

WHERE
INNOVATION
HAS NO LIMITS



IBC ACCELERATOR MEDIA INNOVATION PROGRAMME 2024

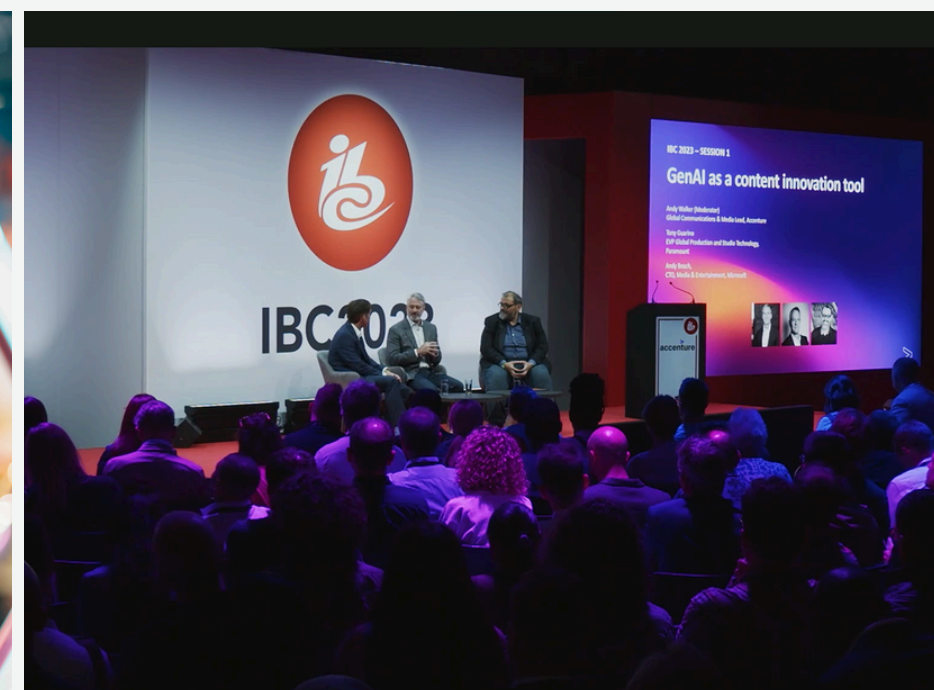
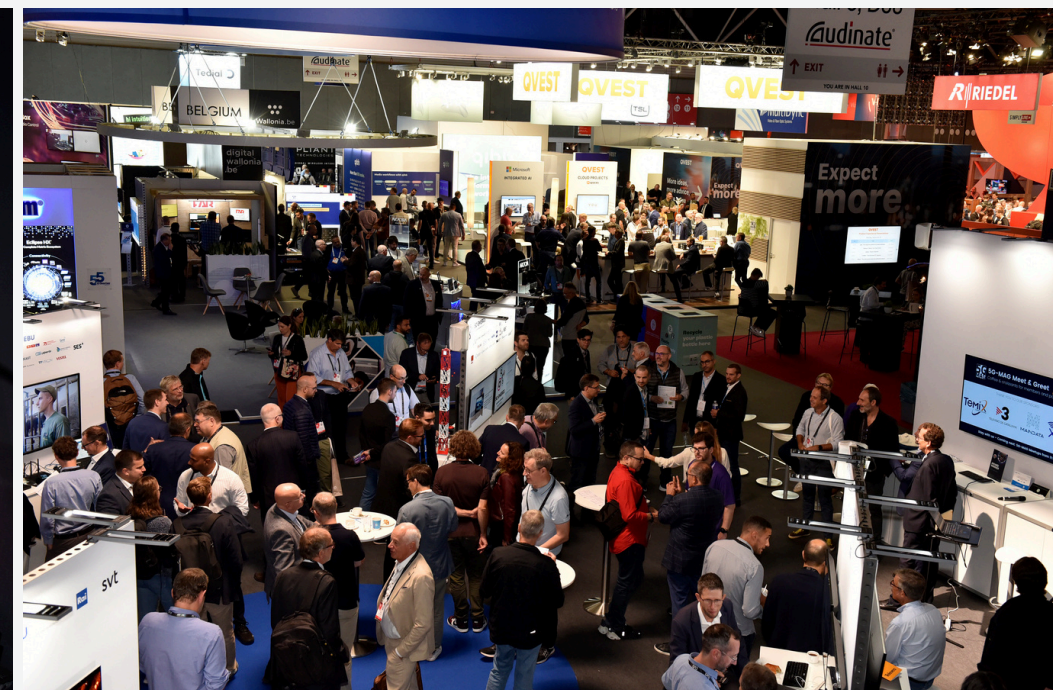


#accelerators2024

ABOUT IBC

- IBC is an independent and authoritative international organisation serving the global Media, Entertainment & Technology industry.
- For over 50 years, IBC has run the world's biggest, most influential annual event for the industry.
- A thought-leading conference at its core, IBC is a main staple on the media calendar, attended by the world's key technology suppliers and media leaders.
- **6 leading international bodies** form the ownership behind IBC, representing both Exhibitors and Visitors: **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

534

Conference
delegates

11,000+

Sessions attended



170,031

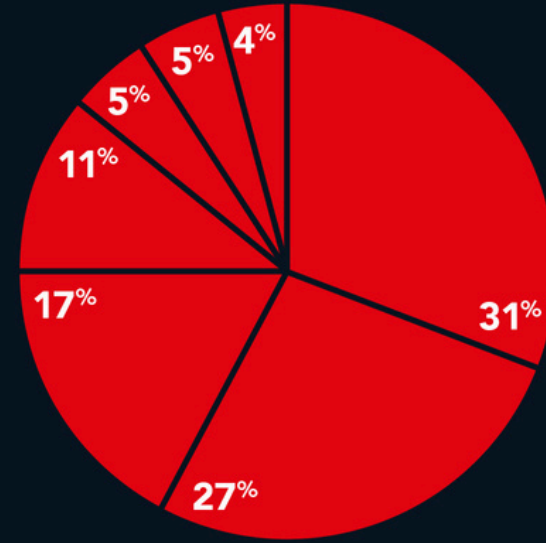
Badges scanned

8

Qty of
Accelerator
Projects

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%**

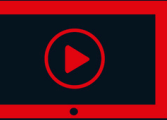


1.3M

Impressions across
IBC Social Profiles

129,926

Total video views



60K

IBC365 page views in September

196K

IBCShow page views in September

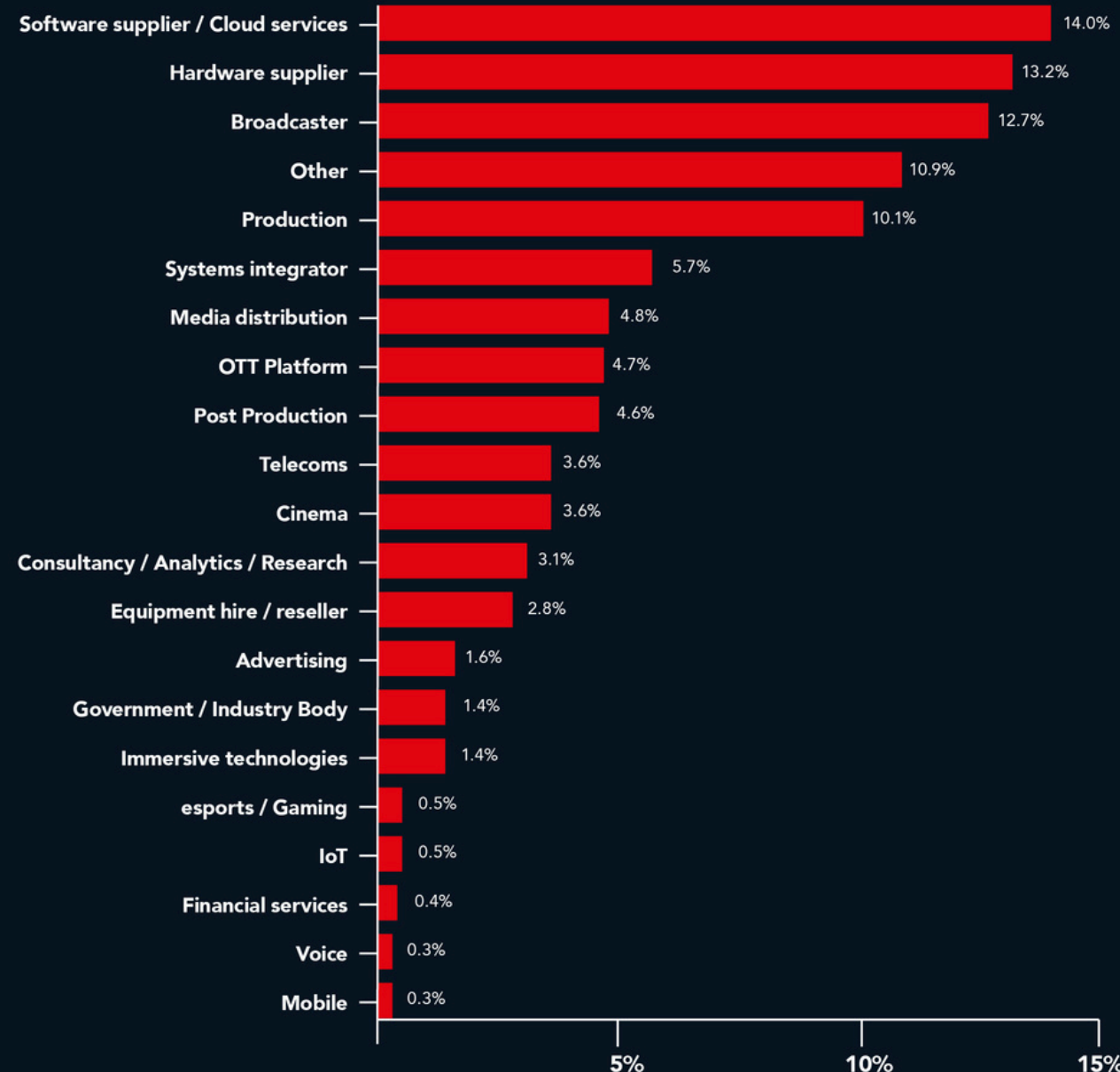
105+

Hours of content

325+

Number of speakers

Core business split:



Attendees from over

170 countries

Region:



Top 10:

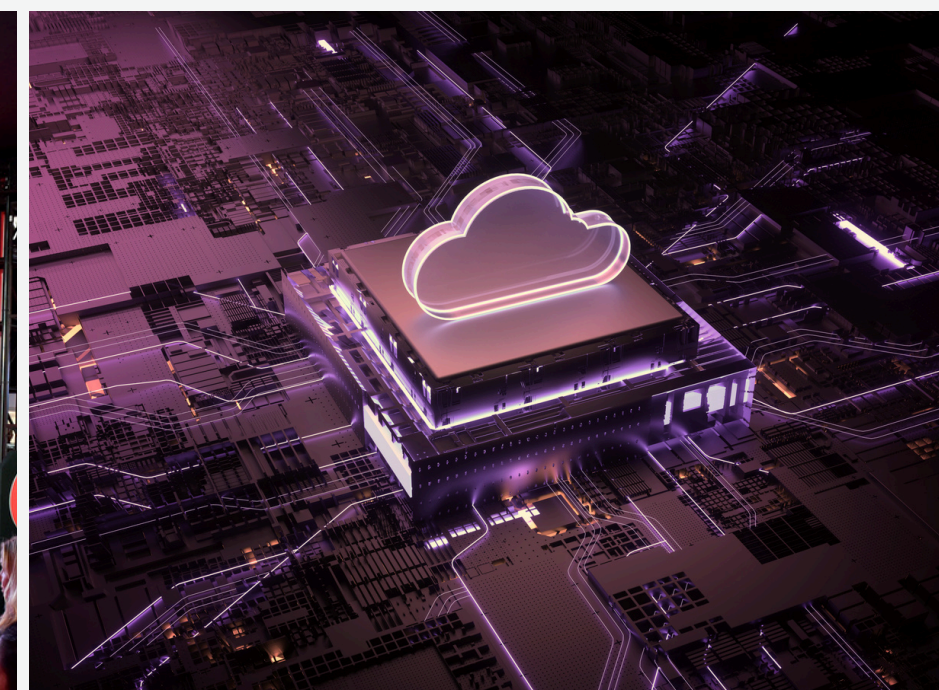
Netherlands	21%	Belgium	5%
UK	16%	Italy	3%
Germany	10%	Spain	3%
United States	8%	Poland	2%
France	6%	Sweden	2%



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 **agile, fast track and collaborative innovation**
- IBC's Accelerators take on **'bite size' challenges**, to explore and develop innovative solutions to common pain points, with invaluable **'hands on'** experimentation...
- All within a short **4-5 month sprint** towards showcasing live at IBC in Amsterdam.
- There have been more than 35 projects delivering innovative PoCs by over 180 organisations since 2019

Where innovation has no limits



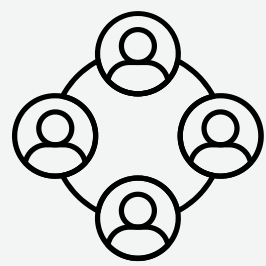
DESIGNED TO SUPPORT INDUSTRY TRANSFORMATION IN MANY WAYS:



- 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





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



IBC2023 Accelerator Programme Champions:



IBC2023 Accelerator Programme Participants:





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
- There must be a **minimum of two confirmed Champions attached** to a project when submitted and if selected, pitched to the industry.





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
- **There must be a minimum of four Participants attached to a project if selected to be pitched to the industry.**





THE CHALLENGE SUBMISSION PROCESS

The Process begins with IBC's Call for Challenges through an online form. The Deadline to submit an innovation Challenge for 2024 is **Friday 15th December 2023.**

Click here to begin the process: **[SUBMIT YOUR ENTRY.](#)** See also the Submission Guidelines to explain the selection process, plus fee structure and project team requirements etc.

IBC will select **twelve challenges** for pitching at our annual Kickstart Day event on **March 6th 2024** in London (see next page for details).

Then, just **eight projects** will be chosen at **Kickstart Day** to go forward to project development and showcase their solution at IBC2024



Announcing IBC Kickstart Day 2024

Date confirmed for
Wednesday 6th March 2024!

In collaboration with the BBC

Location: BBC Headquarters,
Central London

Full details to be follow soon.





IBC KICKSTART DAY 2024 – THE START OF THE PROCESS

- Kickstart Day brings together the Media & Entertainment ecosystem to explore industry challenges, with
- Industry leading insights and discussions, highlights of previous Accelerator projects plus networking and break out sessions
- Selected business or technologies challenges are pitched, as reviewed and selected by the IBC Accelerator application process
- Matchmaking and project teams of supporting Champions and selected expert vendors are formed, and synergies between projects explored
- Plus the Presentation of the IBC Accelerator of the Year for 2023
- **Kickstart has become the 'must attend' annual media industry innovation event in Q1**



ACCCELERATOR ZONE

 IBC2023

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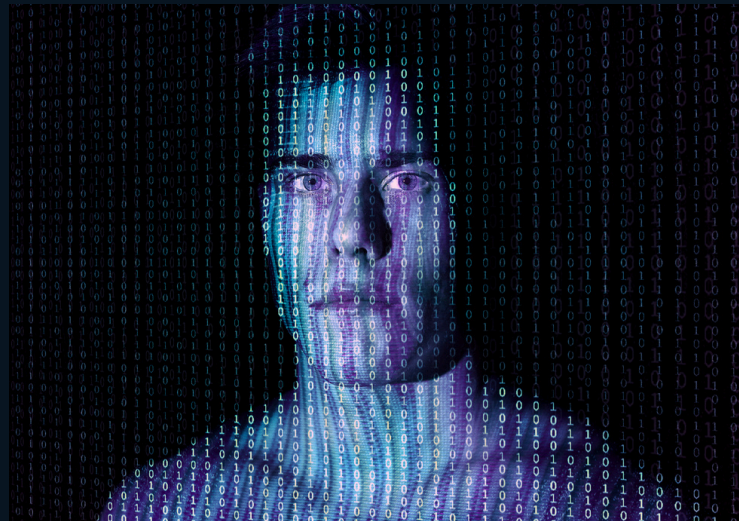
CONNECT & PRODUCE ANYWHERE

2023/Projects Overview





EIGHT PROJECTS IN 2023



Synthetic Humans aimed to present two different use cases based on synthetic humans: firstly, a theatre filled with the melodic tones of Maria Callas, and secondly, a photorealistic sign language interpreter, to address important aspects of accessibility in broadcasting. These two distinct use cases aimed to demonstrate how synthetic humans can be used to captivate audiences in visually stunning, emotionally moving, and inclusive ways.



Authenticated Data Specification project addresses a critical challenge in the media and entertainment industry. It enables content creators and studios to securely share title and brand-defining metadata, with external consumers, such as metadata aggregators and licensees. Viewers of the data should know that it came from the studio/content creator.



Gallery Agnostic Live Media Production This project set out to see if live television and content could be more gallery & device agnostic, in live production to help broadcasters adapt to budgets, technical possibilities and a variety of circumstances, like a sudden change in venue or location. This will allow for easy adaption to venue-changes, OB-truck interface and help producers to adapt to different budgets, types of shows etc...



Connect & Produce Anywhere
This Accelerator Project has developed a test-bed environment to provide hands-on experience with running live production applications on different software platforms.





EIGHT PROJECTS IN 2023



Responsive Narrative Factory project brought together subject experts to collaborate and identify and overcome the many challenges of broadcasting personalised video. To fully realise the potential for customisation at scale requires rich datasets, more efficient ways of generating and transporting metadata, and to adopt a modular approach to content production and delivery.



Real-Time XR Sport Edge takes 5G XR aimed to build on the latest, cutting-edge innovations in interactive digital athletes, motion capture, AI and high-speed edge content delivery for live XR sports workflows for virtual 3D worlds, and the potential use cases into OTT platforms.



5G Motion Capture for Live Performance & Animation to harness the capabilities of 5G indoors for media and entertainment, with a focus on two distinct creative workstreams. These workstreams enabled cutting-edge motion capture and low-latency connectivity for live creative output, specifically targeting the performing arts and scripted 3D animation in children's hospitals.



Real-Time Interactive Streaming Personalises Live Experiences

The success of future streaming services will depend on how effectively that video content is tailored to individual preferences and needs.



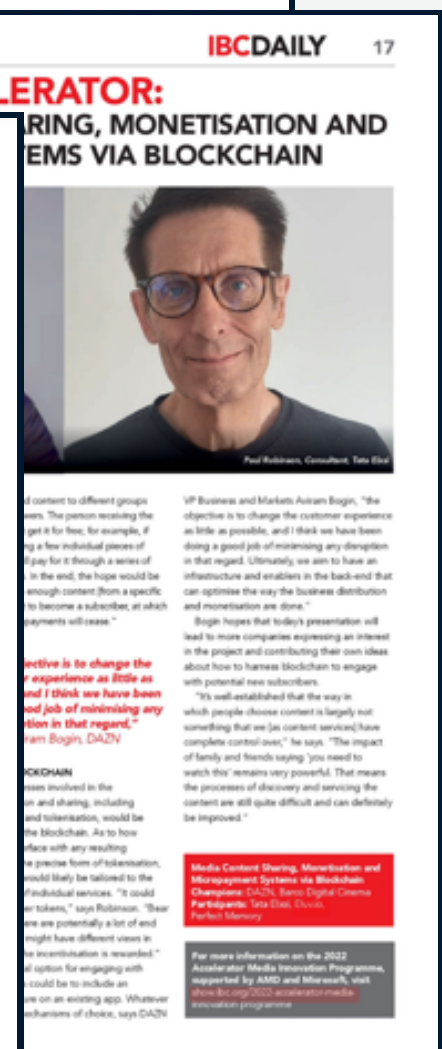
PROGRAMME BENEFITS

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
- Win a prestigious IBC Accelerator of the Year Award with your team!

For Participants e.g. Solutions Providers & Vendors:

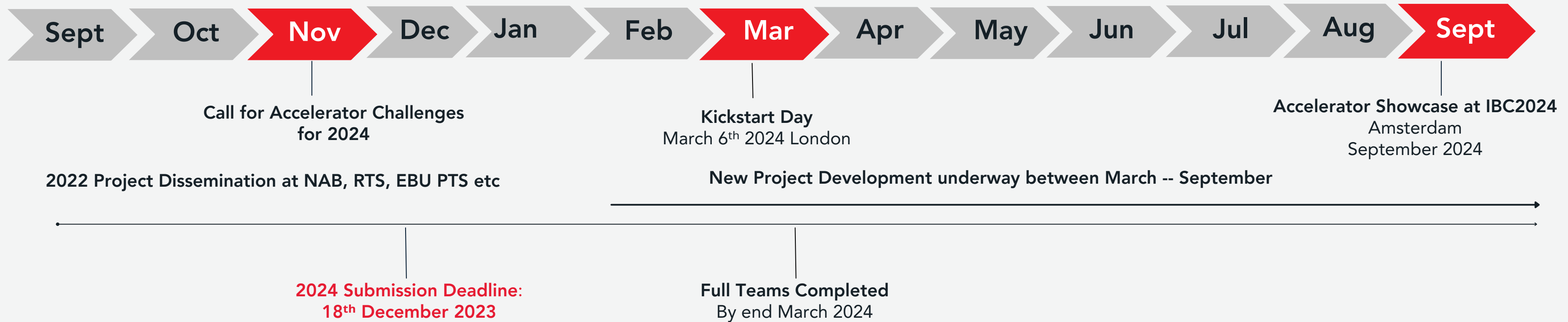
- Year round engagement with customers – not just at IBC
- Work with champions inside and outside of usual sales sightline
- Gain an inside track from solving the tangible pain points of champions
- Apply expertise to new use cases and prove the value of your solutions
- Develop teams with real world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



THE ROAD TO IBC, SEPTEMBER 2024

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

Accelerator Cycle



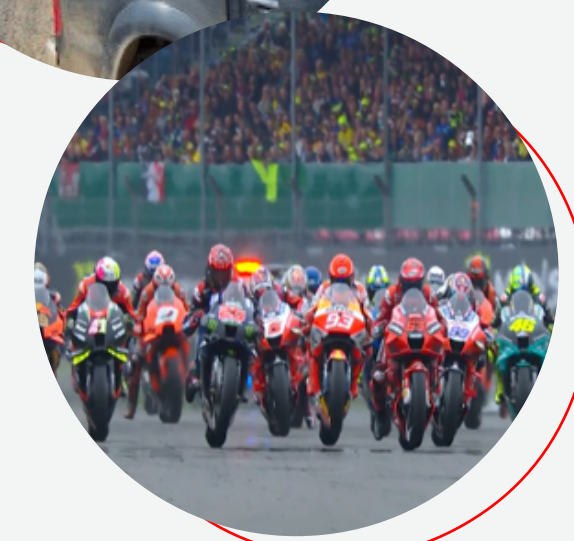
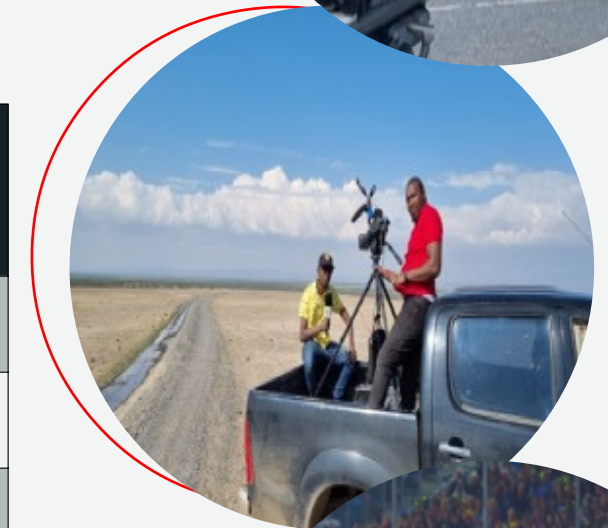
IBC ACCELERATOR PARTICIPATION FEES 2024

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) Hybrid Event Showcase
<£500k	A	£1650/ \$2000
< £1million	B	£5000/ \$6000
£1million to £100million	C	£10,000/ \$12000
£100 million to £250 million		£13000/ \$15578
£250 million+	E	£15000/ \$18000

- Champions Fees: Champions pay an Accelerator Subscription fee of £3,000 annually (one fee regardless of number of projects supported).
- Based on Currency exchange rates November 2023, subject to change)





IBC ACCELERATORS 2023 HIGHLIGHTS VIDEO



ACCELERATOR PROJECT OF THE YEAR AWARD: WINNERS



2021 IBC Accelerator Project of the Year Award Winner: 5G LBXR (Location Based eXtendd Realities)



2022 IBC Accelerator Project of the Year Award Winner: 5G Remote Production (In the Middle of Nowhere)



ACCELERATOR SUCCESS STORIES (A FEW EXAMPLES):

- **TO MARKET DEPLOYMENT:** *PRIVATE 5G NETWORK* deployed for live broadcasts for *QEll 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



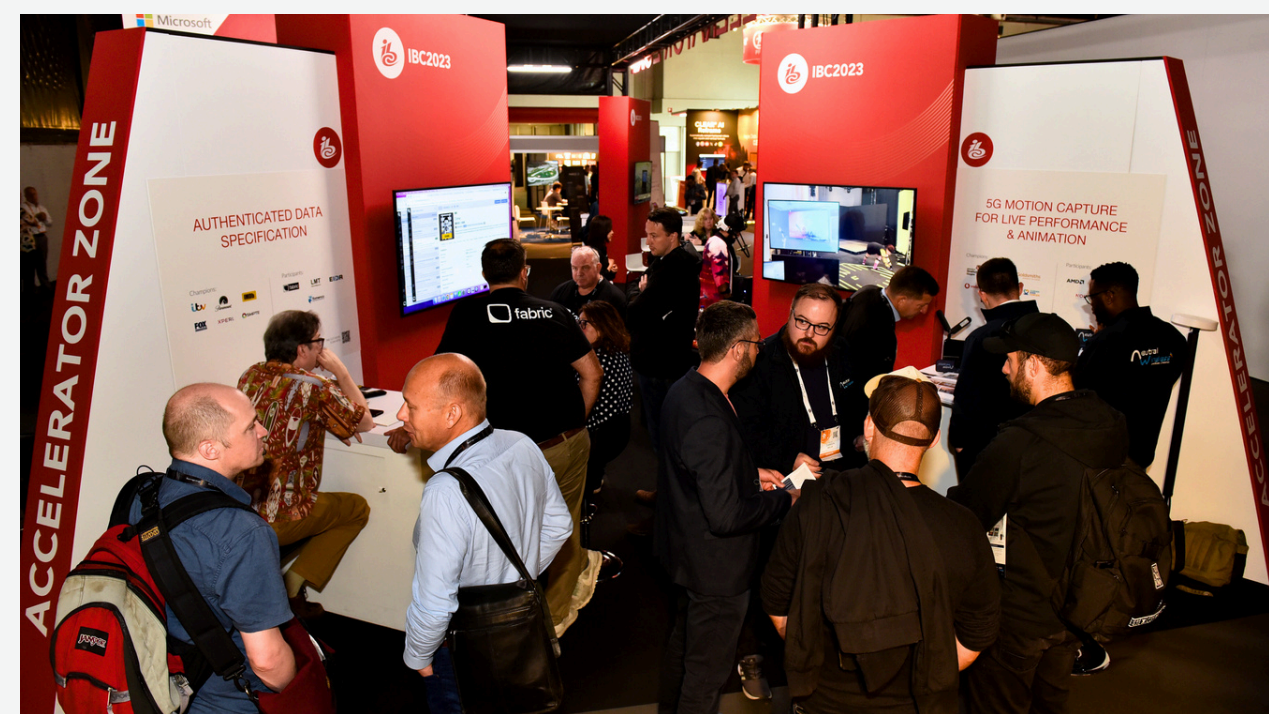
"One of the most exciting aspects of the IBC Accelerator Programme is that it helps a range of technologies become one comprehensive solution. The programme's collaborative nature and defined timeframe helps fast track the research and development process because it removes the need for commercial negotiations 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,
Head of Operations, BBC News



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IBC ACCELERATOR MEDIA INNOVATION PROGRAMME

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