



#ACCELERATORS2024



IBC ACCELERATOR MEDIA INNOVATION PROGRAMME 2024

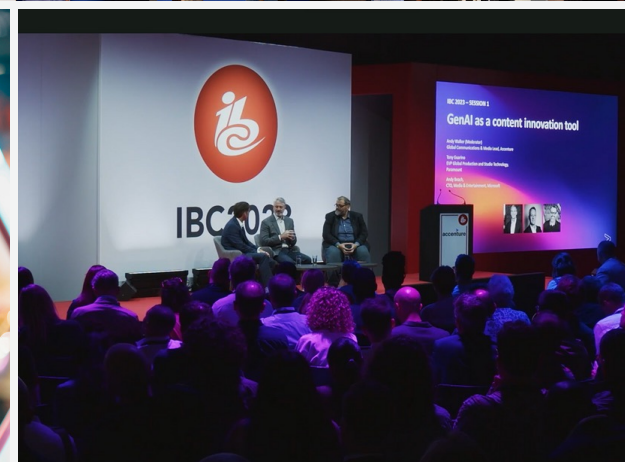
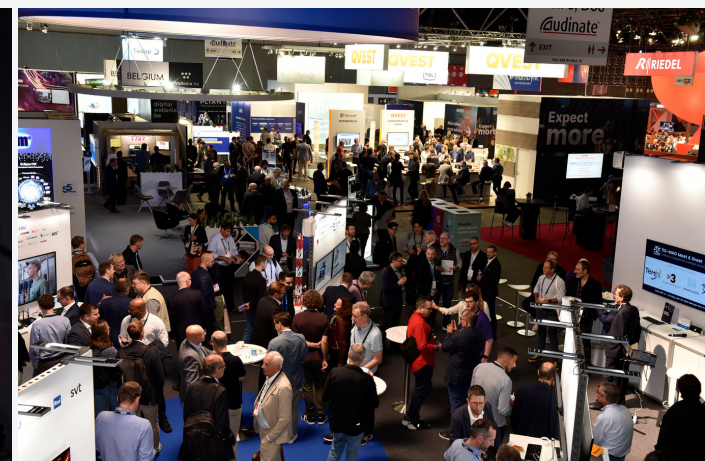
PROGRAMME & PROCESS OVERVIEW

WHERE INNOVATION HAS NO LIMITS

ABOUT IBC

- IBC is an independent, authoritative international organisation serving the global Media, Entertainment & Technology industry.
- For over 50 years, IBC has convened the industry at the world's biggest, most influential annual event.
- A thought-leading conference at it's core, IBC is a main staple on the media calendar, attended by the world's key technology suppliers and media leaders.
- It is owned by six leading international bodies IEEE, IABM, IET, RTS, SCTE and SMPTE

Where innovation has no limits



IBC2023 IN NUMBERS:



43,065

Total attendees
16% increase



29,992,830

Estimated PR coverage reach

1,250+

Exhibitors



351

Press & Analyst attendees



130+

Media partners



170,031

Badges scanned

8

Qty of Accelerator Projects



534

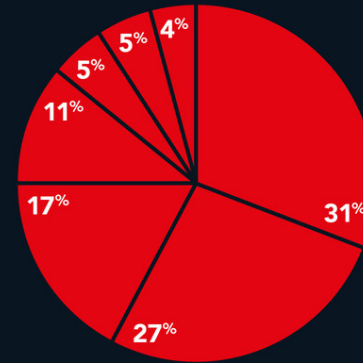
Conference delegates

11,000+

Sessions attended

1,948,513

E-Daily's delivered in 2023



Job roles:

C-Suite, VP, EVP, Director & Above **31%**

Manager / Head of Dept **27%**

Pro Engineer / Developer **17%**

Entrepreneur / Freelance **11%**

Student / Intern **5%**

Executive / Assistant **5%**

Editor / Publisher / Journalist / Writer / Photographer **4%**



1.3M
Impressions across IBC Social Profiles

129,926

Total video views



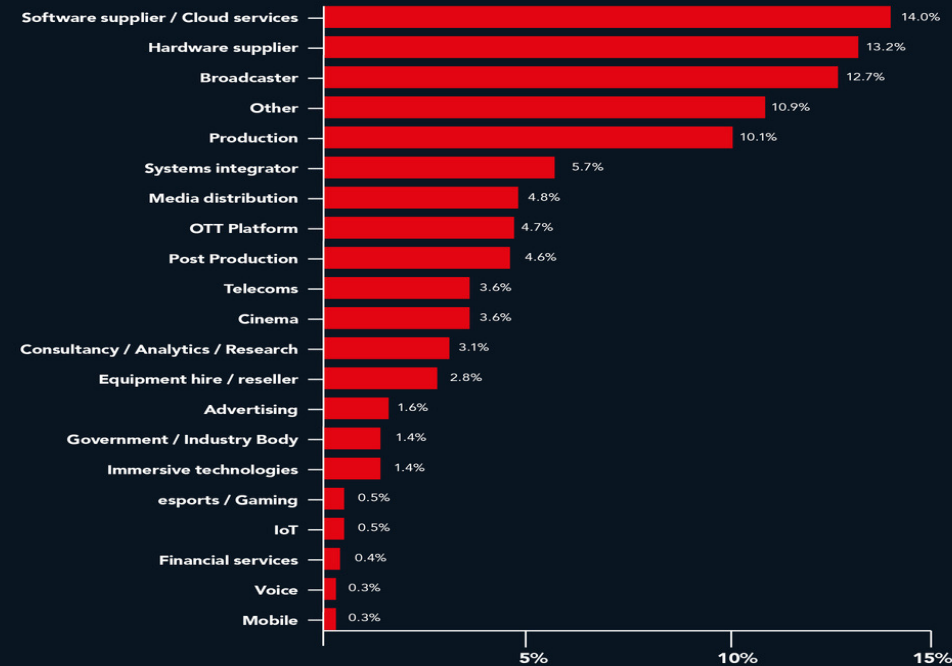
60K

IBC365 page views in September

196K

IBCShow page views in September

Core business split:



Attendees from over

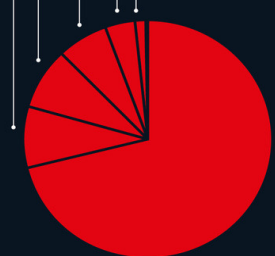
170 countries

Top 10:

Netherlands	21%	Belgium	5%
UK	16%	Italy	3%
Germany	10%	Spain	3%
United States	8%	Poland	2%
France	6%	Sweden	2%

Region:

North America	8.4%
Asia	8.3%
Eastern Europe	6.5%
Africa & Middle East	4.1%
South America	1.4%
Western Europe	71.4%



105+

Hours of content

325+

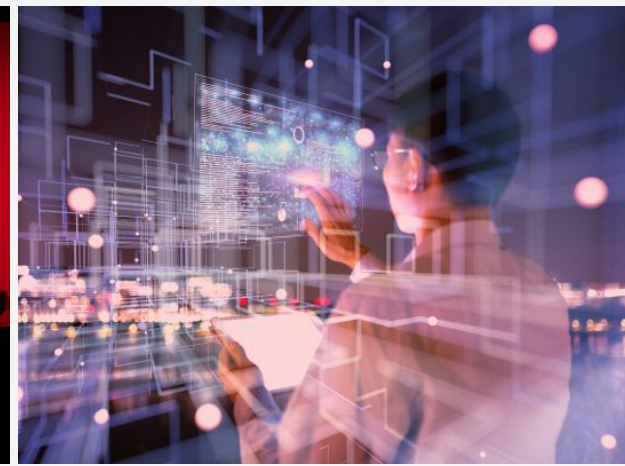
Number of speakers



THE ACCELERATOR FRAMEWORK FOR MEDIA & ENTERTAINMENT INNOVATION

- IBC created the Accelerator Programme in 2019 to support the media & entertainment technology sector with a framework for open, collaborative innovation
- IBC's Accelerators take on 'bite size' challenges, to explore and develop innovative solutions to common pain points, through hands on experimentation
- Solutions achieved within a short 4-5 month sprint with PoCs showcased live at IBC in Amsterdam
- More than 35 project PoCs showcased by over 180 organisations since 2019
- Tangible innovation delivered from concept to commercialisation.

Where innovation has no limits



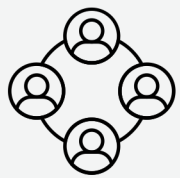
DESIGNED TO SUPPORT INDUSTRY TRANSFORMATION IN MANY WAYS:



- By **accelerating the understanding of breakthrough of new and emerging technologies** via fast experimentation with multiple end users and vendor learnings in a **safe and trusted environment**



- To support the buyers of technology with an advance understanding of **new capabilities, techniques and possible combinations of the latest industry solutions**



- 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 highly relevant media industry challenges of today**





IBC KICKSTART DAY 2024

- Kickstart Day is about matchmaking Champions and Participants to the projects that were pitched, to complete teams comprising interested Champions and Expert vendors
- Twelve challenges were pitched on 6th March as reviewed and selected by the IBC Accelerator application process, from the 30+ submissions received
- **Only eight projects will go forward** and be part of the 2024 Accelerators and showcase their solutions in person at IBC2024
- Some project ideas may be merged together, where there are close synergies. The eight projects will be announced by end March 2024





CHALLENGE DEFINITION & PROJECT CRITERIA

- Projects must address common, business & technology challenges, finding rapid solutions
- Teams comprise Champions & Participants with specialist technology expertise
- Project aims should be well-defined and tightly scoped, to achieve viable demonstrable solutions within months, which are verified by Champions
- Projects should underline the value of open, industry standards & best practices
- The greater the industry relevance, the greater resonance in terms of support from Champions



ACCELERATORS CHAMPIONS & PARTICIPANTS 2019-2023





Project Structures & Roles



THE ROLE OF THE CHAMPIONS

- Champions are Broadcasters, Studios, Platforms, Content Providers – the end users or buyers of technology at IBC
- Champions pitch the business or technology challenges that they need to explore, better understand or solve together
- Champions lead and support projects, providing time and resources, working collaboratively with other Champions and specialist Participants





THE ROLE OF THE PARTICIPANTS

- Participants are Vendors, Manufacturers, Developers, Products, Services and Solutions Providers
- They help to design and explore new workflows and architectures to address the challenge - with the guidance of Champions
- They work collaboratively in a multi-vendor, multi-national consortiums to provide expertise, technology know-how, best in class solutions to create innovative solutions showcased as Proof of Concepts at IBC2024
- Once the pitch has been selected to project phase, a minimum of four Participants must be a part of each project team.





IBC2023

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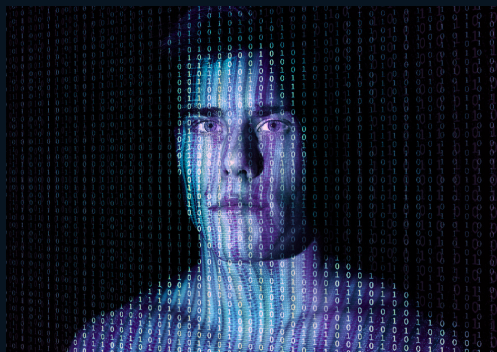
CONNECT & PRODUCE
ANYWHERE

3.B20 MARUSYS

2023 Projects Overview



EIGHT PROJECTS IN 2023



Synthetic Humans for Entertainment & Accessibility



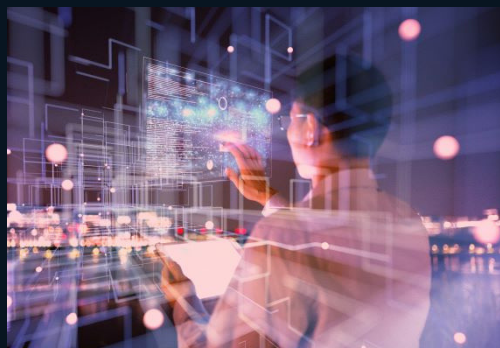
Real-Time XR Sport Edge



Gallery Agnostic Live Media Production



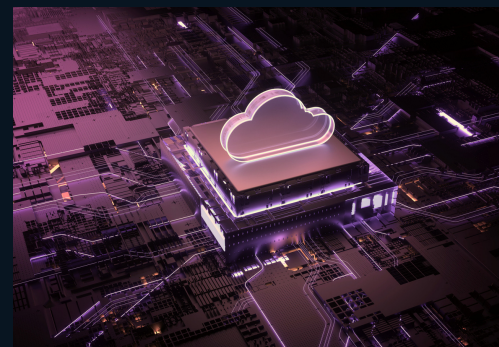
5G Motion Capture for Live Performance & Animation



Authenticated Data Specification



Responsive Narrative Factory



Connect & Produce Anywhere



Real-Time Interactive Streaming Personalises Live Experiences





PROGRAMME BENEFITS

For Champions e.g. Buyers of Media Solutions:

- Accelerate R&D without months of commercial negotiations & contracts
- Multiply R&D resources, get fresh expert insights on disruptive technologies
- Work collaboratively with peers to fast-track solutions to common challenges
- Accelerators are a safe and trusted environment to experiment
- Be a thought-leader, drive new industry strategies and new media solutions

For Participants e.g. Solutions Providers & Vendors:

- Year-round engagement with customers – not just at IBC
- Work with Champions inside and outside of usual sales sightline
- Gain an inside track from solving the tangible pain points of champions
- Apply expertise to new use cases and prove the value of your solutions
- Develop teams with real world challenges, working across industry
- Invaluable PR & Marketing exposure and visibility!

Where innovation has no limits

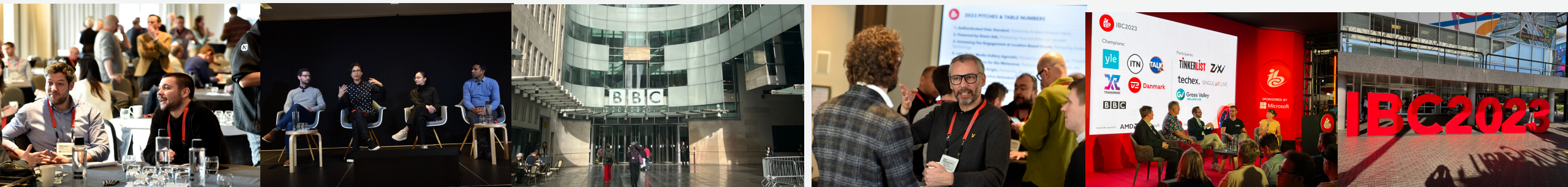
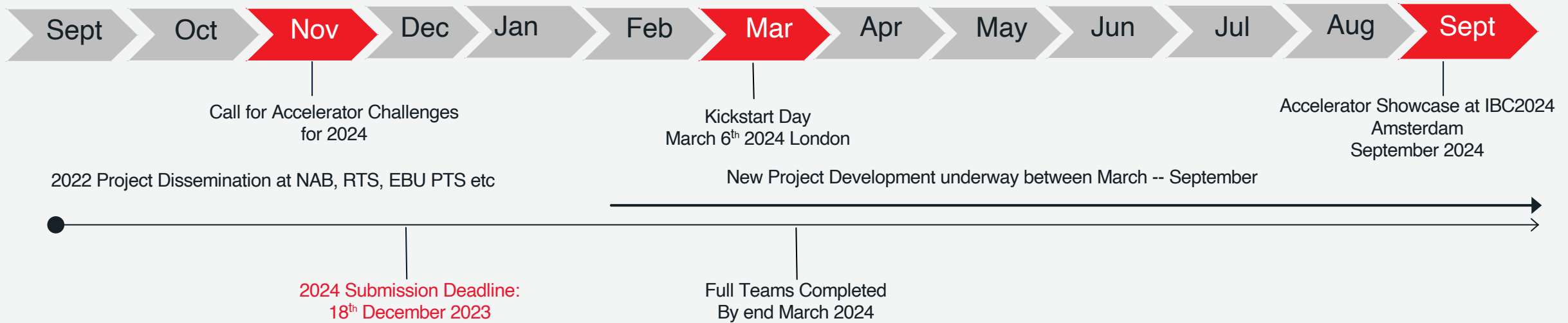


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THE ROAD TO IBC, SEPTEMBER 2024

Challenge Creation | Matchmaking & Recruitment | Development | Marketing | Refinement | Presentations | Showcase

Accelerator Cycle



Where innovation has no limits

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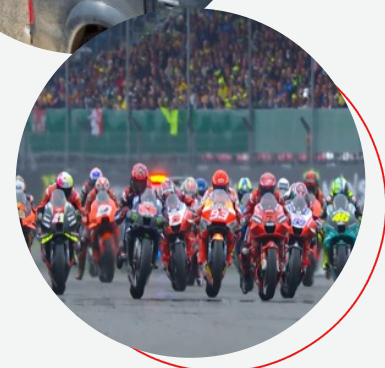
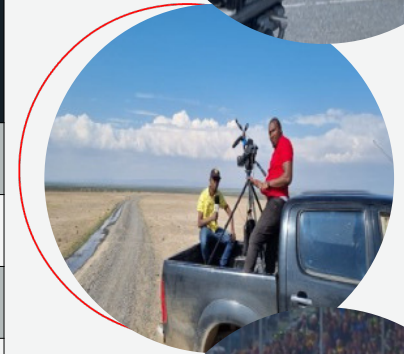
IBC ACCELERATOR PARTICIPATION FEES 2024

IBC Accelerator Participation Fees

- Fees for project participation are defined by Participant vendor’s annual revenues, as per categories below
- Fees cover a number of aspects of the programme, notably IBC’s facilitation and management of projects, the Kickstart Day event, the marketing & pr campaign that supports the programme throughout the year, plus the physical, onsite IBC Accelerator Zone where all eight projects have pods will be showcased, and the Innovation Stage live sessions which form the heart of IBC 2024.

Participant’s Annual Revenues (GBP)	Category	Participant Fee (GBP/USD) Full 2024-2025 Cycle
<£500k	A	£1650/ \$2000
£500k to £1million	B	£5000/ \$6000
£1million to £100million	C	£10,000/ \$12000
£100 million to £250 million	D	£13000/ \$15578
£250 million+	E	£18000/ \$15000

- Champions Fees: Champions pay an Accelerator Subscription fee of £3,000 annually (one fee regardless of number of projects supported).
- All 2024 Fees based on Currency exchange rates at the end of 2023, subject to change





IBC ACCELERATORS 2023 HIGHLIGHTS VIDEO





ACCELERATOR PROJECT OF THE YEAR AWARD WINNERS



2022:
5G Remote Production (In
the Middle of Nowhere)



2023 :
Responsive Narrative Factory



2021:
5G LBXR (Location Based
Extended Reality)



ACCELERATOR SUCCESS STORIES (A FEW EXAMPLES):

- TO MARKET DEPLOYMENT: PRIVATE 5G NETWORK deployed for live broadcasts for QEII Project Unicorn (2022) and KCIII Coronation (2023)
- COMMERCIAL PARTNERSHIPS: e.g. AI Video Shot-listing Project + Associated Press (2020)
- AWE AUGGIE AWARDS WINNERS: (2021+2022 various)
- EU FUNDING WINNERS: Volumetric Video for Broadcast, Metaverse & RT3D Asset Production Accelerator results help go into EU 'TransMixer' R&D research (2022/23)
- ACADEMIC FUNDING WINNERS: Kings College London awarded funding based on initial R&D from several Accelerator spatial audio projects
- EPIC MEGAGRANTS: (ongoing!)





ACCELERATOR TESTIMONIALS



“We’ve been working on cloud production for some time now, developing it in house and we thought the IBC Accelerator programme was a really good opportunity to get involved with other broadcasters to share the development load, and move things forward together”

Jonathan Hale,
Contribution Project Engineer, Warner Bros. Discovery



“In the Accelerator Zone, IBC brings together not just one or two companies but multitudes – all coming together to solve common problems - and that only happens in one or two places in the entire world every year.”

Simon Crownshaw,
Worldwide Director, Media & Entertainment, Microsoft



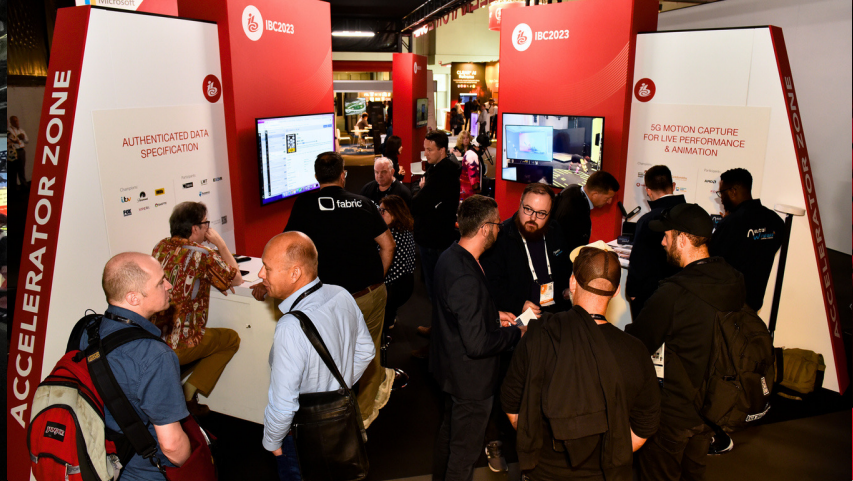
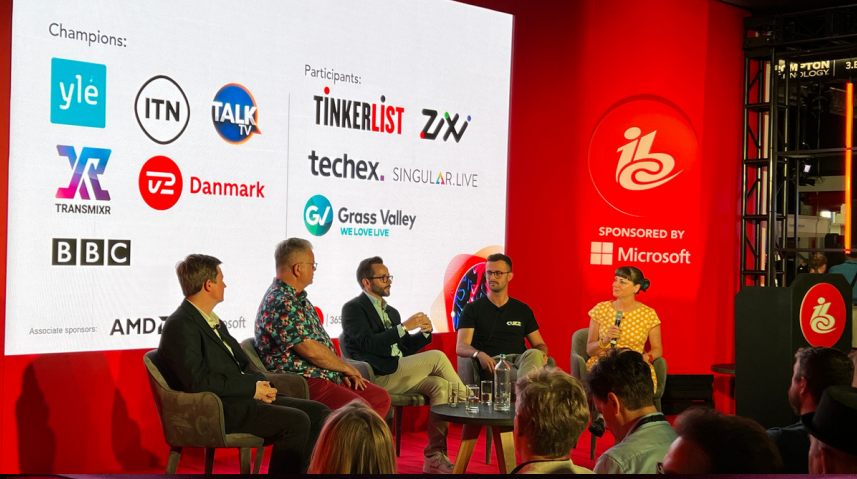
“One of the most exciting aspects of the IBC Accelerator Programme is that it helps a range of technologies become one comprehensive solution. The programme’s collaborative nature and defined timeframe helps fast track the research and development process because it removes the need for commercial negotiations and contracts. As a result, it’s possible to partner with some dynamic companies and deliver a robust proof-of-concept in just a few months.”

Sandy MacIntyre,
Former VP, Associated Press



“The IBC Accelerator Programme is unique, bringing together people who are looking to solve common problems without the competitive element getting in the way. We have some really great minds who all work together and are all looking to do the same thing so it’s really not competitive, its collaborative and that’s the best thing about it.”

Morwen Williams,
Director of UK Operations, BBC News



INNOVATION STAGE





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IBC ACCELERATOR MEDIA INNOVATION PROGRAMME 2024

PROGRAMME OVERVIEW , PROCESS & TIMELINE

WHERE INNOVATION HAS NO LIMITS



IBC Accelerators Contact Leads:

Mark Smith, msmith@ibc.org

Muki Kulhan, mkulhan@ibc.org

Accelerators@ibc.org