

IBC2024 IN NUMBERS:



45,085

Total attendees
16% increase



95 million

Estimated PR coverage reach

125+

Hours of content

277+

Number of speakers

1,350+

Exhibitors



426

Press &
Analyst
attendees



140+

Media partners

40



Corporate buyers
at the AV user group pitch

9



Innovative
Accelerator
projects

588

Conference
delegates

11,000+

Sessions attended

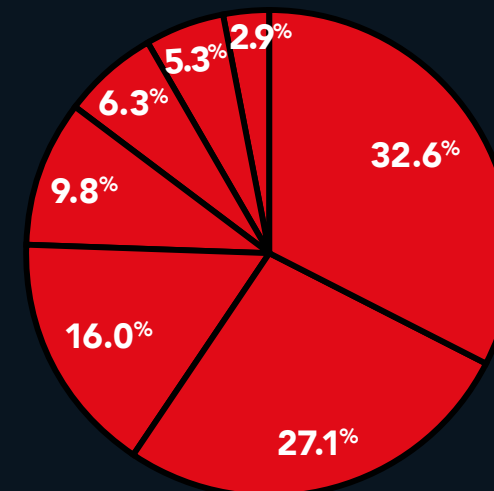
170,031

Badges scanned



1,908,318

E-Daily's delivered in 2024



Job roles:

C-Suite, VP, EVP, Director & Above **32.6%**
Head of Dept / Manager **27.1%**
Pro Engineer / Developer **16.0%**
Entrepreneur / Freelance **9.8%**
Student / Intern **6.3%**
Executive / Assistant **5.3%**
Editor / Publisher / Journalist / Writer / Photographer **2.9%**

107,034

IBC365 page views in Sept
(20th Aug – 19th Sep)



633,259

IBC Show page views in Sept (20th Aug – 19th Sep)

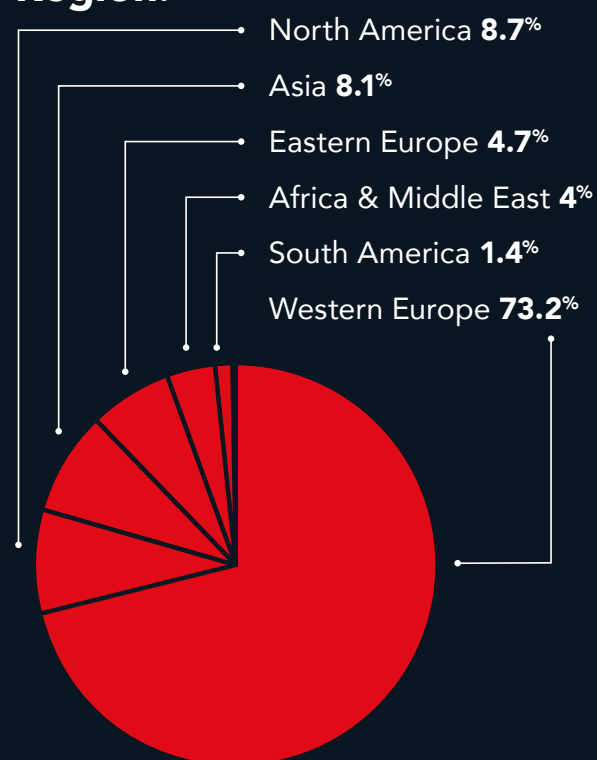
Attendees from over

170 countries

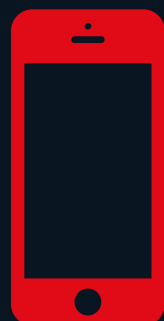
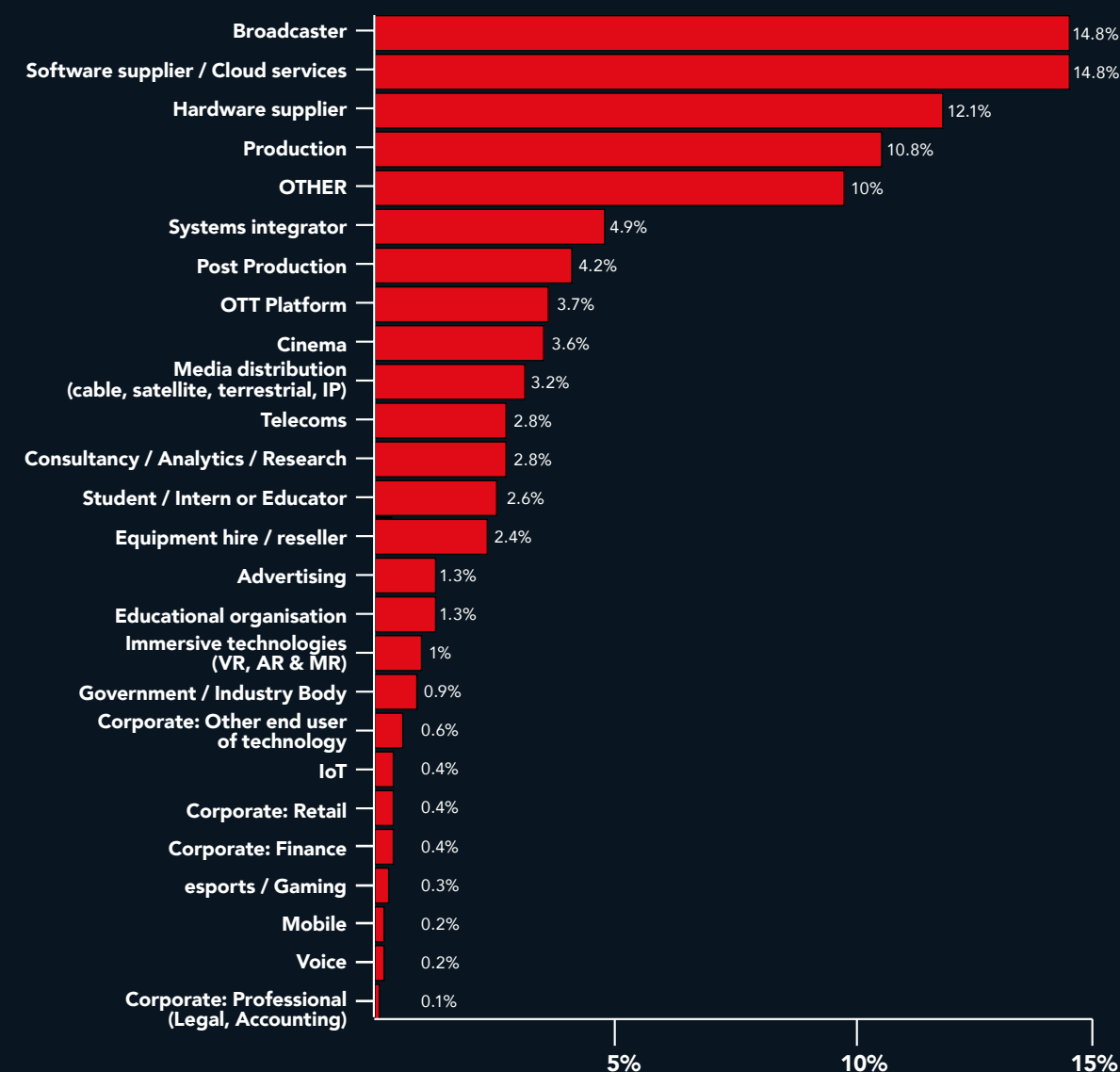
Top 10:

Netherlands	22%	Belgium	4.5%
UK	13.7%	China	2.9%
Germany	10.2%	Italy	2.8%
United States	7.7%	Spain	2.5%
France	5.5%	Poland	1.6%

Region:



Core business split:



1.6M

post and profile
reach across IBC
social profiles

Over

120,000

video views

