

WHERE
INNOVATION
HAS NO LIMITS



ACCELERATOR INNOVATION PROGRAMME
MARKETING & PR CAMPAIGN ACTIVITY



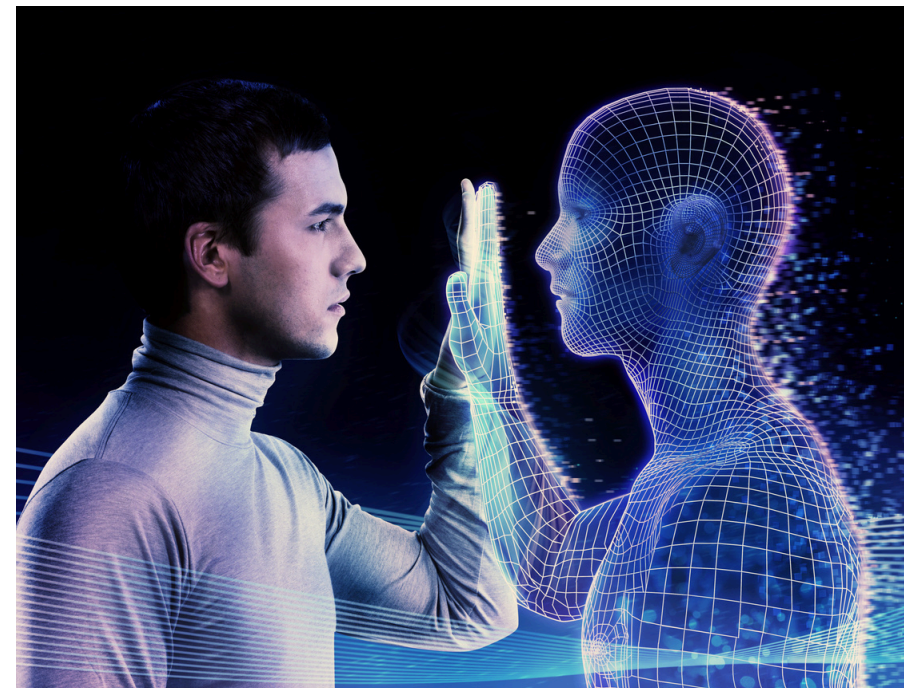
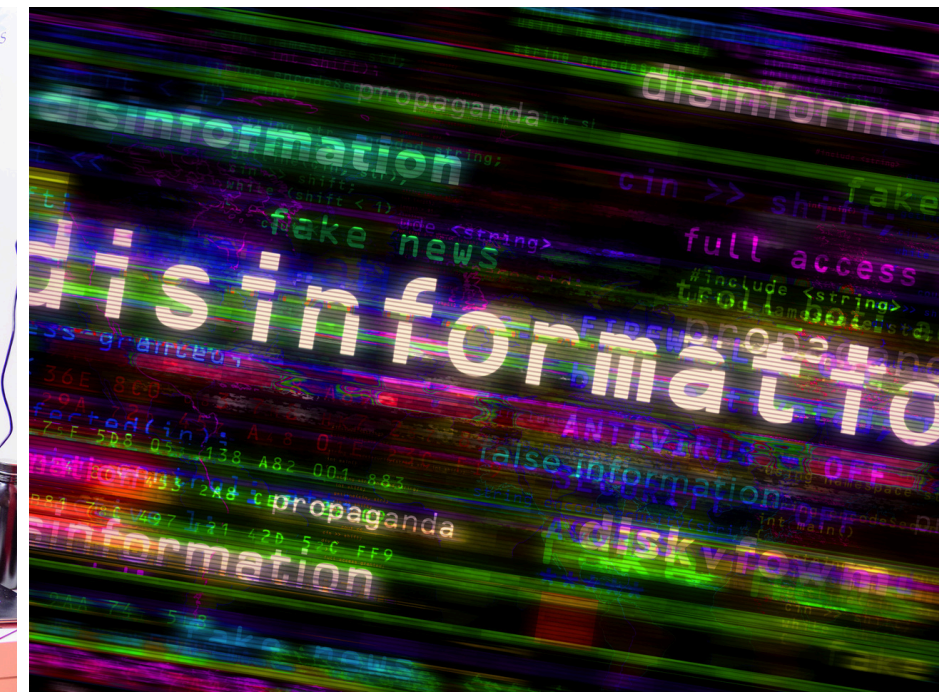
INTRODUCTION

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 **300 organisations** have taken part in the programme since its foundation in 2019, as Champions and Participants in some 44+ projects – household media brands come 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.



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.

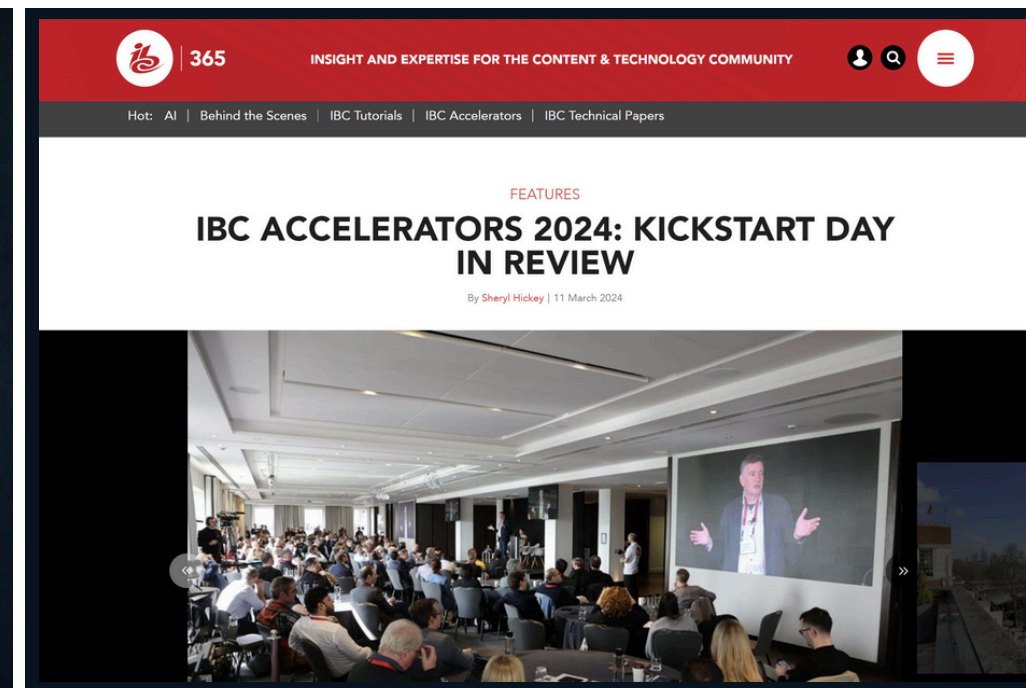
Marketing Support:

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

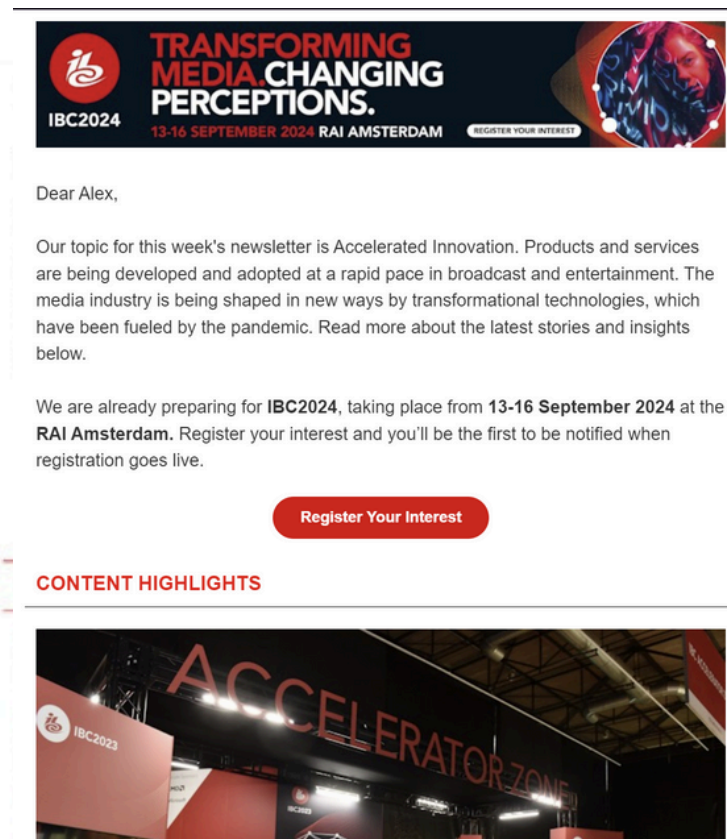
Email marketing to IBC database to drive attendance to Kickstart Day



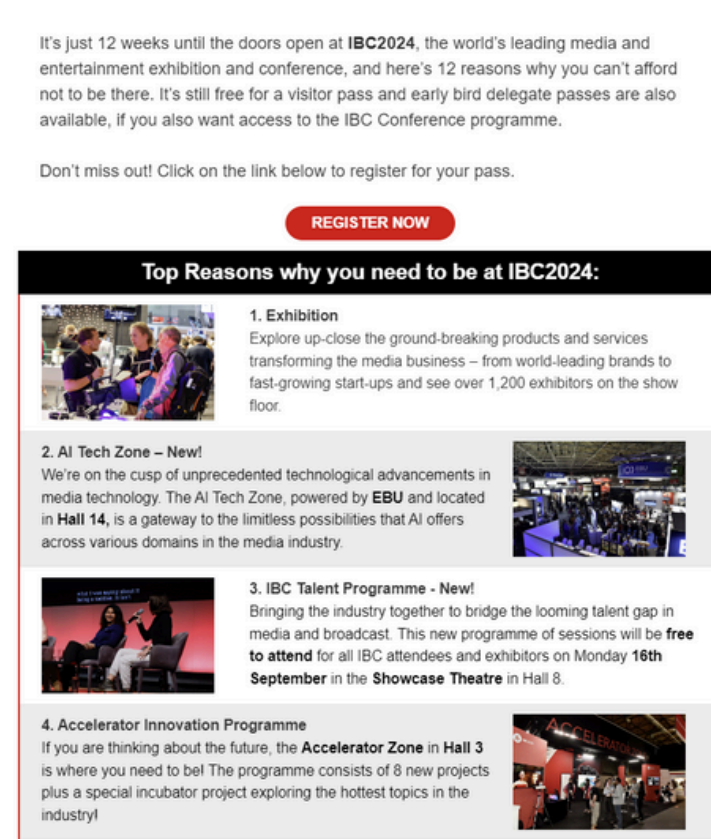
EMAIL MARKETING

Emails are distributed to over **199,632** industry professionals from around the world through IBCShow and IBC365 databases.

Innovation Spotlight Newsletter



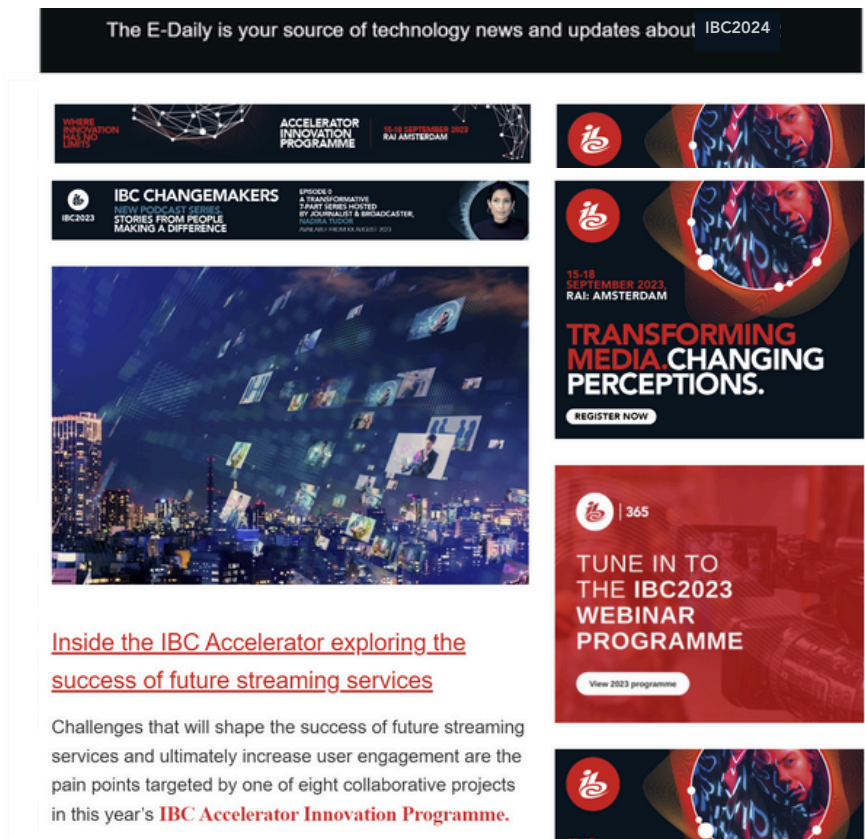
Accelerator emails plus featured in general show emails



IBC365 Articles in weekly e-bulletin



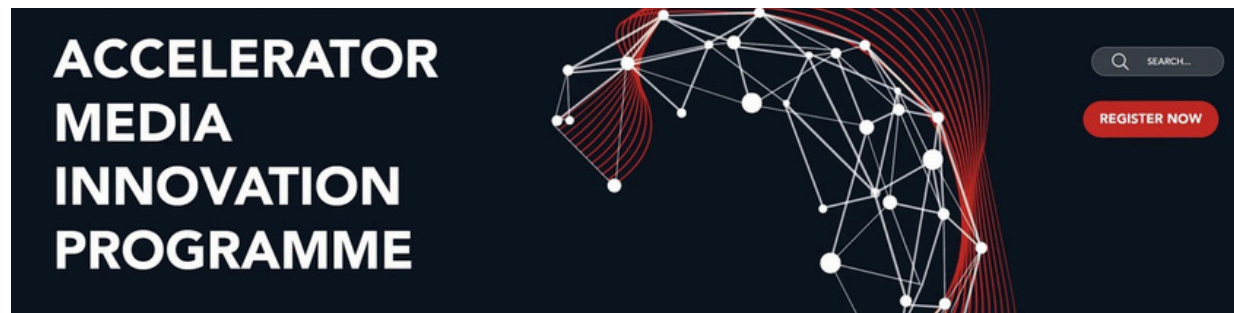
Editorial & banners featured in weekly e-Daily



SHOW WEBSITE

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.

IBC Accelerator Homepage
Mention of all projects



ACCELERATOR MEDIA INNOVATION PROGRAMME

2024 Accelerator Media Innovation Programme Challenges are Announced.


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. Final Proof of Concepts (POCs) will be demonstrated at the dedicated Accelerator Zone and also presented live on the Innovation Stage at IBC2024, at the RAI Amsterdam from 13th-16th September.

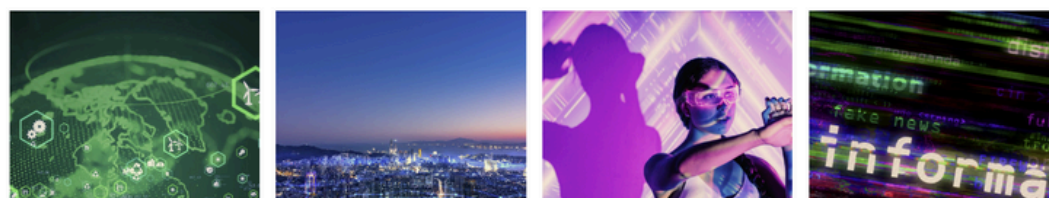
[Read Press Release →](#)



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2024 Accelerator Media Innovation Projects



Individual Project Pages Overview of projects and participating brands spotlighted



ACCELERATOR PROJECT

Connecting Live Performances of the Future with ULL-AVLM (Ultra-Low Latency Audio, video, light and media data)



The Challenge:
Project Challenge Proposed by: D&B Solutions & Strathclyde University
Supported by Champions: EBU, Kings College London, TV2
Participants: D&B Solutions, Spectral Compute Ltd.

In a world where live performances include dynamic visual canvases powered by real-time engines, spatial/object-based audio, and complex lighting and tracking data, this project aims to develop a solution for delivering all data between venues - in

The POC Objectives:

- Explore the role of private 5G networks to harness the power of live object-based audio and acoustic emulation in multiple, live music performances
- Define new methods for the acquisition and distribution of data in live events
- Minimise latency at every step of the chain
- Develop ways to synchronise the full spectrum of AVLM control data
- Explore the role of real-time engines & cloud infrastructure to connect experiences

PRESS RELEASE

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.ORG



PRESS RELEASE

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 **BBC** and **IET**, and **Participants** included **CuVo**, **EZDRM**, **Infuse Video**, **JPB Media Solutions** and **Metarex**.



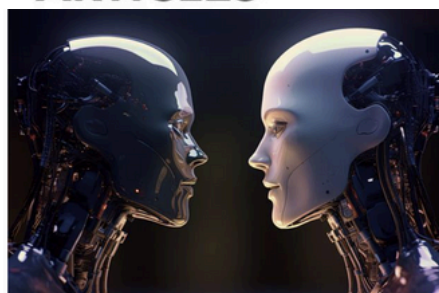
Accelerator content is often promoted on our IBC365 website (721,608 annual unique users, 3,560,417 page views, 104,000 subscribers) and IBC365 Newsletter (50K subscribers).

IBC Accelerator Tab Landing page for all IBC Accelerators

IBC365 Accelerator Content Interviews with project participants and champions Video discussions surrounding project updates



ALL IBC ACCELERATORS ARTICLES



IBC2024 Accelerator Project: AI Media Production Lab
2 July 2024 | By Mark Mayne



Content Everywhere: Accelerating towards IBC
24 June 2024 | By Anne Morris



IBC2024 Accelerator Special Incubator Project: Connect and Produce Anywhere. Phase II

IBC ACCELERATORS 2024: FINAL EIGHT PROJECTS UNVEILED

By Sheryl Hickey | 4 April 2024

Eight cutting-edge projects have been announced for the IBC Accelerator Innovation Programme to dig deep into topical pain points faced by the M&E sector, and explore hands-on, achievable solutions. The pioneering projects spotlight pivotal media industry trends, including responsible artificial intelligence, sustainability, countering disinformation, connectivity, digital talent provenance, live production advancement and much more.

IBC Innovation Lead Mark Smith, who is also Chair of the IBC Council, described the programme as bringing together “dynamic media and technology pioneers to address the critical industry challenges of today and tomorrow and explore innovative solutions... the core of everything IBC stands for.” Everyone from world-leading to new industry players from across the global media, entertainment and technology communities will collaborate and explore potential solutions to critical challenges the industry faces today.

Most popular

- IBC2024: Innovation, talent and growth initiatives launched to drive global media industry
- IBC2024 Accelerator Special Incubator Project: Connect and Produce Anywhere, Phase II
- Content Everywhere: Accelerating towards IBC
- Behind the Scenes: Supacell
- Inaugural World Skills Café to take place at IBC2024

IBC ACCELERATORS: AUTHENTICATED DATA SPECIFICATION

24 November 2023

IBC2023: The Authenticated Data Specification defines a standardised data distribution package to ensure that, as programming is distributed and works its way through the entertainment landscape.

IBC2024 ACCELERATOR SPECIAL INCUBATOR PROJECT: CONNECT AND PRODUCE ANYWHERE, PHASE II

By John Maxwell Hobbs | 19 June 2024

The IBC2024 Accelerator Program continues to revolutionise live event production with its latest initiatives aimed at leveraging cutting-edge technology to overcome challenges in the broadcasting industry. Building on the successes of previous years, the **Connect and Produce Anywhere, Phase II** project focuses on enhancing production capabilities through innovative uses of cloud and edge computing, ensuring high-quality output even under varying connectivity conditions.

Following the build and development of an all IP, Edge-first, multi-cloud, multi software test bed environment in the **CAPA Accelerator 2023**, the project team is now positioned to implement and road test the solution on some real-world live event production scenarios where there are varying degrees of available bandwidth.

This is a special incubator project which will be carried out in addition to the eight challenges chosen for this year's cohort for the IBC2024 Accelerator Media Innovation Programme. The project challenge was proposed by the BBC and BT Media & Broadcast. Champions are BBC, BT Media & Broadcast, Sky, FBI, Vodafone Group.

Most popular

- IBC2024: Innovation, talent and growth initiatives launched to drive global media industry
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SOCIAL MEDIA



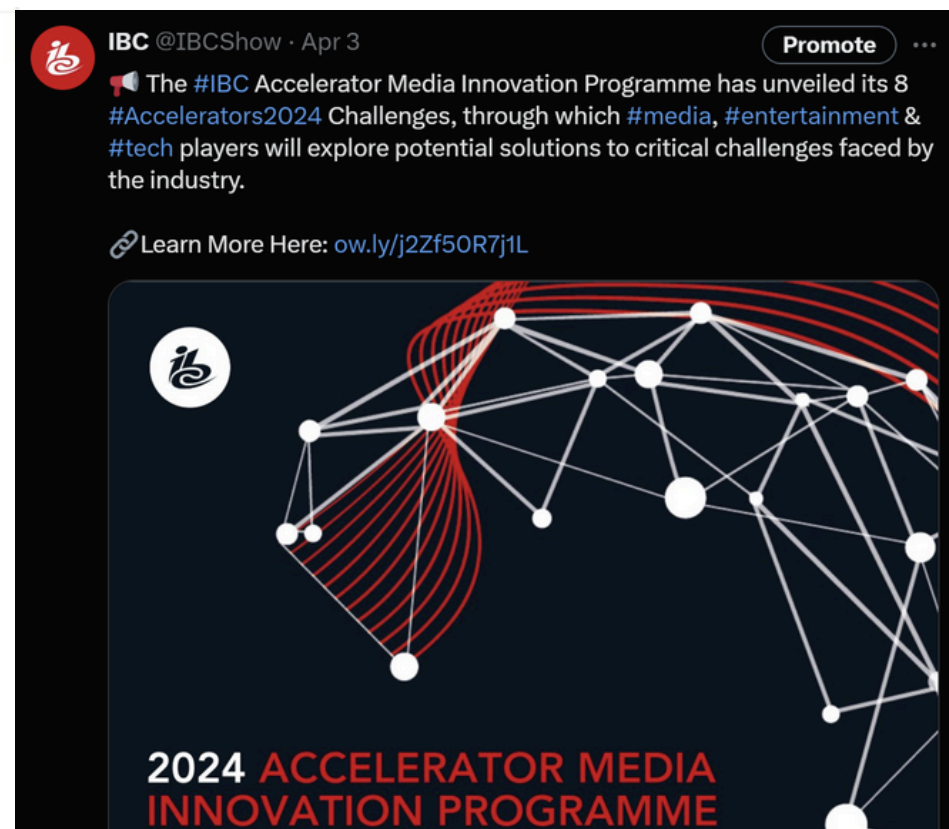
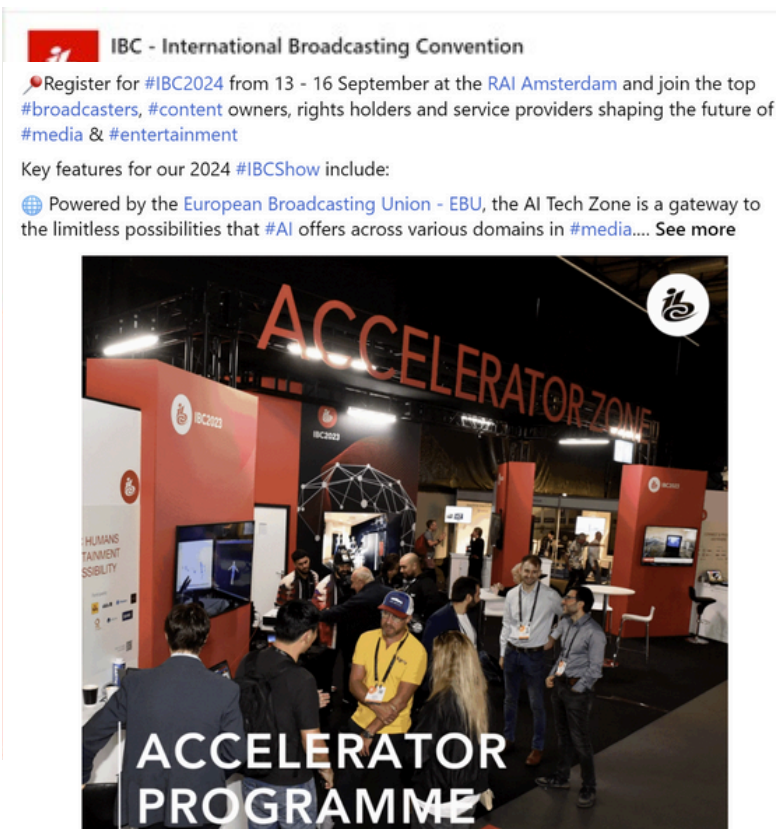
Accelerator coverage across all of our social platforms includes: Instagram, LinkedIn, Twitter and Facebook, with post going out to thousands of industry professionals and companies.

 43.3K

 31.1K

 17.4K

 13.2K



VIDEO MARKETING ASSETS

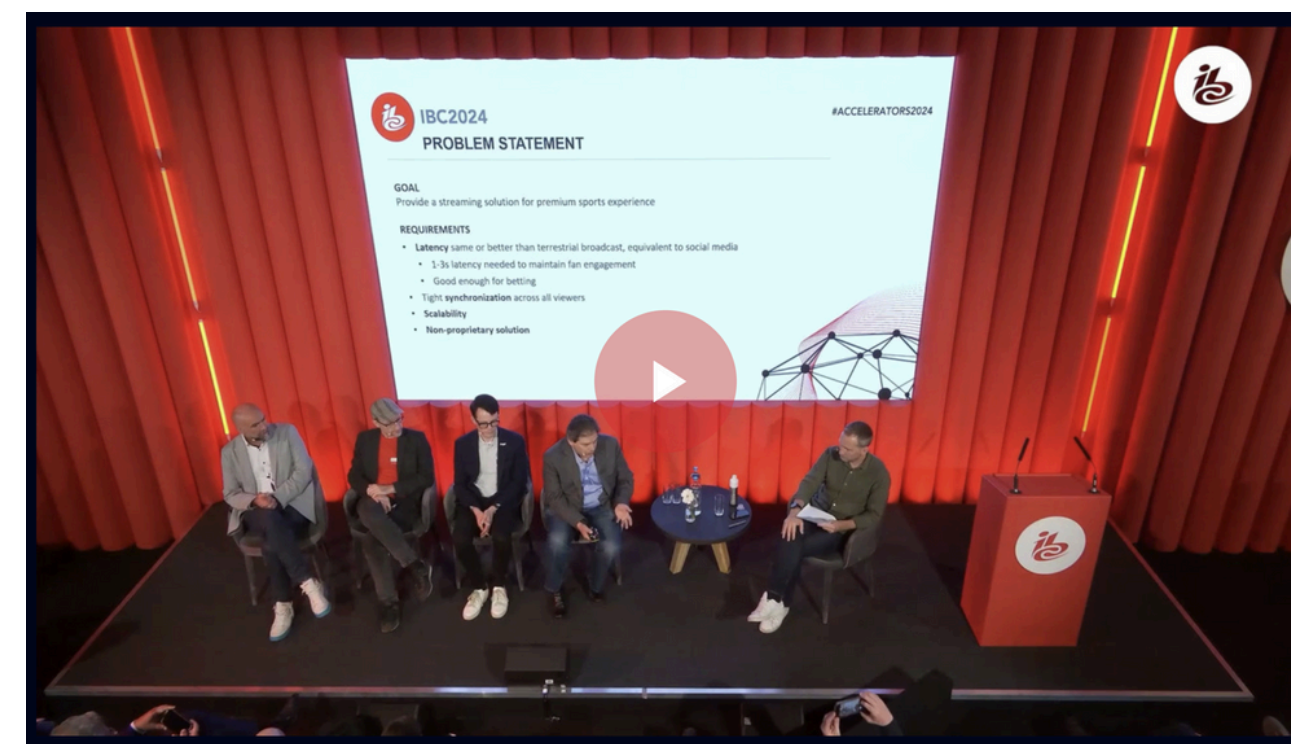
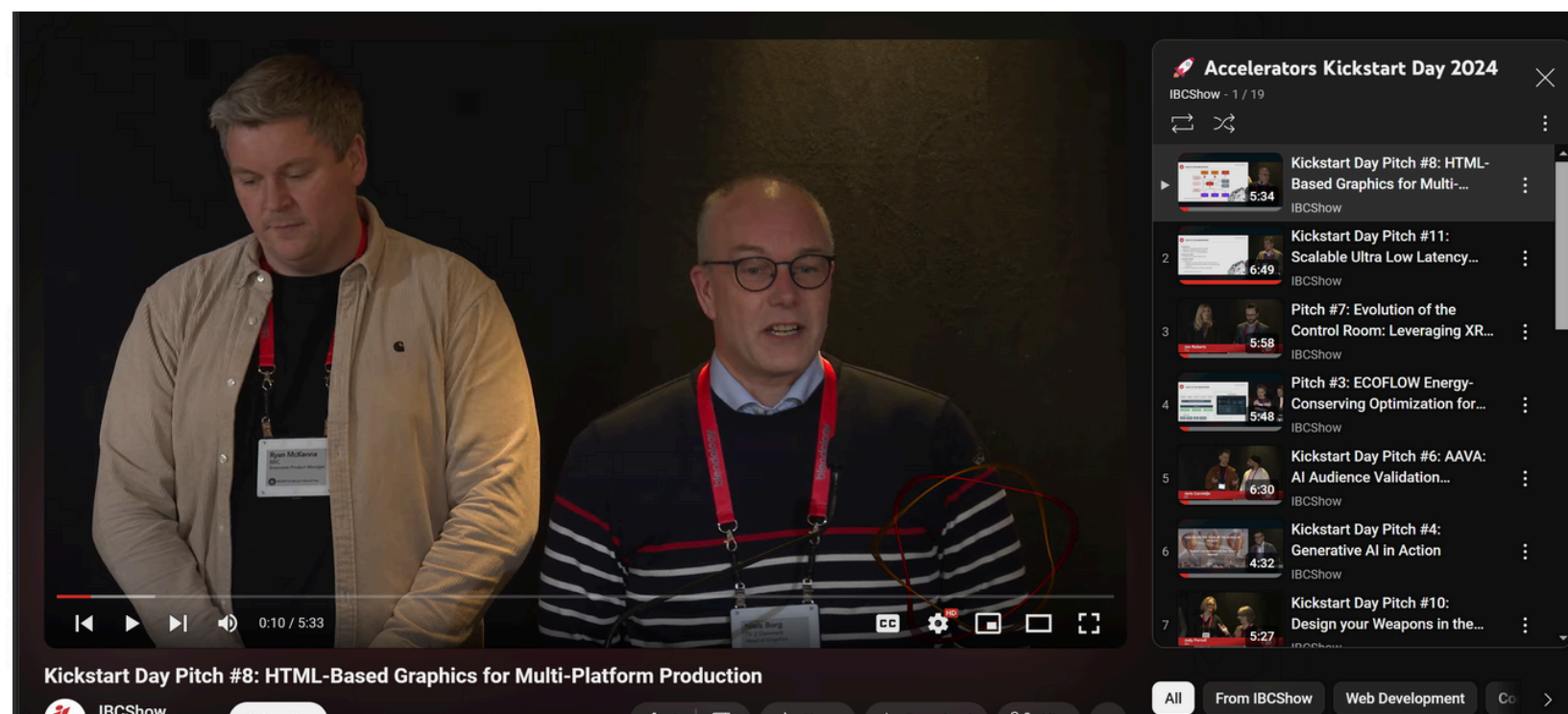


IBC provides high quality video content of the Accelerator projects, with coverage of the kickstart event pitches and interviews, IBC Show session recordings and an Accelerator project show reel. These videos are published on the **IBC YouTube** channel with **2.86k subscribers** and the videos are available 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.



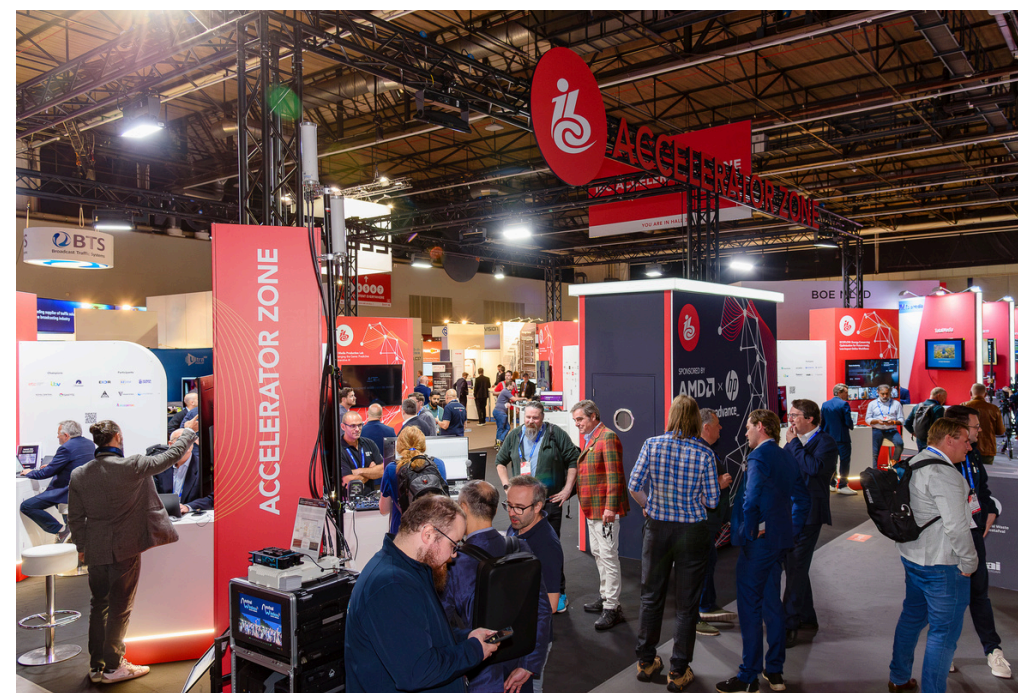
ONSITE AT IBC

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.



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

