



IBC ACCELERATOR MEDIA INNOVATION PROGRAMME 2023

May 2023

Programme & Process Overview

Where innovation has no limits

#accelerators2023



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 its 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**

IBC2022 IN NUMBERS:



37,071

Total attendees



32,278,040

Estimated PR coverage reach

90+

Hours of content

250+

Number of speakers

1,023

Exhibitors



380

Press &
Analyst
attendees



617

Conference
delegates

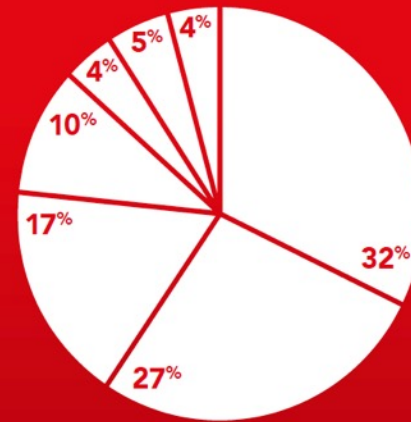
90



Media partners

57,000

Online video views
during the show



Job roles:

C-Suite, VP, EVP, Director & Above **32%**

Manager / Head of Dept **27%**

Pro Engineer / Developer **17%**

Entrepreneur / Freelance **10%**

Student / Intern **4%**

Executive / Assistant **5%**

Editor / Publisher / Journalist /
Writer / Photographer **4%**



145,795

Badges scanned

8

Ground breaking
Accelerator
Innovation
projects



2,090,092

E-Daily's delivered in 2022



370,287

IBC365 site page views in September

920,320

IBCShow site page views in September



ACCELERATORS CHAMPIONS & PARTICIPANTS 2019-22



INDUSTRY CONTEXT...



The Accelerator Framework for Media & Entertainment Innovation



IBC created the Accelerator programme to support the media & entertainment technology sector with a framework for **agile, fast track and collaborative innovation**.

Just some business and Technology challenges & opportunities for media today...

- The transition to software and IP / Cloud across the content supply chain
- A rapid evolution of disruptive tech e.g. AI, Synthetic Media
- The evolution of immersive & experiential tech e.g. VR/AR/ XR, Web3.0, Metaverse
- New creative, production & distribution opportunities with 5G
- FAST and D2C platforms
- Accessibility, Sustainability, Inclusion & Diversity
- Interactivity and Audience Engagement & Personalisation
- Accelerated remote & distributed production strategies

IBC's Accelerators take on 'bite size' challenges to develop innovative solutions to common pain points, with invaluable 'hands on' experimentation.

IBC Kickstart Day...



IBC Kickstart Day - The Start of the Process

Sponsored by: **Zixi**



The annual Accelerator Programme began at Kickstart Day on February 7th 2023....

- Bringing together the M&E ecosystem to explore industry challenges
- Leading industry insights, highlights of previous Accelerator projects
- Selected business or technologies challenges are pitched, as reviewed and selected by the IBC Accelerator application process
- Matchmaking and project teams of supporting Champions and selected expert vendors are formed, and synergies explored
- Presentation of the IBC Accelerator of the Year for 2022

Kickstart has become the 'must attend' annual media industry event of Q1..!



Project Roles



Challenges & Project Teams:

- Projects address common, business & technology challenges, finding rapid solutions
- Teams comprise Champions & Participants with specialist technology expertise
- Project aims should be well-defined and scoped in order to achieve within 4-5 months
- Projects should open and underline the value of industry standards & best practices
- The greater the industry relevance, the greater resonance in terms of support

Champions Role:

- Broadcasters, studios, platforms, content providers – buyers/ **end users at IBC**
- Champions underline the business or technology challenge is key for them
- There can be multiple Champions of a project, but the min requirement is one.
- Champions lead and support projects, providing time and resources
- Champions pay a one-off registration fee

Participants Role:

- Vendors, manufacturers, developers, sellers of products and solutions
- Help to design the solution with the guidance of Champions
- There should be a minimum of four Participants working on any project
- Participants pay fees per project



Previous Challenges...



Eight Projects: Champions & Participants in 2021



5G LBXR (Location Based Extended Realities): Champions - Digital Domain, ESL/Weavr, Hado, Park Playground, Telenet/Liberty Global, Twickenham Studios and Vodafone. Participants - Huawei, Net Insight, Noitom, ProMod Esports Productions and Quark.XR

Innovation in Live Production Workflows with 5G: Champions - BBC, beIN Sports, BT Sport, EBU, Fox Sports ITV, Olympic Broadcasting Services, RTÉ, RTL, TV2, ViacomCBS, Vodafone and Yle. Participants - Evertz, Grass Valley, Huawei, Juniper Networks, Microsoft, Net Insight, Nulink, Singular.Live, University of Strathclyde, Zixi

5G & Remote Production in Live Sports with 5G: Champions - Al Jazeera, BBC Sport, beIN Sports, BT Sport, BT, Fox Sports, Olympic Broadcasting Services, Ooredoo, Multichoice & Super Sports. Participants - Aviwest, Evertz, Grass Valley, Microsoft, Mobile Viewpoint, Native Waves, Net Insight, Taswer and TVU.

More Sustainable Live Productions: Champions BBC, BT Sport, Multichoice, Albert/BAFTA, Sky & English Premier League. & Premier League Productions (IMG) Participants: AWS, Blackbird, Microsoft, M2A Media, Singular Live, Zixi, Hitomi

AI Bias Detection: Champions; Al Jazeera, AP, BBC, ETC/USC, Multichoice, Reuters, and RTÉ

Smart Remote Production for Real Time Animation: Champions: Digital Domain, EBU, ETC/USC, RAI, RTÉ, Unreal/Epic, VRT, and YLE. Participants: RADiCAL, Respeecher.

Immersive Audio & Sound Imagery: Champions: Audible, CTOI, Kings College London, MuseumTV, ORF, Audio Engineering Society (AES), Twickenham Studios, University of Surrey, University of Lethbridge.

RT-3D Interactive Content Creation for Multi-Platform Distribution: Champions Cartoon Network/ Warner Media, Fox Sports, Pixar, RTE, Sky, Trinity College Dublin, Unity Technologies and Unreal/Epic. Participants: Anchorpoint, Masterpiece Studio, Noitom, Trick3D and Tvorì.

Eight Projects: Champions & Participants in 2022



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 – Champions: BBC, BT Sport, BT Media & Broadcast, RTÉ, 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: RTÉ, 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

Eight Projects Announced for 2023



- **The Authenticated Data Standard** aims to define a standardised data distribution package to ensure that, as programming is distributed and works its way through the entertainment landscape.

- **Synthetic Humans** for the Metaverse employs a range of leading-edge technologies and archived materials intending to generate photorealistic avatars that can be integrated in a virtual production with real guests. The project will also align with a second aim: to build a foundation for broadcasters to create 'virtual translators', using avatars and sign language for accessibility services and other functions.

- **Real-Time XR Sport Edge takes 5G XR** to the edge to build on innovations in live motion capture and high-speed content delivery. The project aims to broadcast extended reality (XR) sports, including Mixed Martial Arts (MMA) and augmented reality (AR) techno-sports in an immersive environment with high-end photorealistic graphics, virtual advertising, spatial audio and social interactive audio.

- **Connect & Produce Anywhere** intends to build a distributed edge & cloud computing system to remotely produce a live sports event. By deploying 5G for connectivity and utilising software, the project aims to make the most efficient use of resources in bandwidth-constrained locations.

- **Responsive Narrative Factory** plans to deliver the right narrative for any consumer in real time via a metadata-powered content fast-track, to demonstrate a new component-based approach to quickly and cost-effectively creating multiple versions of content from a single master to enable precision targeting of programs to different demographics or regions or groups that can be monetised for premium Free Ad-Supported Streaming TV advertisers.

- **5G Motion Capture for Live Performance & Animation** explores using 5G to build ultra-low latency networks to support the creation of new immersive audience experiences for those present at a live performance or engaging remotely at another venue. The project also seeks to leverage 5G technology to bring joyful, interactive animated characters to children in hospital wards regardless of location.

- **Gallery Agnostic Live Media Production** aims to bring all media productions into the modern day via device-agnostic, gallery-agnostic and hybrid ways of working to prove control of both existing on-prem and cloud devices.

- **Real-Time Interactive Streaming Personalises Live Experiences** project proposes to demonstrate that additional revenues and return on content and rights investments can be achieved through personalising viewer engagement, from live interactive sports streaming, big or small. It will explore and create a next-generation sports viewing experience with real time interactive streaming.

Accelerator Timeline...

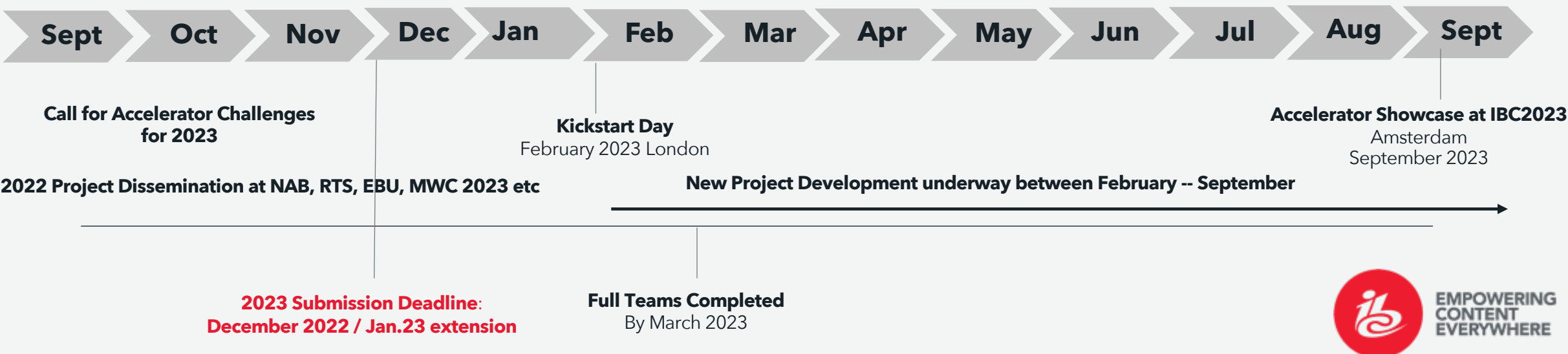


The Road to IBC, September 15 -18 2023



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

Accelerator Cycle



IBC Accelerator Fees 2023

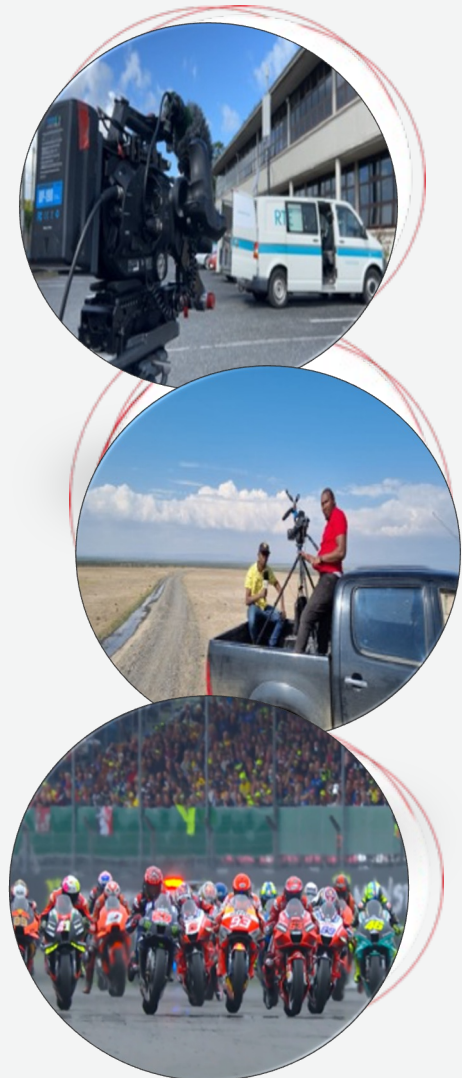


- Fees cover a number of aspects of the programme, notably:
 - IBC's facilitation and management of projects, team recruitment
 - Collaborative tools, project by project marketing, PR and showcase events
- Fees for project participation are defined by the Participant's annual revenues, as per categories below

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	£12100/ \$14000
£250 million+	E	£16500/ \$19000

Champions & Sponsorship

- All Champions pay an annual Accelerator membership fee (one fee, regardless of number of projects)
- See Sponsorship Pack for details of 2023 Sponsorship Opportunities



Programme Benefits...





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

- 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



2022 IBC Accelerator Project of the Year

Award Winner: 5G Remote Production (In the Middle of Nowhere)







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