ACCELERATOR INNOVATION PROGRAMME
MARKETING & PR CAMPAIGN ACTIVITY
IBC created the **Accelerator Programme** to support the media & entertainment technology sector with a framework for agile, collaborative and fast-track innovation.

The programme is supported by a 12 month campaign which includes promotion across all key marketing channels as well as extensive content marketing and Accelerator specific events.

More than 160 organisations have participated in the Accelerator programme since 2019, as Champions and Participants in some 27 projects – household media brands together with large, medium and small technology organisations and academic institutions.

Champions of projects have included Aardman Entertainment, Al Jazeera, BBC, BT Sport, DAZN, Fox Sports, ITV, NBC Universal, the English Premier League, Pixar, Production Park, Thomson Reuters, RTÉ, Sky, Universal Pictures, Paramount, Warner Bros. Discovery, and many, many more.
Emails are distributed to over 199,632 industry professionals from around the world through IBCShow and IBC365 databases.
Dedicated Accelerator homepage and inner pages on Accelerator projects are hosted on IBC Show website. The IBC Show website has 377,610 annual unique users and 3,460,442 annual page views.
Throughout the year the Accelerators will be included in a series of IBC press releases leading to coverage in leading broadcast and media tech publications. These press releases are amplified on social media and the show website. The Accelerator projects are also supported by interviews and wider editorial which appear in industry press as well as IBC365 and the IBC Daily.

IBC MEDIA PARTNERS COVERAGE INCLUDED:

IBC ANNOUNCES EIGHT ACCELERATOR MEDIA INNOVATION CHALLENGES PLUS A SPECIAL INCUBATOR PROJECT FOR 2024

Pioneering projects spotlight pivotal media industry trends, including artificial intelligence, sustainability, countering disinformation, digital talent provenance, live production advancement and much more.

London – 3rd April 2024 – IBC2024 has unveiled eight new projects selected for the IBC Accelerator Media Innovation Programme, through which a mix of world-leading and new industry players from across the global media, entertainment and technology communities collaborate to explore potential solutions to critical challenges the industry faces today. This year’s Accelerator Programme will also include a “Special Incubator Project” that builds on innovative live production technologies established by projects in previous years. The programme provides an agile, fast-track framework for initiating and developing innovation in the media sector to create achievable, hands-on solutions that address common pain points. Final Proof of Concepts (PoCs) will be demonstrated at the dedicated Accelerator Zone and also presented live on the Innovation Stage at IBC2024, taking place at the RAI Amsterdam from 13th-16th September.

“The IBC Accelerator Media Innovation Programme has built huge momentum since its inception in 2019, and we have seen more major media players from around the globe than ever coming to pitch ideas this year,” says IBC Innovation Lead Mark Smith, who is also Chair of the IBC Council. “The feedback on the latest round of projects that were pitched as concepts has been overwhelmingly positive. There’s a huge buzz around this year’s programme tackling industry-critical issues such as sustainability, responsible artificial intelligence (AI), the verification of news and countering disinformation, live production workflows, connectivity and more. Bringing together dynamic media and technology pioneers to address the critical industry challenges of today and tomorrow and explore innovative solutions is at the core of everything IBC stands for.”

The eight new challenges announced by the Accelerator Programme and the additional Incubator project were chosen following the IBC’s Kickstart Day on 6th March at the Institute of Engineering and Technology (IET), Prospective project Champions and Participants from around the world joined the event to present and hear pitches on the challenges they proposed to tackle in 2024, then discuss synergies and interest in joining various teams. Project teams are comprised of Champions, which are media and entertainment companies looking to steer, support, trial, and make use of the innovations resulting from the Accelerator work, while the Participants are tech innovation vendors and suppliers working with these brands to create and execute the breakthroughs that will be showcased at IBC this year.

IBC Kickstart Day also saw the 2023 Accelerator Project of the Year Award presented to the Responsive Narrative Factory team, which developed a solution for delivering personalised narratives, tailored by consumers in real time via a metadata-powered content selection interface. The team demonstrated a new component-based approach to quickly and cost-effectively creating multiple versions of content from a single master to enable precision targeting of programs to different demographics, regions or groups. Champions were IBC and IET, and Participants included CoVo, EZDRM, Infuse Video, JPB Media Solutions and Metarex.
Accelerator content is often promoted on our IBC365 website (721,608 annual unique users, 3,560,417 page views, 104,000 subscribers) and IBC365 Newsletter (50K subscribers).
Accelerator coverage across all of our social platforms includes: Instagram, LinkedIn, Twitter and Facebook, with post going out to thousands of industry professionals and companies.
IBC provides high quality video content of the Accelerator projects, with coverage of the kickstart event pitches and interviews, IBC Show session recordings and an Accelerator project show reel. These videos are published on the IBC YouTube channel with 2.86k subscribers and the videos are available for you to share to your social media database. Final POC result presentations are also published.

Accelerator YouTube Videos Include:
- Accelerator pitches
- Accelerator IBCShow session
- Accelerator interviews
- Accelerator showreel
PERSONALISED BANNERS

Range of personalised banners created for accelerator project participants used by IBC to promote the accelerators across our social platforms, website and emails, but also available to projects to use for individual promotion. IBC also produce a personalised marketing tool kit for each project team with a range of assets.
KICKSTART DAY

A full day programme with key insights, discussions and pitches on the critical innovation themes within the media and entertainment sectors.

Top professional media industry peers attend to assess which project teams to join as a Champion or Participant to work on innovative solutions to the project challenges presenting final POC results at IBC.

Marketing Support:

Video content of each pitch will be produced by IBC along with short form interviews and testimonials. These are shared across all IBC marketing channels.

Press releases to announce Kickstart Day and the successful Pitches

IBC365 article – editorial to announce the event and post event round up

Email marketing to IBC database to drive attendance to Kickstart Day
Accelerator sessions are spotlighted on **IBC info screens** located at several points throughout the venue and played throughout the whole duration of the show.

Dedicated **Accelerator Zone**. Home to all 8 projects, with individual stands where project teams can showcase their innovation and visitors can come to learn about the accelerators. The Accelerator Zone also host a Happy Hour drinks event, where you can network with the experts behind the projects.

**Innovation Stage**. Each project has the opportunity to present their concept live on stage during IBC.

Features in the **IBC Daily** which is both printed and handed out at the IBC show, alongside being published on IBC365 and highlighted in emails throughout the show. Accelerator projects receive a solus article – an interview with a project member, an outline of the project and highlight of show session date and time.
WHERE INNOVATION HAS NO LIMITS

For any questions, please email the team at accelerators@ibc.org