Accelerators FAQs 2024:

IBC Accelerator Media Innovation Programme

Frequently Asked Questions:

What is the IBC Accelerator Media Innovation Programme?

IBC created the Accelerator programme in 2019 to support the media & entertainment industry with a framework for **agile, collaborative** and **fast-track innovation**. Since then, some 36 projects have been delivered via the Accelerator programme, involving over 150 organisations. Each is based on a diverse, multi-company, project-based approach to solving complex media and entertainment, business, and technology challenges in a fast-track, open R&D environment.

Facilitated and managed by IBC, with open collaboration at the core, Accelerator challenges are traditionally defined and proposed to address and explore challenges set out by the **Champions** (end users and buyers of media & entertainment technology, products and services, eg: broadcasters, studios, academia), integrated with an array of solutions provided by the **Participant**s (vendors and suppliers). Each project team works together to develop innovative POCs (proof of concepts) over an intensive four to six months sprint that gets showcased at the IBC Show, happening next on 13th-16th September 2024 in Amsterdam.

The Accelerator Media Innovation programme is fully supported by IBC's Board/ Owners, including IABM, IET, IEEE Broadcast Technology Society, The Royal Television Society, The Society of Cable Telecommunications Engineers (SCTE) and the Society of Motion Picture & Television Engineers (SMPTE).

What is the purpose of IBC Accelerator Programme?

The Accelerator programme is designed to address a wide range of challenges and opportunities disrupting the sector through a hands-on 'learning by doing' approach to experiment with real world media use cases. They could encompass aspects of many media sector challenges today such as digital transformation across the content supply chain; the rapid evolution of IP-enabled technologies such as Cloud, AI, Voice, IoT, and new immersive and emerging media possibilities through Spatial Realities, VR, AR and XR, with the aim to

highlight new creative production and distribution opportunities to content providers and owners.

Connectivity is of course crucial for innovation in all these areas, so the ongoing evolution of 5G and rollout of edge and fibre are critical enabling success factors. Other challenges could focus on any aspect of industry innovation across the value chain, such as the waves caused by disruptive new platforms, the need to build sustainability into technology solutions, and content and technology security – as examples.

The Accelerator framework addresses specific 'bite size' challenges within these 'big picture' industry challenges and opportunities. The primary aim of the projects is to prototype solutions based on existing standards and best practices, and to demonstrate the business value that can be achieved from implementing collaboratively developed solutions. Accelerators can result specifically in the development of new products and services for the market, as has been the case with projects in many Accelerator projects to date.

What support does IBC provide?

IBC provides project management, coordination, collaborative tools, team building and team recruitment support, as well as project marketing and communications for visibility of projects. At the project culmination at IBC in Amsterdam, IBC provides the live and on-demand showcase platforms and discussion opportunities to demonstrate and disseminate the solutions developed by the teams, as well as other relevant industry opportunities like extended press and pr opportunities.

How many projects go through to the Programme?

The 2024 Accelerator programme is limited to a maximum eight (8) projects, focusing on the business value and benefits, the proposed solutions to be explored and of course the key innovation that will be the core of the project's objectives and POC output.

Who makes up a project team?

Each Accelerator Project must have a minimum of two (2) Champions and a minimum of four (4) Participants to make a viable team and be approved to go forward. There is no limit to the number of Champions or Participants that fit within the dynamics of the team, towards the POC goals and objectives. **Champions** are defined as the end users and buyers of media & entertainment technology, products and services, (eg: broadcasters, studios, academia), and **Participants** are defined as the vendors and suppliers who provide a multi-company approach to the solutions for each project and work closely with the Champions.

At the early stage of the 2024 process, full teams are not needed to be in place or have met all the requirements for the project to be green lit by IBC. However, the more Champions

and Participants that you can recruit from the outset will benefit the planning stage for the project significantly.

After Kickstart Day on 6th March 2024, once the 'Final 8' projects have been selected, the IBC Accelerator team will provide support for matchmaking and project recruitment to engage additional Champions and Participants with an interest in the challenge and provide compatible expertise to achieve the goals of the project to help you succeed.

Who are 'Champions' in the Accelerator Programme and what is their role?

Champions are the buyers or end users of the solutions e.g., broadcasters, studios, platforms, technology game engines, academia, industry trade bodies, content owners and providers. Champions define the business challenge they would like to address and validate that the project will address a significant industry challenge. They also help to develop the project use cases and evangelise the solution within their organisation and to the wider industry, providing regular feedback.

There can be multiple Champions supporting the project, but every Challenge must have a minimum of two (2) Champions and a minimum of four (4) Participants to make a viable team and be approved to go forward.

Champion programme fees apply and Champions are required to pay a one-off, annual fixed price registration fee, regardless of the number of projects proposed or supported (see details, below).

Who are 'Participants' in the Accelerator Programme and what is their role?

Participants are the companies which build, develop, and sell products, equipment, solutions & services e.g., vendors, manufacturers, software and application developers, systems integrators, etc.

Participants help design the solutions collaboratively, and with the guidance of Champions and alongside other Participants, embrace a multi-company approach to help create the workflows and best practice exploration towards the PoC demonstration at IBC. There must be a minimum of 4 (four) Participants working in a project, and the maximum is 8 (eight).

Participant fees apply per project, fee rates vary according to annual income, across a variety company sizes (see details, below).

Can Academic Institutions or Research Institutions join an Accelerator Project?

Yes, IBC has welcomed several prestigious Academic and Research Institutions that have joined (and led) several projects over the years, including Kings College London, Transmixr, The ETC (Entertainment Technology Centre/University of Southern California), Bowie State

University, University of Southampton, Goldsmiths University of London, University of Bristol, Lethbridge University, University of Surrey, Qatar Computer Research Institute, Doha College, Trinity College Dublin, Ravensbourne University, the University of Strathclyde and many more.

What 8 Accelerator projects were delivered and showcased at IBC2023?

Eight innovation projects were delivered through the Accelerator Programme in 2023. Further information about each project and team, along with each Final Showcase Session, Final POC Results, demonstrations of their solutions, project objectives and goals can be seen on IBC's website, here.

The 2023 Projects' Champions and Participants were:

- **Authenticated Data Specification:**

  Champions: ITV, Paramount, IMDB, Fox Entertainment, Xperi, SMPTE

  Participants: Fabric, EIDR, LMT, Flomenco

- **Connect and Produce Anywhere:**

  Champions; BBC, BT Media & Broadcast, Sky Sports, Verizon, DAZN, TV2, Vodafone Group

  Participants: AMD, Microsoft, Google, LAMA, VizRT, Open Broadcast Systems, Zixi, InSync, Limitless Media, Singular.live, Techex, Grass Valley, Verizon Business

- **Synthetic Humans for Entertainment & Accessibility:**
  Champions: RAI, EBU, YLE, Verizon Business, VRT, ITV, BBC, Unreal/Epic Games, Unity Technologies, Kings College London, University of Southampton,

  Participants: Signly, D&B Solutions, Pluxbox, Respeecher, 4DR Studios, HAND Identity, V-Nova

- **Responsive Narrative Factory:**

  Champions: BBC, The IET

  Participants: Infuse Video, MetaRex, Cuvo.io, JPB Media Solutions, EZDRM

- **Real-Time XR Sport Edge:**

  Champions: Vodafone Group, Outernet Global, Kings College London, Bowie State University, Prima Terra Labs, RVPA, University of Southampton, Trinity College Dublin

  Participants: AMD, D&B Solutions, Salsa Sound, HearMeCheer, Movrs, Sparkup, HAND Identity

- **Gallery Agnostic Media Production:**

Champions: ITN, YLE, TV2, BBC, News UK (Talk TV), Transmixr

Participants: Tinkerlist, TechX, Zixi, Grass Valley, Singular.live

- **5G Motion Capture for Live Performance & 3D Animation:**

  Champions: Goldsmiths University, Vodafone Group, University of Strathclyde, Scotland 5G Center, Outernet Global, Curing Kids Cancer, Texas Children's Hospital

  Participants: AMD, Noitom, Neutral Wireless, D&B Solutions, Cisco

- **Real Time Interactive Streaming Personalises Live Experiences:**

  Champions: Unity Technologies, ABL, LoLPGA, Verizon Business

  Participants: Red5, AMD, Snipitz, Osprey, Singular.live

What kind of challenges could IBC Accelerators address in 2024?

There is a wealth of potential business and technology focused challenges that could be addressed by Accelerator projects. A core element is that projects put forward should be 'industry relevant' and representative of priorities for Champion organisations.

Projects can focus on any areas of the ecosystem chain, but for example in 2024 challenges might include areas such as AI-enhanced Production Workflows, Sustainable Productions, Spatial Realities/Web 3.0, Talent IP/ID, Live Cloud Production /IP Workflows (and especially the continuing interest in lower and lower latencies throughout the supply chain), e-Sports / Arenas of the future, Game Engine Integration, Next Gen Ad Tech such as Dynamic Ad Insertion, the ongoing 5G Evolution/ and areas within such as Edge Computing, Content Security and accessibility and diversity.

What are the Project Fees for the 2024-2025 Term and what does it cover?

IBC's Accelerator Programme is funded through a combination of sponsorship and fees from Champions and Participants taking part in the programme, covering the 2024-2025 cycle. The fees help to cover and provide several aspects of the programme, notably IBC's facilitation and management of projects, the Kickstart Day event at the IET, the extensive marketing & pr campaigns that support the programme and projects throughout the year, as well as the physical, onsite IBC Accelerator Zone where all eight projects have pods will be showcased and the Innovation Stage live Final Showcase Sessions which form the heart of IBC 2024.

Participant Fees vary and are tiered, based on annual revenues of the organisation, per the below table. [for participation in multiple projects, please speak to the IBC Accelerator team accelerators@ibc.org]

2024 Participant Fees

Participant Fees based off annual revenues (GBP)	Category	Participant Fee (GBP/USD) Hybrid Event Showcase
<£500k	A	£1650 / $2,000
< £1million	B	£5,000/ $6,000
£1million to £100million	C	£10,000/ $12,000
£100 million to £250 million	D	£13,000 /$15,758
£250 million+	E	£18,000/ $15,000

Champions Fees:

There is an annual registration fee for Champions that join the IBC Accelerator Programme. Once registered they can join and Champion as many projects as they wish. The Champion registration fee for 2024 is £3000/$3,400 per annum.

All fees are applicable post issue of an IBC contract and signature, at the point where the final eight projects are selected by IBC after Kickstart Day for the 2024 cycle.

What are the fees for other types of Project Members?
Academic Institutions, industry associations and bodies, in addition to other vertical industry organisations that can either provide expertise or benefit from media innovation are welcome to propose, submit or join Accelerator projects. Please contact the IBC Accelerator team at accelerators@ibc.org to ask for details of fees for these organisations.

Are fees charged upon submission of project ideas?

No, all fees are only applicable post issue and signature of an IBC contract, issued at the point where the final eight projects are selected by IBC after Kickstart Day for the 2024-2025 cycle.

Are Accelerators just for larger industry companies?

No, the programme is open to small, medium and large organisations in the media and entertainment technology ecosystem and others that intersect the industry, such as telecoms and communications technology organisations. Projects often work better if there is a good mix of larger and smaller players, including start-ups.

How does IPR work within an Accelerator Project?

Specifically, any IPR ownership (including technology or content) contributed into a project remains with its original owner, and there is no obligation to license this to other project members. If the IP owner wishes to do so, this can be negotiated bilaterally with the parties involved.

In the case of innovation jointly developed within the Accelerator project as a result of cross-party development, the licensing of IPR is a matter as between each of the Accelerator Project Members involved and can be licenced to other team members or externally with the full agreement of the team. IBC has no rights or interest in acquiring rights of technology IPR developed by the Accelerators.

What are the benefits of joining an IBC Accelerator Project?

There are many significant, valuable and tangible benefits to joining an Accelerator project, aside from addressing and solving a specific, complex technology challenge for your organisation, for an existing or potential customer, or for the wider benefit of the industry, these include:

Champions get to:

- Accelerate R&D without months of commercial negotiations and contracts
- Multiply R&D resources and get fresh expert insights on disruptive technologies
- Work collaboratively with peers on fast-track solutions to common challenges
- Access fresh creative ideas & tech expertise from multicompany, multinational teams
- Experiment in a safe and trusted environment
- Extend visibility as a thought leader across the 250k+ IBC media technology ecosystem

Participants get to:

- Work with champions inside and outside of your usual sales sightline
- Apply expertise to new use cases and prove the value of your innovation & solutions
- Leverage visibility across the IBC community with multiple marketing platforms
- Gain an inside track from learning about and solving problem pain points of customers
- Develop teams through solving real world challenges working with cross industry players
- Apply technologies to new and developing use cases, based on the needs of potential customers

What additional value in terms of marketing/ PR and other benefits does the Accelerator programme provide?

Specifically, some of the key marketing & PR benefits of getting involved include...

IBC PRESS/PR/MARKETING:

If your project is selected to be part of the IBC Accelerator Programme for 2024, your participation includes invaluable sector brand and pr exposure for you and your team members as innovation thought leaders across IBC's key press, pr and publications- e.g., our IBC website, IBC365, podcasts, social media, as well as valuable exposure on the ground at the IBC Show in Amsterdam, both on stage, on the show floor and more.

YEAR-ROUND CUSTOMER ENGAGEMENT:

Importantly, the Accelerator programme has been welcomed and embraced because it brings year-round engagement and interaction between Champions and Participants, buyers and sellers as well as valuable visibility *throughout the year*, not just at IBC itself.

IBC ACCELERATOR PROJECT of the YEAR AWARD

At IBC Kickstart Day 2024, the prestigious IBC Accelerator Project of the Year Award for 2023 will be awarded to the top project, as reviewed and judged by our independent jury of media professionals, based off these key criteria: **Project Vision/Objectives, Innovation, Solutions, Collaboration, Industry Impact,** and explorations in **Inclusion/Diversity/Accessibility and Sustainability.**

All 8 Challenges are in the running, and are assessed during and after IBC show, with the annual Award Winner announced live at the following year's Kickstart Day. Previous winners include the 2021 project for 5G LBXR (Location-Based Extended Realities) project, and our 2022 Winner 5G Remote Production in the Middle of Nowhere, with our 2023 winner to be revealed at Kickstart Day on March 6th, 2024.

What is the process and 2024 timelines for selecting Champions or Participants?

Champions and Participants can either submit their own project challenges or can apply to join a project that has been proposed, as the various challenges are published ahead of and post the deadline. IBC calls for Accelerator Innovation project submissions after IBC, typically closing in December.

Space on the 2024 Accelerator programme is limited to only 8 projects, so it is important that your proposal is presented in a clear and concise manner, focusing on business value and benefits, the innovation being pushed, and have a clear outline of the proposed or preferred technology solutions to be explored for the PoC through open collaboration.

Initial submissions are rated and reviewed by **an IBC selection committee** which recommends projects to progress to the next stage and pitched at the Kickstart Day event in 2024. We anticipate notifying projects of their status by early February 2024.

What is the process and timelines once Accelerator teams have been identified?

Following selection of submissions in March 2024, there are 12 project challenges selected will go forward to be pitched at the **Kickstart Day** event where selected submissions and teams present their challenges to the wider IBC community, who then find synergies and start to form their project teams, in the hope of being one of the 8 projects that go through for the 2024 cycle.

The projects should ideally be underway by early April, from when development of the solution takes place over the next 4-5 months. Project team meetings can take place either weekly or bi-weekly online, at the discretion of the team.

Once the solution has been developed, it will culminate in a showcase of the Proof of Concept at IBC in Amsterdam,13th-16th September 2024.

What is the Kickstart Day event and when/ where does it take place?

The Kickstart Day event takes place on 6th March 2024 at The IET in London. It is a key date in terms of the project lead giving a compelling pitch in order to gain a groundswell of interest and support from those peers attending to be a part of your project team.

It is designed to ignite interest in projects that are pitched, identify synergies to attract other Co- Champions, Participants, and projects, and in terms of matchmaking, aim to complete any missing team members with expertise while gathering feedback and advice from other professional media industry experts.

The success from this interest will enable IBC to help facilitate teams and create 8 projects that will go forward to become official Challenges for the IBC Accelerators 2024 cycle.

What is the specific role of Champions, and what resources are required from them?

Champions and Co-Champions can take as much of a leading role within a project as they desire, although by joining a project they broadly commit to supporting the team with the following:

- Help identify potential Co-Champions & Participants, working with IBC to recruit to the project
- Define project objectives, scope and deliverables, working collaboratively with Co-Champions and vendor Participants

- Help identify use cases, agree achievable project plans, establish workstreams and provide guidance as project develops.
- Provide resources with specific expertise for the duration of the project or specific phases
- Provide facilities for testing, meeting, demonstrations, where agreed & appropriate
- Ultimately validate that the proposed solution provides value to their organisations and the wider industry
- Evangelise the solution within their organisation and to the wider industry
- Provide a 'sponsor' for the project, and a working level engagement contact
- Attend at least 80% of weekly or bi-weekly 1hr meetings (at the project team's discretion) and relevant showcase events including of course IBC2024 activities either physically or virtually

What is the specific role of Participants, and what resources are required from them?

Participant vendors can provide as much resource and relevant expertise to a project as required, and by joining a project they broadly commit to supporting the team with the following:

- Work with Champions and other vendors to develop project aims, scope, plans and timelines
- Develop solution/product design & deliverables including the proof-of-concept demonstration
- Complete relevant documents (project charters, templates, etc.) as required by the team
- Provide resources with specific expertise for the duration of the project or specific phases
- Provide facilities for testing, meeting, demonstrations, where agreed & appropriate
- Harvest the learning and assets from the Accelerator to utilise in white papers, presentations and in dissemination of project outcomes, where agreed and required by the team.
- Work collaboratively with other project team members
- Attend at least 80% of weekly or bi-weekly 1hr meetings (at the project team's discretion)
- Attend relevant showcase events including IBC2024 activities either physically or virtually
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Who is responsible for providing resources to the Accelerator teams?

The teams participating in a project provide resources from their own companies to work through the necessary project tasks, preparation of Accelerator demos and production of deliverables. IBC will provide support in the form of marketing, technical and project management guidance, project mentorship and are available to answer any additional questions raised.

How long do Accelerator projects last?

Accelerator Projects are designed to be rapid-fire and typically last from a kick-off in early March (depending on team composition achieving the requisite numbers) four to five

months, to showcasing the solution at IBC 2024 in September. Projects often extend to a second – and sometimes a third - phase to expand the scope or work on more advanced use cases, depending on team appetite.

Can competitors take part in the same Accelerator?

Yes, and this has proven to work to excellent effect in previous projects, whereby competitive Champions and Participants have often engaged collaboratively to solve a specific, common challenge. Nothing of commercial sensitivity need be shared, and each Accelerator is supported by well-established ground rules and policies established in similar projects over many years.

What are the outputs of an Accelerator project?

In the past two years, several projects have been further developed toward commercialisation and market launch by various vendors involved. Typically, outcomes of a project range from such development to industry presentations and discussion sessions, whitepapers, case studies, best practice guides, lessons learned. Opportunities to showcase and present project outcomes often go beyond IBC's event platforms and have included MWC/4YFN, RTS, EBU, IET, and other industry events in 2019, 2021, 2022, 2023 and into 2024 as well.

What does the Showcase Session of Accelerator Projects entail?

Accelerator showcases would typically take the form of exhibition kiosk showcases demonstrating the solution to a challenge as a Proof of Concept, with an Accelerator zone at IBC in Amsterdam in September 2024. The project teams also take part in special Accelerator sessions and demos to on the IBC Innovation Stages to discuss and explain the outcomes, learnings and solutions online. The showcases at IBC 2024 will be presented by the project teams with support from IBC and boosted by a full suite marketing programme to add context, visibility, and prominence to successful projects.

How do potential Champions or Participants apply to get involved?

Further information is available on the IBC Accelerator Programme pages of the IBC web site including the full overview deck detailing the process, benefits, and commercial aspects of the programme as well as the submission form for 2024 and further info and videos on the remarkable eight Accelerator projects completed in 2024.

You can also email at accelerators@ibc.org or contact Mark Smith directly who is heading the Accelerator programme at msmith@ibc.org or Muki Kulhan who is also the Innovation Lead mkulhan@ibc.org

Are there opportunities to sponsor elements of the Accelerator Programme for 2024?

As in 2023, the IBC Accelerator 2024 cycle offers several tiers of sponsorship with additional benefits and high-level exposure in and around the programme, right from the start of the cycle through pre-Kickstart Day promotion through to IBC itself.

If you are interested in enquiring about these opportunities, please check out our Sponsorship packages <mark>HYPERLINK TO SPONSORSHIP DECK PDF</mark> or contact our Accelerator Team accelerators@ibc.org.

APPENDIX

What is IBC's role, and why did IBC create the Accelerator Programme?

In convening the media & technology sector, IBC brought together more than 37,000 attendees and over 1,000 exhibitors to its show in Amsterdam in 2023. Through the Accelerator programme, IBC recognises a responsibility to support the industry ecosystem in driving innovation, for the good of the broader industry. IBC's goal is to facilitate, support and manage the development of projects, from the submissions and pitching process, to recruitment of team member Champions & Participants through to and marketing of the projects and support to disseminate their outcomes at project conclusion at the IBC show.

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