

**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.

2022 PARTICIPANTS & CHAMPIONS INCLUDED:



EMAIL MARKETING

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

Innovation Spotlight Newsletter



Accelerator Innovation Programme Newsletter

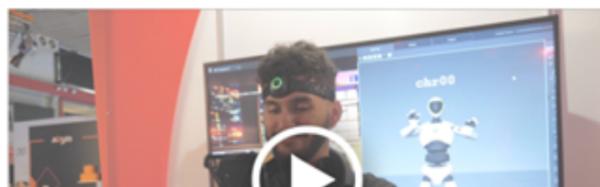
Dear James,

As we head toward a whole new cycle of challenges for the IBC2023 Accelerator Innovation Programme, we wanted to highlight our eight ground-breaking projects that concluded, to widespread acclaim, at IBC2022. This year's programme brought together more than 100 organisations from across the industry eco-system, including household media and entertainment brands, technology leaders and up-and-coming start-ups, all of which joined together in a remarkable spirit of collaboration to develop solutions addressing real-world industry challenges. You can see all the fascinating discussions and compelling showcases from our project teams at the IBC2022 Show below, as part of their final proof of concept (POC) results and demonstrations.

Are you interested in taking part? Get started today by completing our IBC2023 Accelerator Media Innovation Programme form.

[Register Interest](#)

IBC2022 Highlights Video



Accelerator emails plus featured in general show emails



Uncover the results of eight cutting-edge R&D projects

Dear James,

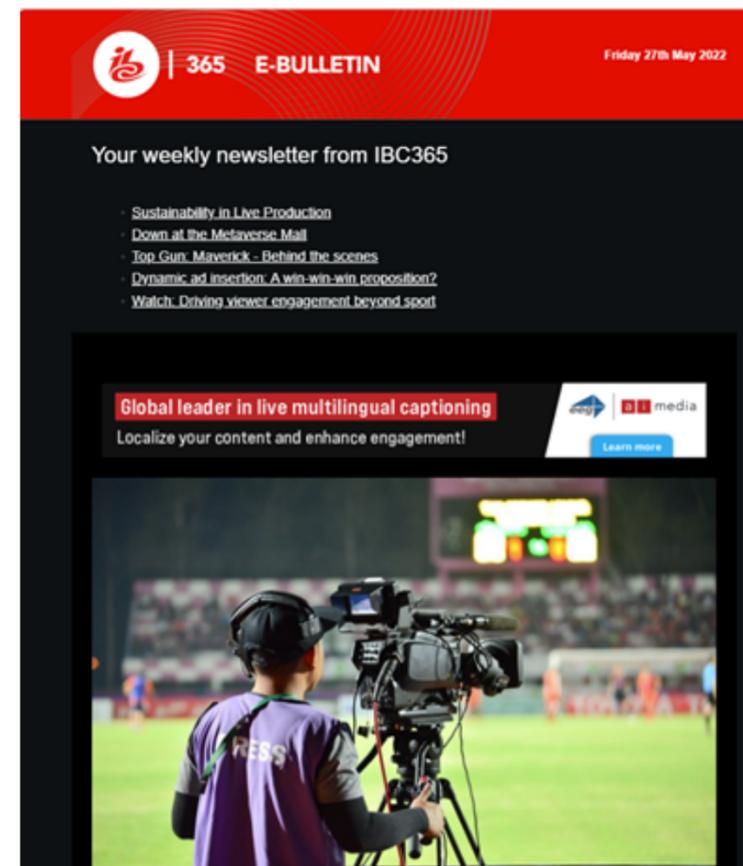
Fast-track your place at the **IBC Accelerator Media Innovation Programme** as it returns to Amsterdam in just 4 weeks time! Top broadcasters, content owners and tech companies will come together to drive innovation, showcase boundary-breaking live demos and solve complex media challenges. Plus it's all free to attend!

[Get your badge today](#)

85 companies are taking part to develop innovative solutions focused on key trends, including 5G, AI, immersive audio and sustainability in live production. This year's champions include:



IBC365 Articles in weekly e-bulletin



Editorial & banners featured in weekly e-Daily



The E-Daily is your source of technology news and updates about IBC2022



[IBC Accelerators explore 5G, metaverse, cloud and more](#)

The 2022 IBC Accelerator programme is now well under way, having exploded into life with the IBC Accelerator Kickstart Day back in April. Eight projects have now been chosen and their results will be showcased at the 2022 IBC Show in September.

[READ MORE](#)



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



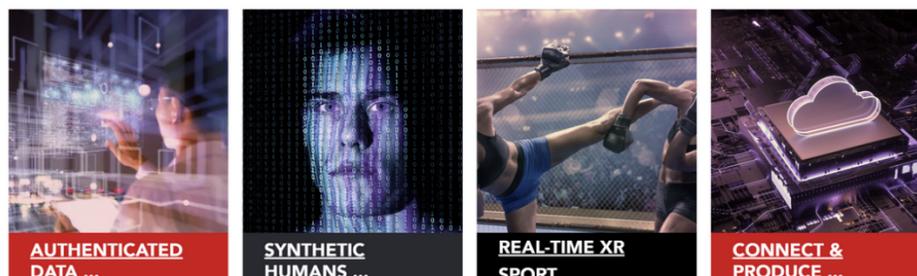
A fast-track innovation framework for the media & entertainment ecosystem

IBC created the Accelerator programme in 2019, to support the media & entertainment industry with a framework for agile, collaborative, and fast-track innovation with a unique multi-company project-based approach to solving complex media and entertainment business and technology challenges. The programme focuses on hands-on experimentation – learning about new technologies and understanding new possibilities through their application in tangible use case and workflow experimentation.

[Accelerator Project Announcement Press Release](#)

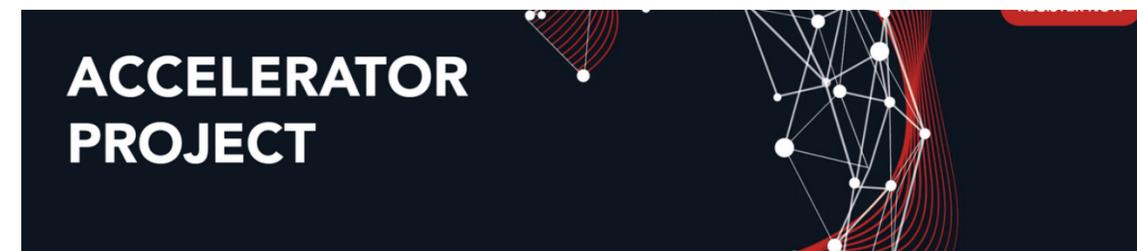


2023 Accelerator Media Innovation Projects



Individual Project Pages

Overview of projects and participating brands spotlighted



SYNTHETIC HUMANS FOR THE METAVERSE

The Challenge:

The aim of this brand-new Accelerator is to present two different use cases based on synthetic humans: the first one is a theatre filled with the melodic tones of Maria Callas, and the second is a photorealistic sign language interpreter, to address important aspects of accessibility in broadcasting. These two distinct use cases will aim to demonstrate how synthetic humans can be used to captivate audiences in visually stunning and emotionally moving and inclusive ways.

Kickstart Day Pitch:



Objectives:

Both Proof of Concept workstreams will explore a variation of production techniques, such as Metahumans workflows and multiple motion capture technology toolkits, so that synthetic humans can accurately and realistically replicate human movements, facial expressions and voice, to create and publish more believable, lifelike characters.

The final POC results will aim to showcase digital actors to allow for endless storytelling possibilities that can be used to enhance traditional media such as television programs, live on-air presenting and broadcasting.



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 UNVEILS EIGHT GROUND-BREAKING ACCELERATOR MEDIA INNOVATION PROJECTS SELECTED FOR 2023

- *Breakthrough projects span 5G-enabled immersive sport experiences and live performances, anywhere cloud & edge production, digital synthetic humans & sign language accessibility, metadata-powered content targeting, and more.*
- *Final proof of concepts showcasing the innovative solutions explored and project demonstrations will be presented on the Innovation Stage at IBC2023, 15th-18th September*

London – 4 April 2023 – [IBC2023](#) announces the selection of the latest series of eight new projects for the acclaimed IBC Accelerator Media Innovation Programme, supported by world-leading and new industry players from across the media, entertainment and technology world. The programme, which provides a framework for

IBC.ORG



PRESS RELEASE

IBC2022 Set to Deliver Exciting Innovations Face-to-face as Exhibitors, Partners, Accelerators and Others Gear Up

- *Over 1,250 organisations ready to unleash innovations live after two years of accelerated media and entertainment advances*
- *Discussions, demos and case studies on pioneering tech taking place on show floor theatres around the RAI Amsterdam*
- *Final proof of concept results and demonstrations of Accelerator projects to be presented on IBC Innovation Stage*

London – 25 August 2022 – [IBC2022](#) is set to deliver exciting innovation across the show floor when the event goes live once again at the RAI Amsterdam on 9th-12th September, returning as a face-to-face event after two years of virtual formats. With over 1,000 exhibitors confirmed for this year's show, IBC2022 will be the place to see the latest technology releases from established names and exciting start-ups across the media and entertainment value



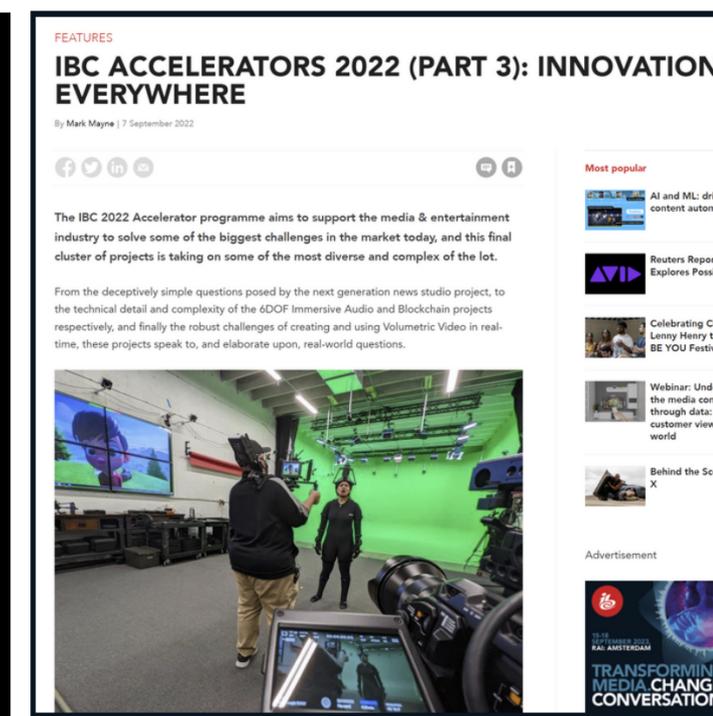
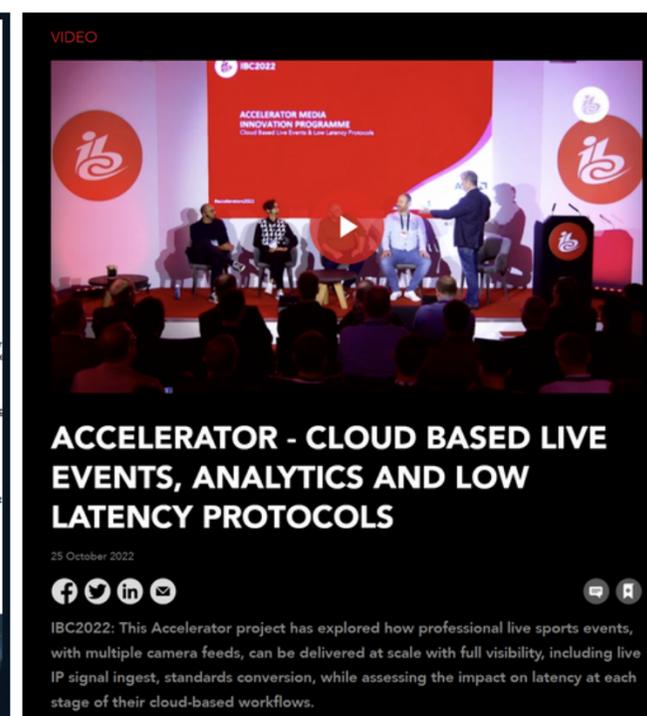
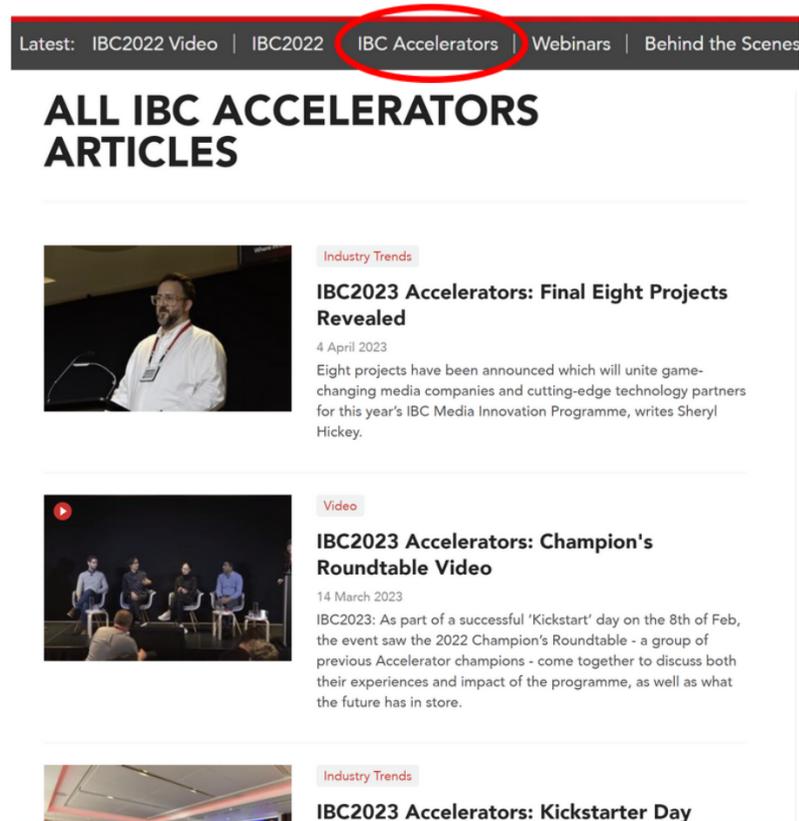
Accelerator content is often promoted on our IBC365 website (721,608 annual unique users, 3,560,417 page views, 104,000 subscribers) and IBC365 Newsletter (50K subscribers).

IBC Accelerator Tab

Landing page for all IBC Accelerators

IBC365 Accelerator Content

Interviews with project participants and champions
Video discussions surrounding project updates



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. TikTok launching June 2023.

 **43.3K**

 **31.1K**

 **13.4K**

 **11.2K**

IBC - International Broadcasting Convention
12,286 followers
2mo · 🌐

What will the next generation news studio look like? How will it combine all the latest greatest technologies? Find out as this Accelerator project sets out to explore and define a futureproof concept for News studios: <https://bit.ly/3cRcj0Y>

Set a reminder to learn more about the project on 12th Sept, 11:15 - 12:00 in the Innovation Stage, Hall 2!

IBC2022 NEXT GENERATION NEWS STUDIO

CHAMPIONS: **TV2**, **WARNER BROS. DISCOVERY**, **XPLOR**

UNREAL ENGINE, **REUTERS**

PARTICIPANTS: **nxtedition**, **d&b**, **SINGULAR.LIVE**

IBC @IBCShow · 27 Jul

5G and the Arena of the Future for XR Events
"What we've pitched is the continuation of the 5G LBXR project from 2021, with a grander vision!" Marco Dias Silva from @VodafoneGroup tells us more: bit.ly/3OCERsV

Hi, I'm Marco Dias Silva.

IBC
Published by Hootsuite · 6 September · 🌐

One reason for why you need to be at #IBC2022 is for The Accelerator Innovation Programme sponsored by our Premium Programme Sponsor, **AMD**

If you are thinking about the future, the Accelerator Zone is where you need to be! This year we have 8 Accelerator Innovation Projects to share, exploring some of the hottest topics in the industry! Find out more here: <https://bit.ly/3enbNZ6>

4 ACCELERATOR INNOVATION PROGRAMME

BACK AT THE RAI AMSTERDAM
9-12 SEPTEMBER 2022 **#IBC2022**

ibcshow
RAI Amsterdam

View Insights **Boost post**

Liked by **jone13579** and **46 others**

ibcshow A packed session discussing the Accelerator project '5G and the arena of the future for XR events' Don't miss the Accelerator Zone and Innovation Stage in Hall 2 #IBC2022

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 **2.44k subscribers** and the videos are available for you to share to your social media database. Final POC result presentations are also published.



Accelerator Programme at IBC2022

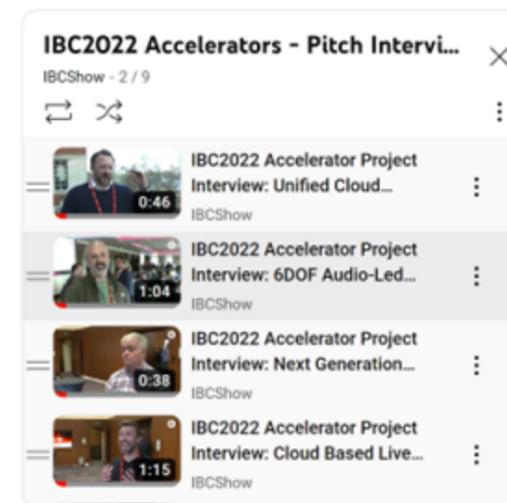


Accelerator YouTube Videos Include:

- Accelerator pitches
- Accelerator IBCShow session
- Accelerator interviews
- Accelerator showreel



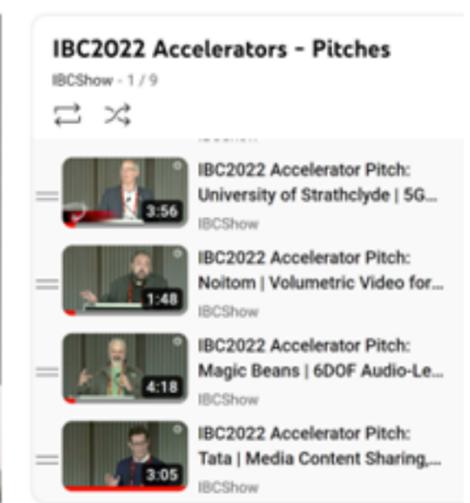
IBC2022 Accelerator Project Interview: 6DOF Audio-Led Narrative & Music Experiences in the Metaverse



All Listenable Related From IBCShow >



IBC2022 Accelerator Pitch: Microsoft | Cloud Based Live Events, Analytics and Low Latency Protocols



All Presentations Listenable Related

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

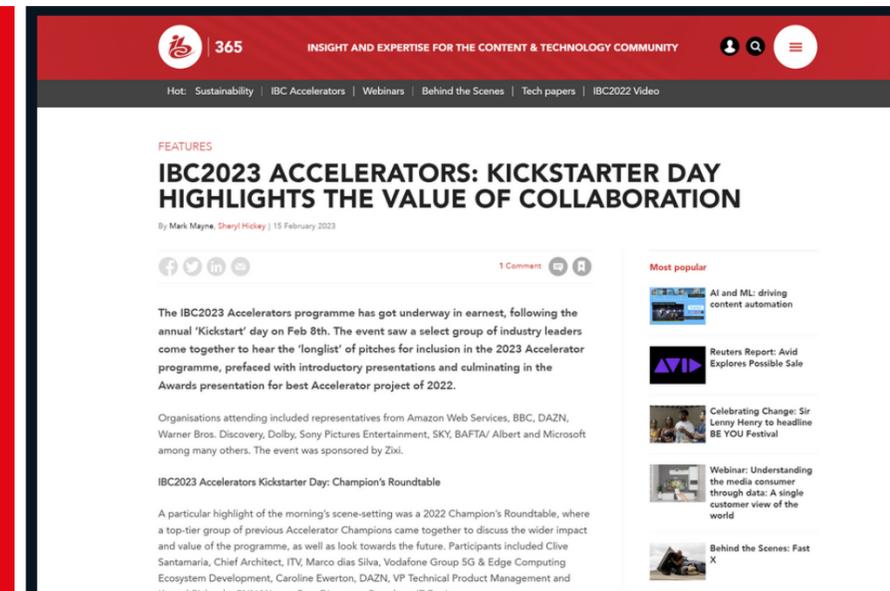
IBC365 article – editorial to announce the event and post event round up

Email marketing to IBC database to drive attendance to Kickstart Day



VIDEO CONTENT

IBC365



Join the IBC Kickstart Day - 8 February - IET, London

Hello James,

Apply for your place today at the **IBC Accelerator Kickstart Day**, taking place on **Wednesday 8 February 2023** back at the **IET**, the home of innovation and technology, in the heart of London.

Kickstart Day offers a full day programme focusing on media industry innovation, involving key insights, discussions and importantly a series of pitches for new Accelerator project ideas selected from submissions received via the [official application process form](#). This unique event is your chance to support projects by getting involved as either a Champion or a Participant and be a part of our highly acclaimed programme.

The IBC Accelerator Kickstart Day is free to attend for broadcasters, platforms, studios and key media & technology vendors in the ecosystem, however please note attendance will also be limited due to venue capacities – Apply now to guarantee your

EMAIL MARKETING

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.

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.



ACCELERATOR ZONE



INNOVATION STAGE

EVENT PROGRAMME

The Accelerator Programme is supported by a variety of networking events and speaking opportunities throughout the year. Highlights from the 2023 programme include:

Mobile World Congress Networking Event - Feb

NAB Drinks - April

SMPTE Media & Entertainment Conference - June

Soho Media Club Be You Festival - July

IBCShow - September



MWC NETWORKING EVENT



IBCSHOW

WHERE
INNOVATION
HAS NO LIMITS



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

