

PRESS RELEASE

IBC2023 Set to Drive Future Innovation, Best Practice and Collaboration across Global Media Technology Industry

- *Registration now open for IBC2023 at the RAI Amsterdam*
- *Show builds momentum as over 40,000 square metres of exhibitor space already booked, exceeding last year's final total*
- *Major boost in bookings from APAC broadens global scope of IBC2023*

London, 16 May 2023 – [IBC2023](#) is now open for registration as the show looks to drive future innovation and empower people, energising the media and entertainment industry through collaboration, learning, networking and business development. IBC2023 will bring together the entire global M&E content and technology community at the **RAI Amsterdam** from **September 15th to 18th**, propelling transformation across the sector and sparking conversation about industry trends, advances, best practices, and diversity and inclusion.

Michael Crimp, Chief Executive of IBC, says: "The momentum is building towards another vibrant IBC2023. IBC is the place where the media and entertainment sector convene to design and define the agenda for our industry. IBC enables content everywhere by bringing together buyers and sellers to deliver insights, make connections and unlock opportunities."

Companies exhibiting at IBC have already booked over **40,000 square metres of exhibition space** – up from the final figure of 37,000 sqm for last year's show. All **13 halls are open in 2023**, with Halls 3 and 4 re-opened, and Halls 5 and 12 extended to their maximum capacity.

Over **70 new exhibitors** have booked space at the show so far, including global giant **LG Electronics** for the first time and a large number of other **East and Southeast Asian** firms – with bookings from China alone more than doubling, exceeding pre-pandemic 2019 figures. The result is a **Chinese pavilion** that will be twice the size as last year and a new **South Korean pavilion**.

Steve Connolly, Director at IBC, notes: "We are seeing the global scope of IBC growing as exhibitors from Asia Pacific are coming to the show in full force this year. It really speaks to the true international nature of our event. The upshot is we are expecting a major boost in visitors from the APAC region."

The show will offer a complete content programme across its four days, featuring keynote and other high-profile speakers, panels, masterclasses, demonstrations and further presentations focused on three content pillars: shifting business models, transformative technology, and people and purpose.

The expanded Hall 5 will host the dedicated **Content Everywhere** area where industry innovators will showcase emerging technologies for multiplatform delivery, over-the-top (OTT) streaming, and content

monetisation – including a full schedule of presentations and panel sessions at the **two show floor theatres** located within the hall.

The **Showcase Theatre** in Hall 12 and the **Innovation Stage** in Hall 3 will feature premier technology providers and thought leaders addressing the latest industry developments, including leading-edge technology that is spurring industry changes. The Innovation Stage will also host demonstrations from the **Accelerator Media Innovation Programme**, in which many of the leading and most inventive players in M&E and technology will demonstrate how they are collaborating to fast-track projects that take on real-world challenges the industry faces today. Hall 3 will also be home to the **Accelerator Zone**.

IBC 2023 will also feature its two-day paid-for **IBC Conference**, which runs **September 15th and 16th** and features thought leaders from across the sector addressing the issues driving the M&E agenda – all while enabling valuable connections and more direct industry conversations. This year's IBC Conference will offer the usual standard **Delegate Pass**, which includes entrance to all the event's presentations, and a new **Premium Pass** that provides access to additional content plus exclusive networking in the **Premium Lounge**.

The free **Visitor Pass** will provide access to all show floor sessions, along with the returning **Changemakers** programme, taking place **September 17th and 18th**, which looks at industry developments from a human point of view. The Changemakers sessions spotlight trailblazing organisations, initiatives and individuals changing perceptions and expectations within M&E while generating conversations that address topics such as **equality** and **sustainability**, as well as ways of boosting **creativity** and drawing **new industry talent** from a broader range of communities.

IBC is owned by six industry organisations **IABM, IEEE, IET, Royal Television Society, SCTE** and **SMPTE**. The **IBC Partnership Pavilion** will provide visitors an opportunity to find out more about the IBC owners.

To register for IBC2023, click [here](#).

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Note to Editors

Registration for press and analysts opens **June 1st**.

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-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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