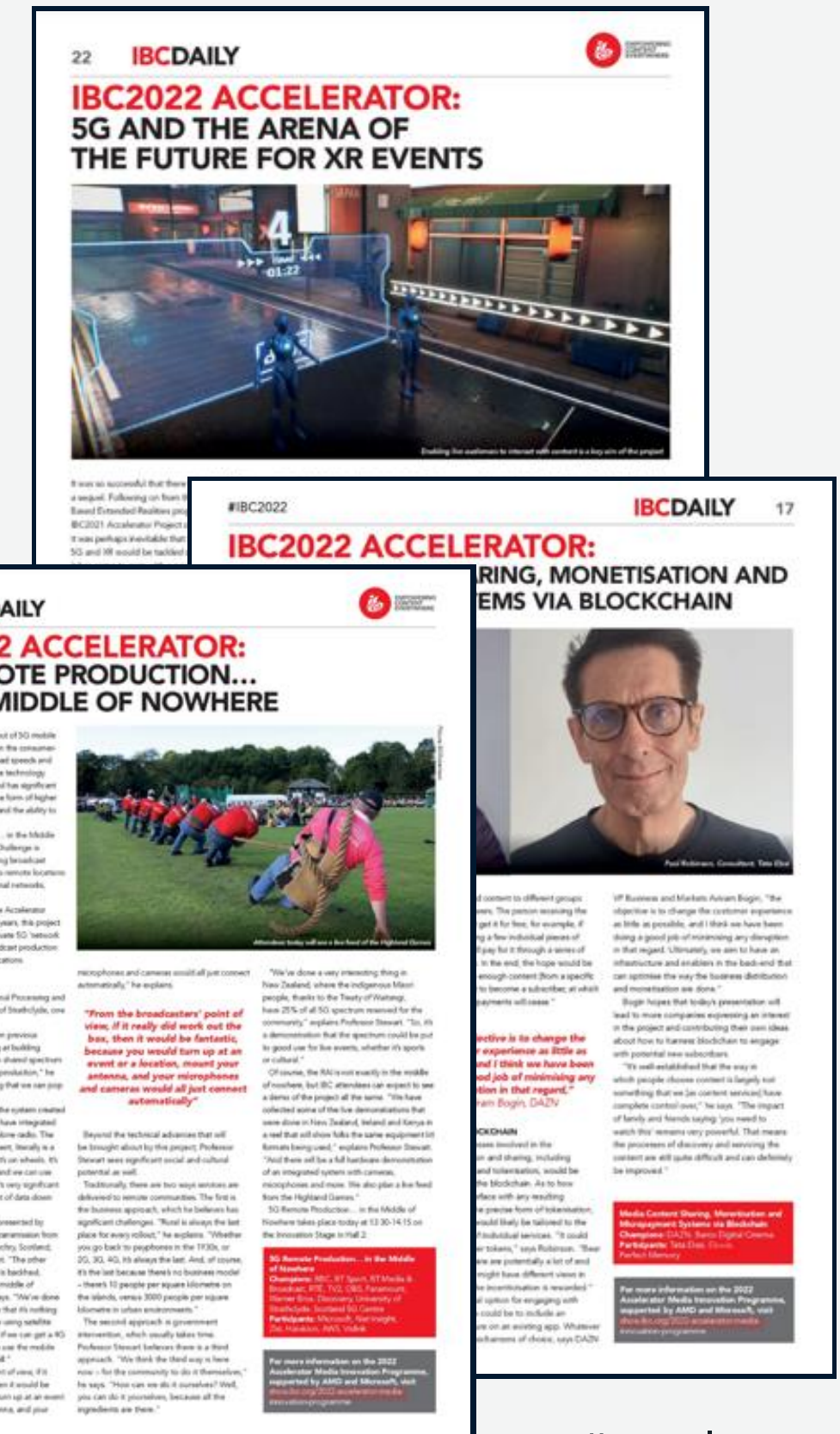
For Participants e.g. Solutions Providers & Vendors:

- Year-round engagement with customers – not just at IBC
- Work with Champions inside and outside of usual sales sightline
- Gain an inside track from solving the tangible pain points of champions
- Apply expertise to new use cases and prove the value of your solutions
- Develop teams with real world challenges, working across industry
- Invaluable PR & Marketing exposure and visibility

For Everyone...

Win a prestigious IBC Accelerator Project of the Year Award with your team

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#accelerators2024

THE ROAD TO IBC, SEPTEMBER 2024

Accelerator Cycle

Challenge Creation | Matchmaking & Recruitment | Development | Marketing | Refinement | Presentations | Showcase

Sept

Oct

Nov

Dec

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sept

Call for Accelerator Challenges
for 2024

Kickstart Day
March 6th 2024 London

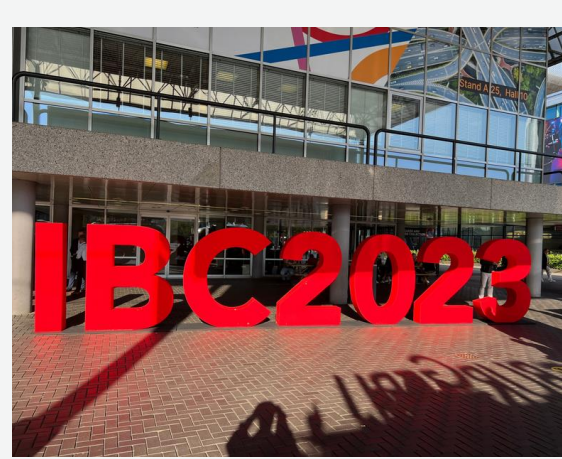
Accelerator Showcase at IBC2024
Amsterdam
September 2024

2022 Project Dissemination at NAB, RTS, EBU PTS etc

New Project Development underway between March -- September

2024 Submission Deadline:
18th December 2023

Full Teams Completed
By end March 2024



Where innovation has no limits

#accelerators2024

IBC ACCELERATOR PARTICIPATION FEES 2024

IBC Accelerator Participation Fees

- Fees for project participation are defined by Participant vendor's annual revenues, as per categories below
- Fees cover 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.

Participant's Annual Revenues (GBP)	Category	Participant Fee (GBP/USD) Full 2024-2025 Cycle & Hybrid Event Showcase
<£500k	A	£1650/ \$2000
£500k to £1million	B	£5000/ \$6000
£1million to £100million	C	£10,000/ \$12000
£100 million to £250 million	D	£13000/ \$15578
£250 million+	E	£18000/ \$15000

- Champions Fees: Champions pay an Accelerator Subscription fee of £3,000 annually (one fee regardless of number of projects supported).
- All 2024 Fees based on Currency exchange rates as of November 2023, subject to change





IBC ACCELERATORS 2023 HIGHLIGHTS VIDEO





ACCELERATOR PROJECT OF THE YEAR AWARD: WINNERS



2021 IBC Accelerator Project of the Year Winners:
5G LBXR (Location Based Extended Reality)



2022 IBC Accelerator Project of the Year Winners:
5G Remote Production (In the Middle of Nowhere)



ACCELERATOR SUCCESS STORIES (A FEW EXAMPLES):

- **TO MARKET DEPLOYMENT:** *PRIVATE 5G NETWORK* deployed for live broadcasts for *QEll Project Unicorn* (2022) and *KCIII Coronation* (2023)
- **COMMERCIAL PARTNERSHIPS:** e.g. *AI Video Shot-listing Project* + *Associated Press* (2020)
- **AWE AUGGIE AWARDS WINNERS:** (2021+2022 various)
- **EU FUNDING WINNERS:** *Volumetric Video for Broadcast, Metaverse & RT3D Asset Production Accelerator* results help go into EU 'TransMixer' R&D research (2022/23)
- **ACADEMIC FUNDING WINNERS:** *Kings College London* awarded funding based on initial R&D from several Accelerator spatial audio projects
- **EPIC MEGAGRANTS:** (ongoing!)





ACCELERATOR TESTIMONIALS



"We've been working on cloud production for some time now, developing it in house and we thought the IBC Accelerator programme was a really good opportunity to get involved with other broadcasters to share the development load, and move things forward together"

Jonathan Hale,
Contribution Project Engineer, Warner Bros. Discovery



"In the Accelerator Zone, IBC brings together not just one or two companies but multitudes – all coming together to solve common problems - and that only happens in one or two places in the entire world every year."

Simon Crownshaw,
Worldwide Director, Media & Entertainment, Microsoft



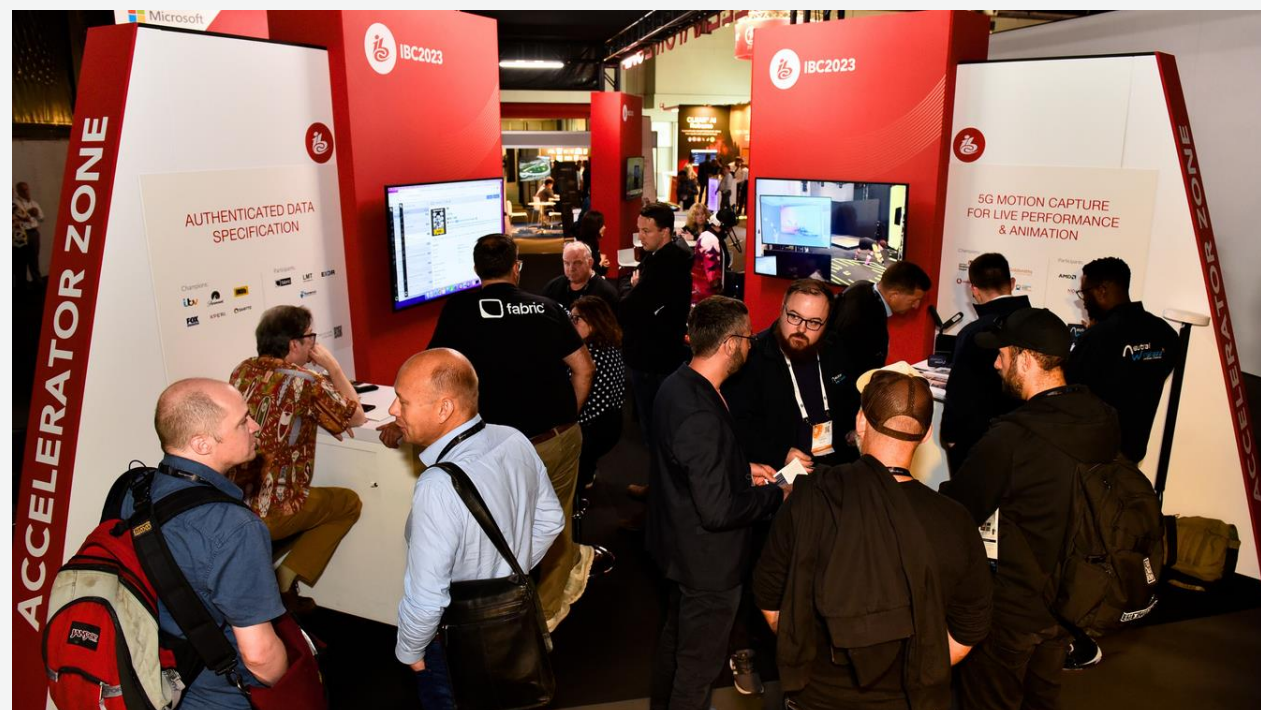
"One of the most exciting aspects of the IBC Accelerator Programme is that it helps a range of technologies become one comprehensive solution. The programme's collaborative nature and defined timeframe helps fast track the research and development process because it removes the need for commercial negotiations and contracts. As a result, it's possible to partner with some dynamic companies and deliver a robust proof-of-concept in just a few months."

Sandy MacIntyre,
Former VP, Associated Press



"The IBC Accelerator Programme is unique, bringing together people who are looking to solve common problems without the competitive element getting in the way. We have some really great minds who all work together and are all looking to do the same thing so it's really not competitive, its collaborative and that's the best thing about it."

Morwen Williams,
Director of UK Operations, BBC News



ACCELERATOR ZONE

IBC2023

IBC2023

ACCELERATOR ZONE



GALLERY AGNOSTIC LIVE
MEDIA PRODUCTION



INNOVATION STAGE



WHERE INNOVATION
HAS NO LIMITS

IBC ACCELERATOR MEDIA INNOVATION PROGRAMME

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