# IBC Accelerator Media Innovation Programme 2025 Submission Guidelines

## SECTION 1: INTRODUCTION & ACCELERATOR EXPLAINER

Hello and welcome to the IBC Accelerator Media Innovation Programme 2025 Application Process.

To propose an IBC Accelerator Challenge for 2025, please complete the submission form here using these guidelines to help clarify some of the key elements of the programme.

It is important that you read this document ***before*** submitting your proposal in order to fully understand criteria, selection process, fee structure applied, commitment required benefits and timeline of the programme, which will help you complete the Submission Form.

Importantly, please note the deadline to submit your Media & Entertainment Business or Technology Challenge for 2025 is **Friday 6th December 2024.** After this date our team may be unable to accept your project proposal.

Space on the 2025 Accelerator programme will be limited to a maximum eight projects, so it is important that your proposal is presented with clear and concise descriptions, focusing on business value and benefits, the proposed solutions to be explored and of course the innovation derived from the project that will be the core of the project's objectives.

**HIGH LEVEL OVERVIEW OF THE ACCELERATOR PROGRAMME**

The IBC Accelerator Programme is designed to support digital transformation in the media & entertainment industry in several ways:

- To accelerate the understanding of breakthrough new and emerging technologies via fast experimentation and hands-on, multi-vendor learnings by devising and validating new workflows, methodologies and architectures that can be applied to real world use cases (in a safe and trusted IBC facilitated environment).

- To support the buyers and end users of technology (the Champions of the project) with an advance understanding of new capabilities, techniques and possible combinations of the latest vendors' solutions. Please see below for definitions and roles of both Champions, and Participants.

- 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 areas that are considered the critical business or technology challenges of today for the industry.

- Challenges and projects are required to be scoped with realistic goals, within our five-to-six month timeframe for solutions to be explored and finalised in time to showcase at the IBC Show **(12-15 September 2025).**

- All entries will be reviewed by IBC following **the December 6th 2024 deadline**, and if your Project Challenge entry is selected, IBC will invite you to pitch it in person at our Accelerator 'Kickstart Day' event on **Wednesday 12th February 2025** at the BBC Radio Theatre in London**.** A maximum 12 projects will be invited to pitch.

**SUCCESSFUL APPLICANTS & IBC KICKSTART DAY (Q1 2025)**

**IBC Kickstart Day** is the first phase of the Accelerators annual cycle. This is where media industry technology leaders come together to pitch their Challenges and also assess other projects they may wish to champion or participate in. The event is where project teams of '**Champions'** and '**Participants'** come together to form teams to address these challenges. Please see below for definitions and roles of both Champions, and Participants.

All submissions must be formerly supported by at **a minimum of two Champions** who have agreed to commit to the project and underline their support and be present for the live pitch on stage, either physically or via video - at the IBC Kickstart Day event on 12th February 2025.

The goal for each challenge submitted is to present a compelling case for why the project is needed to solve a critical industry challenge and also identifies possible solutions, highlighting specific areas of tangible innovation to explore for the project's Proof of Concept.

The response to the selected pitches at Kickstart Day and the level of industry interest in them, enables IBC to select eight projects that will go forward as official Challenges for the IBC Accelerator programme in 2025.

**PROJECT FEES**

IBC's Accelerator Programme is funded through a combination of sponsorship and fees for participating in the programme.

The fees help to cover and provide a number of aspects of the programme, notably IBC's facilitation and management of projects, the Kickstart Day event, the marketing, press and pr campaign that supports the programme throughout the year, plus the physical, onsite IBC Accelerator Zone at the IBC show, where all eight projects have pods will be showcased on bespoke pods, and the Innovation Stage live sessions which form the heart of IBC 2025. The discussion sessions on the Innovation Stage revealing the PoCs and solutions developed are filmed and available as VOD on the IBC365 and IBC Show websites throughout the year.

**Participant Fees** are tiered based on annual revenues of the organisation in GBP, per the table below

**Champions Fees:** Champions pay an Accelerator Subscription fee of £3,000 annually (one fee regardless of number of projects supported).

**Academia:** There is an administration fee for Academic Institutions of £500 to be involved in the Programme.

These fees are applicable after Kickstart Day (February 2025) and at the point where the final projects have been selected by IBC to go forward, and teams are in official formation and ideation as part of final eight projects for 2025. There are no fees payable at the submission stage.

| Participant Fees (based off annual revenues (GBP) | Category | Participant Fee |
|---|---|---|
| Less than £500k | A | £1,650 |
| £500k - £1million | B | £5,000 |
| £1million to £10million | C | £7,000 |
| £10 million to £50 million | D | £12,000 |
| £50 million+ | E | £18,000 |

| | |
|---|---|
| **Champion fee** | £3,000 |
| **Academic Institute fee** | £500 |

At the early stage of the application process, we don't expect that full teams will be in place or have met all the requirements for the project to be approved by IBC to go forward for development. However, you must have at least the confirmed support of **a minimum of two Champions**, as well as a good idea of the types of Participants' expertise the project will need to develop solutions for the Challenge.

The more Champions and Participants that you can recruit from the outset of your application will significantly benefit the ideation and planning stage for the project.

After Kickstart Day on February 12th 2025, when a project has been selected to go forward, the IBC Accelerator team will provide support for matchmaking, ideation and project recruitment to engage additional Champions and Participants who might have an interest in the challenge and provide compatible expertise to achieve the goals of the project to help you succeed.

**Note:** IBC uses Microsoft teams to support the project development of the Accelerator programme. All documentation, toolkits, logo management and IBC updates and will be managed through the project group channel. Please ensure you have access to MS teams and/ or a suitable email to log in and to be able to manage/contribute within the project.

**PROGRAMME BENEFITS:**

**PR & Marketing:**
If your project is selected to be part of the IBC Accelerator Programme for 2025, your participation includes invaluable media & entertainment sector brand and PR exposure for you and your organisation across IBC's key media platforms and media partners e.g. IBC's website, IBC365, podcasts, social media, press releases and features with a host of influential media partners. In addition, there is significant exposure for the Accelerator Programme on the ground at the IBC Show in Amsterdam, on stages, on the show floor and more.

**Year-Round Customer/Supplier Engagement**
Importantly, the Accelerator programme has been welcomed and embraced because it brings year-round engagement and interaction between Champions and Participants, buyers and sellers as well as valuable visibility *throughout the year*, not just at IBC itself.

**Central Show Floor Presence at IBC**
An Accelerator Zone – featuring all eight projects and teams selected in 2025 – will be a central feature of IBC Show in 2025 situated alongside the Innovation Stage. Each project and team have a pod and screen to showcase their project solutions, with branding of both Champions and Participants in the project.

**Stepping Stone to Commercial Opportunities and further success**
There are many great examples of IBC Accelerator projects that have gone from development in the programme to commercial deployment by some of the biggest broadcasters in the world. There are also many examples of award winning projects developed in the programme.

**IBC Accelerator Programme Project of the Year Award:**
The prestigious IBC Accelerator Project of the Year Award 2025 will be awarded to the top project as reviewed and judged by our independent jury of media professionals. All projects showcased at IBC are in the running for the award, judged on Final PoC and Showcase sessions assessed as key materials presented during and after IBC show, with the award winner announced live at the following Kickstart Day.

**SPONSORSHIP OPPORTUNITIES**

The IBC Accelerator Programme has attracted some world leading technology organisations to support the programme, such as AMD-HP and Microsoft. The 2025 cycle offers several tiers of sponsorship with additional benefits and exposure in and around the programme, right from the start of the cycle through pre-Kickstart Day promotion through to IBC2025 itself.

If you are interested in learning more about these high-profile opportunities, please contact our Accelerator Team accelerators@ibc.org

**Question 1: Are you submitting this proposal as a Champion or a Participant?**

Per above: There are two distinct roles in Accelerator Projects - Champions and Participants:

*Champions* are the buyers or end users of the solutions e.g. broadcasters, studios, platforms, technology game engines, content owners and providers. In your proposal, you should define the business challenge that Champions would like to address and why. Champions also help to develop the project use cases and evangelise the solution within their organisation and to the wider industry, providing regular feedback on progress. There can be multiple Champions and Co-Champions supporting the project, but every submission requires **a minimum of two** to be confirmed Champion to meet submission criteria.

*Participants* are the sellers of technologies, solutions and services i.e. manufacturers, software and application and software developers, systems integrators, etc. Participants help design the solutions collaboratively with the guidance of Champions and alongside other Participants, culminating in a PoC demonstration at the end of the 4–6-month project cycle. There must be a **minimum of four** Participants working in an Accelerator project.

**Other:** Academic Institutions, industry associations and bodies in addition to other vertical industry organisations that can either provide expertise or benefit from media innovation are welcome to propose or join projects, though must also bring two Champions to support the proposal and pitch.   Please contact the IBC Accelerator team to ask for details of fees for these organisations. E: accelerators@ibc.org

**Consortiums:** We welcome industry consortiums to get involved in the programme but can only provide visibility for the consortia name and brand as part of the project, rather than individual companies involved. We are only able to involve up to a maximum of five people per consortium to participate in any one project.

**Question 2: Proposed Project Name (and organisation details)**

Please consider a short title that is as descriptive of the proposed project and yet is as compelling and succinct as possible - at this early stage. The proposed title can be refined and amended later, if selected to go forward to the Kickstart Day event.

Please also complete the details of your proposed project team, including:

- Proposed Project Leads. These can be either from your own organisation or others identified to take a leading part in the project at this stage
- At least two supporting Project Champions. Note: You may not yet have a complete team in place at submission stage, but you must have as a minimum two Champions that are confirmed and willing to buy into the project concept, aims and goals as well as join the pitch by the team at the Kickstart Day event in Q1 2025 (should the proposal be approved to go forward).
- Other confirmed or potential Participants/ Vendors with the key additional expertise required to complete the project team.

**Please note:** A project application may not be fully approved to proceed without meeting the minimum number of confirmed Champions (2) and Participants (4) at the outset.

**Question 3: Summary of Proposed Project**

Please provide a short (100 word) summary of what a supporting Champion would like to achieve or understand better or experiment within the context of your project. Please ensure that the proposed solution is achievable within the timescale available (4-6 months) i.e. ahead of the IBC show, where the project's PoC will be showcased and discussed.

It is key to ensure that the challenges address the needs of the buyers of technology, especially in new or nascent technologies.

## Question 4: Confirmed Champions supporting this project

Each project proposal submitted must have the confirmed support of at least two Champions, as well as a firm idea of Participant/ vendor technical expertise required to develop solutions to the Challenge. Recruiting Champions (and additional Participants) to the team from the outset will ensure that the projects get off to the best start and quickly gathers momentum.

## Question 5: Project Co-Leads

You must identify at least one project lead that will be the key contact to drive the project forward from the outset. Project co-leads are optional. Both these roles can either be from your own organisation or from Champion or Participant project member organisations.

## Question 6: Challenge Statement / Objectives

Please describe as succinctly as possible, the specific Media & Entertainment business or technology problem or challenge that your project aims to address.

This should be based on the need to solve a very specific problem that Champions (buyers of tech & services) currently have and not on a solution that has already been developed and is available or soon to be launched on the market.

In other words, the Accelerator programme is about new and tangible innovation and experimentation to solve complex problems of the Champions, it should not be considered as a vehicle to showcase or demo existing products, services or solutions.

## Question 7: Innovation Statement

The most important question! Please provide a very specific description of the innovation that will be developed through the Accelerator project, focusing on what would be genuine and unique about the solution derived through the project, in the context of how it will move the industry forward and how it could be game changing for Champions.

## Question 8: Extension to a previous Accelerator Challenge?

Accelerator Projects frequently develop into two or even three-year phases, or teams come back with new challenges. If your proposal is an extension of a previous Accelerator, please identify the differences between this year's proposal and the previous years' project, and the reasons to continue (e.g. a new angle to the challenge you will be exploring, a new use case; new core team members with new innovation, etc). If not, please leave blank.

## Question 9: Define Success of the Project

It is important to project a vision of will be possible should this challenge be solved i.e. What is the significance of solving this problem for your organisation and more broadly, for the industry? And what will it enable you and/or the wider industry to do that they cannot do today?

## Question 10: Project Scope & Team Expertise

It is very important that the project scope is achievable within a realistic four-to-six-month timeline between early March to mid-September 2025. Please provide further detailed information on the scope of your project proposal, and the specific areas of expertise required for the team so that IBC can help recruit additional team members with appropriate expertise.

### Question 11: Workstreams

It might be difficult to envisage whether the project needs to be broken into separate workstreams at this stage, but if you can envisage separate areas of focus at the outset, this will further help in the recruitment of participants with the appropriate skills, solutions and product sets to support development from the start.

### Question 12: Interdependencies

Accelerator projects can be a tremendous environment for leveraging the benefits of or understanding the complexities of new standards, especially in the context of interoperability. Projects can also be significant for forging a very early path toward the standards processes. Therefore, understanding whether the proposal leverages the work of standards bodies, industry groups can help IBC tap into expertise within these groups, such as SMPTE, IET, IABM, IEEE, etc

### Question 13: Additional Champions & Participants- your "wish-list"

To reiterate, it's critical that you have the committed support of at least two Champions to support your project from the submission stage onwards. However, you should list here any other potential Champions and Participants that you would like to engage with to help support your project proposal and whether you have either already reached out to discuss their involvement at the time of this submission, or if you would need our help with facilitating an introduction.

### Question 14: Please enter any other relevant information

Any additional information pertinent to the proposal is welcome – if you have any workflow charts, presentations, technical papers, documents and articles that provide further background or context to your proposal, please send them to accelerators@ibc.org clearly stating the title of the project that you have submitted with 'Further Submission Materials' in the subject line