

## PRESS RELEASE

## IBC2023 Brings Media and Entertainment World Together to Push New Boundaries and Widen Industry Collaboration

- *43,065 attendees from 170 countries gathered in Amsterdam to celebrate media innovation and advance new technologies*
- *More than 325 speakers tackled industry-critical challenges and explored new business models*
- *Over 1,250 exhibitors spanning a wide range of media sectors showcased leading-edge tech across 13 exhibition halls*

**Amsterdam, 19 September 2023** – [IBC](#) announces that its IBC2023 show attracted **43,065** attendees from **170** countries at the **RAI Amsterdam** on **15<sup>th</sup>-18<sup>th</sup> September**, celebrating business innovation and pushing new boundaries in media technology. With over **1,250** exhibitors and a **16%** increase in total attendees, media leaders and technology pioneers from around the world gathered across bustling exhibition halls, buzzing networking events and packed theatres to define and action the future of media and entertainment.

“We’ve seen a fantastic turnout from the entire industry at IBC2023,” said Michael Crimp, IBC’s Chief Executive Officer. “There was a real sense of purpose at the show as business leaders and tech innovators came together to help our industry navigate change and build a better future for media and entertainment. I’d like to thank everyone for the ongoing support and participation – we’re looking forward to seeing you all again next year.”

With three core pillars running through the whole content programme at IBC2023 – **Transformative Tech, Shifting Business Models and People & Purpose** – IBC delivered its most comprehensive and compelling content agenda to date, tackling pivotal industry challenges and supporting M&E’s mission to drive more sustainable and inclusive business practices. An increased line-up of **325+ speakers** across an expanded number of theatre halls took to the stage to champion new technologies, future business models, and creative innovations that broaden the horizons of media and entertainment.

Topics such as cloud, AI, 5G, VR/AR/XR, metaverse, gaming and edge computing were front and centre throughout the show floor theatres and exhibition halls, including proof-of-concept demonstrations delivered by the **IBC Accelerator Media Innovation Programme** projects, championing cross-industry collaboration and pioneering new use cases. Introducing fresh show features and extending several exhibition halls – including opening Hall 3 – IBC2023 expanded its scope of media technology, launching an immersive **Esports Showcase** in partnership with Unlocked to present the latest innovation in esports production and delivery while industry experts explored key trends and opportunities at the intersection of gaming and media. The former Future Zone was revamped as the **IBC Tech Zone** powered by the EBU, showcasing cutting-edge technologies shaping the future of media experiences.

“There’s been a tremendous energy at IBC2023. We’ve seen incredible participation from a wide range of long-standing exhibitors and new players that are tackling technology transformation while unlocking new business opportunities,” said **IBC Director Steve Connolly**. “We’re ready to continue evolving for next year’s show to keep up

with increased demand, and we'll be expanding our footprint with additional outdoor pavilions and the opening of Hall 14 for IBC2024."

The line-up of industry-leading exhibitors at IBC2023 included major players such as: **ARRI, AVID, AWS, Blackmagic Design, Bridge Technologies, Canon Europe, Cisco, Comcast, Deluxe, EBU (European Broadcasting Union), Evertz Microsystems, EVS Broadcast Equipment, Fraunhofer Digital Media, Google, Grass Valley, Gravity Media, Harmonic, HP, IMAX, Lawo, LTN, MediaKind, Microsoft Corporation, NEP Group, Orange, Prime Focus, Riedel Communications, Ross Video, Samsung, Sennheiser, Sony, Tata Communications, Telestream, and Vizrt Group, and Zixi.**

Consumer electronics leader **LG** joined an exciting range of first-time exhibitors from around the globe making their IBC debut in 2023, including the likes of: **Brompton Technology, Compress2x, Layercake, Quine, SAS Software, Small Pixels, Sohonet, Wondershare, ZEASN, and Zinema Motion.**

Reflecting on IBC2023, **Samira Bakhtiar, Director, Global Media & Entertainment, Amazon Web Services**, said: "IBC is so important because it provides a venue for the community to come together. When you're able to come together with customers and partners, you can ideate and provide diverse perspectives that would normally not be able to come out. That's good for business, and it's good for the people that we serve."

**Ian Wagdin, Senior Technology Transfer Manager, BBC R&D**, commented: "IBC is a place where you can really get together and share ideas, both with manufacturers but also with other broadcasters. That keeps us relevant and ensures we are all discussing the right problems."

All content sessions from IBC2023 will be made available online following the show. To explore what is already available on IBC365, [click here](#).

IBC returns in 2024, from Friday 13<sup>th</sup> – Monday 16<sup>th</sup> September.

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## 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 the world-

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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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