



# **IBC2024** **ACCELERATOR** **PROGRAMME** **SPONSORSHIP** **PACKAGES**

**WHERE INNOVATION  
HAS NO LIMITS**





CONTENTS

# INTRO

The IBC Accelerator programme is a framework for collaborative innovation, created specifically to drive digital transformation in the media & entertainment technology eco-system.

Through a global, multi-organisation project based approach, the programme is a unique and highly acclaimed initiative, developed by IBC to fast-track solutions to complex media business and technology challenges.

Accelerator projects typically work through 'hands on' experimentation, exploring new technologies, work flows and architectures in real world media use cases. The solutions developed after a 4-6 month period are showcased as Proof of Concepts' at the IBC show each September.





CONTENTS

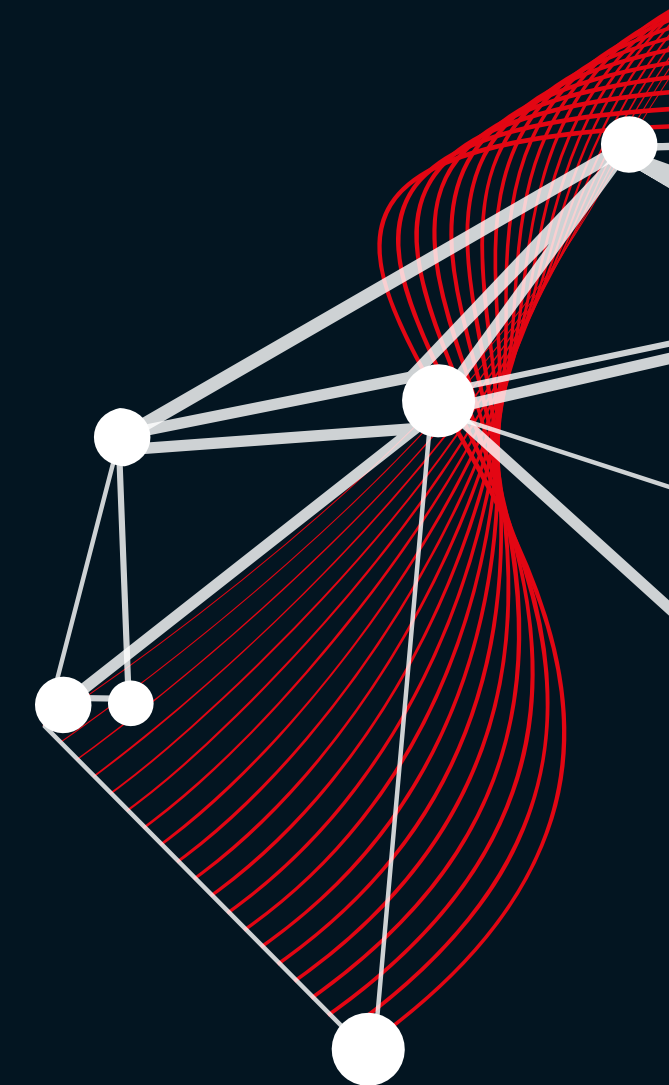
# KEY BENEFITS OF BEING INVOLVED AS A PROJECT PARTICIPANT

Key benefits of being involved as a project participant e.g. Solutions Providers & Vendors:

- Work with Champions inside and outside of the 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
- Get maximum visibility across the global IBC community, with multiple marketing platforms
- Work with cross-industry players and develop solutions to real-world challenges

# PROSPECTIVE CHALLENGES FOR 2024

- Sustainable Production & Creative Workflows
- The rise of Blockchain & New Models of Monetisation & Engagement
- Live Event Based Cloud Workflows
- Envisioning the Metaverse (or Metaverses) Evolving Distributed & Remote Production
- Operations
- New Phases of 5G standards phase in
- Enhancing in Person Entertainment: HDR, 8K (Super Resolutions) and more
- Audio: Moving beyond AAC?
- Next Generation Advertising
- AI's Continuing Exploration
- Cyber Security & Managing Threats
- Real-Time Game Engine Live Animations
- Flexible (Object based) media







CONTENTS

# PREVIOUS CHALLENGES AND COMPANIES INVOLVED

IBC's Accelerators have brought together more than 180 organisations in twenty-seven remarkable projects that have helped advance the understanding of new technologies, many of which will disrupt and drive the future of the media sector. Following a submissions process in Q4, selected Accelerator project challenges will be presented at Kickstart 2024, from where a shortlist will go forward to be developed and showcased at the heart of IBC in Amsterdam in September 2024.







# PREVIOUS ACCELERATOR ALUMNI 2019-23





CONTENTS

# AVAILABLE PACKAGES

## £100K (PREMIUM SPONSOR) – ONE EXCLUSIVE

PREMIUM BRANDING AND ENGAGEMENT OPPORTUNITIES THROUGHOUT THE ANNUAL ACCELERATOR CYCLE FROM PROJECT PITCHES AND SELECTION TO THEIR CULMINATION VIA THE SHOWCASE OF SOLUTIONS AT IBC2024, INCLUDING:

- Premium branding on pre-event marketing and onsite at Kickstart Day 2024 (March '24)
- Opportunity to provide a 5-minute 'sponsor spotlight' talk at Kickstart Day
- Opportunity to offer all fledgling Accelerator project teams with Support & Resources
- Specific Participation in up to two Accelerator projects (fees covered)
- Branding on all Accelerator Communications incl. social and PR
- Exec Interview or Thought Leadership article on IBC365
- Banner Ads on IBC365Mention in all IBC365 articles about Accelerators
- Full Page Print Advertising in IBC Daily on site/IBC Daily interview
- Branding and 150-word sponsor description on the IBC Accelerator programme website.
- Branding/Company Logo featured on Accelerator Zone at IBC2024.
- Branding/Company logo featured during Accelerator Sessions on the Innovation Stage at IBC2024
- Sponsor's own 2-3 minute video featured on Accelerator overview page on-line
- Branding/Company logo featured at start of project videos (post IBC, VOD) online
- Branding/Company Logo to feature on title slide for presentations used at IBC2024
- 2-5 minute speaking opportunity within the
- Opening sessions of the Accelerator Final Showcase sessions at IBC2024





CONTENTS

# AVAILABLE PACKAGES

## £30K (ASSOCIATE SPONSOR) – ONE EXCLUSIVE

BRANDING AND ENGAGEMENT OPPORTUNITIES THROUGHOUT THE ANNUAL ACCELERATOR CYCLE FROM PROJECT PITCHES AND SELECTION TO THEIR CULMINATION VIA THE SHOWCASE OF SOLUTIONS AT IBC 2024, INCLUDING:

- Titled 'Associate Sponsor'
- Branding on pre-event marketing and onsite at Kickstart Day 2024 (February '24)
- Participation in one Accelerator project (fees covered)
- Banner Ads on IBC 365
- Branding on all Accelerator Communications incl. social
- Branding on IBC Accelerator webpage
- Branding/Company Logo featured on Accelerator Programme Stand/ Physical Zone at IBC 2024.
- Branding/Company Logo to feature on title slide for presentations used at IBC 2024

## £15K KICKSTART DAY 2024 SPONSOR - ONE EXCLUSIVE

BRANDING AND ENGAGEMENT OPPORTUNITIES DURING THE KICK-START OF THE 2024 PROJECT CYCLE, INCLUDING:

- Branding on pre-event marketing and onsite at Kickstart Day 2024 (March '24)
- Discounted participation in Accelerator projects
- Branding on Accelerator Social Media
- Branding on IBC Accelerator webpage on Kickstart related pages
- Branding/Company Logo to feature on title slide for presentations used at Kickstart Day



CONTENTS

# AVAILABLE PACKAGES

## £8K KICKSTART DAY LUNCH SPONSOR – ONE EXCLUSIVE

- Branding on pre-event marketing and onsite at Kickstart Day 2024 (March '24)
- Branding on IBC Accelerator webpage on Kickstart related pages
- Branding/Company Logo to feature on title slide for presentations used at Kickstart Day

## £8K KICKSTART DAY NETWORKING DRINKS – ONE EXCLUSIVE

- Branding on pre-event marketing and onsite at Kickstart Day 2024 (March '24)
- Discounted participation in Accelerator projects
- Branding on IBC Accelerator webpage on Kickstart related pages
- Branding/Company Logo to feature on title slide for presentations used at Kickstart Day
- Branding at Networking Drinks Event to close Kickstart 2024