



#ACCELERATORS2025

# IBC ACCELERATOR MEDIA INNOVATION PROGRAMME 2025

OVERVIEW OF THE PROGRAMME

WHERE INNOVATION HAS NO LIMITS

## ABOUT IBC

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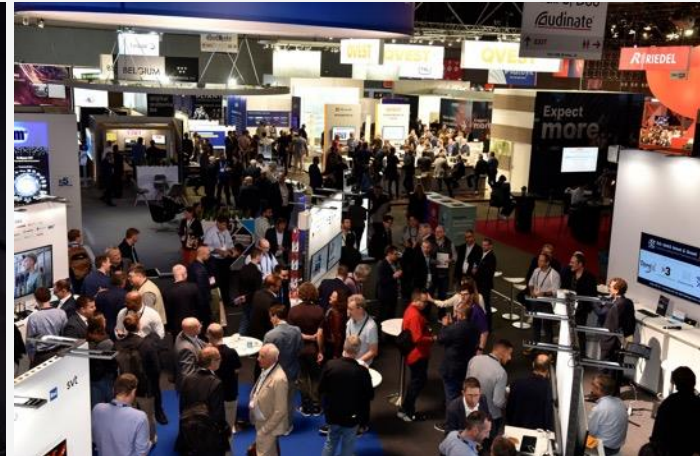
IBC is an independent, authoritative international organisation serving the global Media, Entertainment & Technology industry.

For over 50 years, IBC has convened the industry at the world's biggest, most influential annual event.

With a thought-leading conference at its core, IBC is a main staple on the annual 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



# IBC2024 IN NUMBERS:



**45,085**

Total attendees



**95 million**

Estimated PR coverage reach

**125+**

Hours of content

**277+**

Number of speakers

**1,350+**

Exhibitors



**426**

Press &  
Analyst  
attendees



**588**

Conference  
delegates

**140+**

Media partners

**11,000+**

Sessions attended

**40**



Corporate buyers  
at the AV user group pitch

**9**



Innovative  
Accelerator  
projects

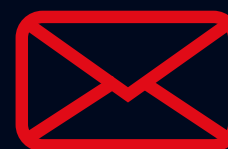
**176,541**

Badges scanned



Average circulation of E-Daily's in 2024

**125,000**



**107,034**

IBC365 page views in Sept  
(20th Aug – 19th Sep)

**633,259**

IBC Show page views in Sept (20th Aug – 19th Sep)



## Job roles:

C-Suite, VP, EVP, Director &  
Above **32.6%**

ad of Dept / Manager **27.1%**

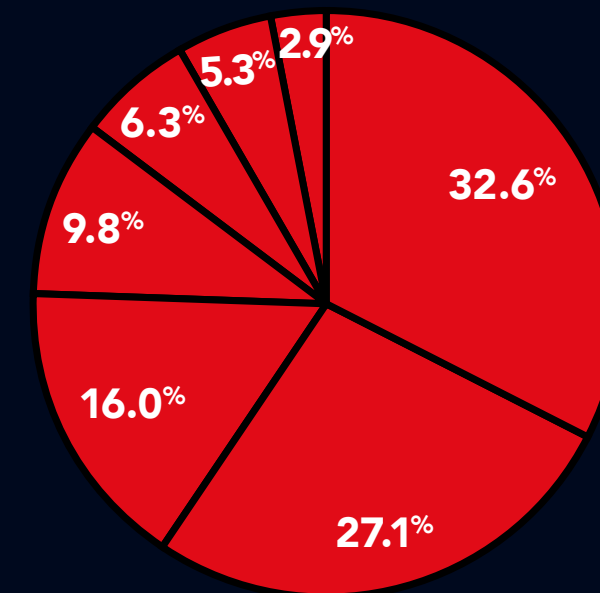
Pro Engineer / Developer **16.0%**

Entrepreneur / Freelance **9.8%**

Student / Intern **6.3%**

Executive / Assistant **5.3%**

Editor / Publisher / Journalist /  
Writer / Photographer **2.9%**



# IBC2024 IN NUMBERS:

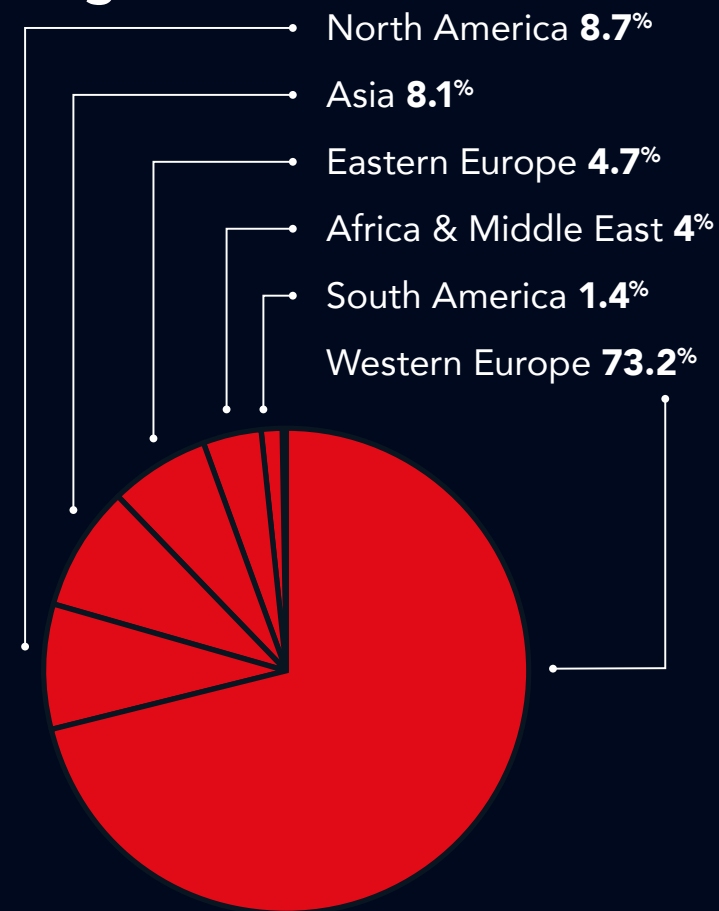
Attendees from over

# 170 countries

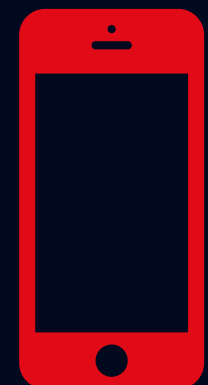
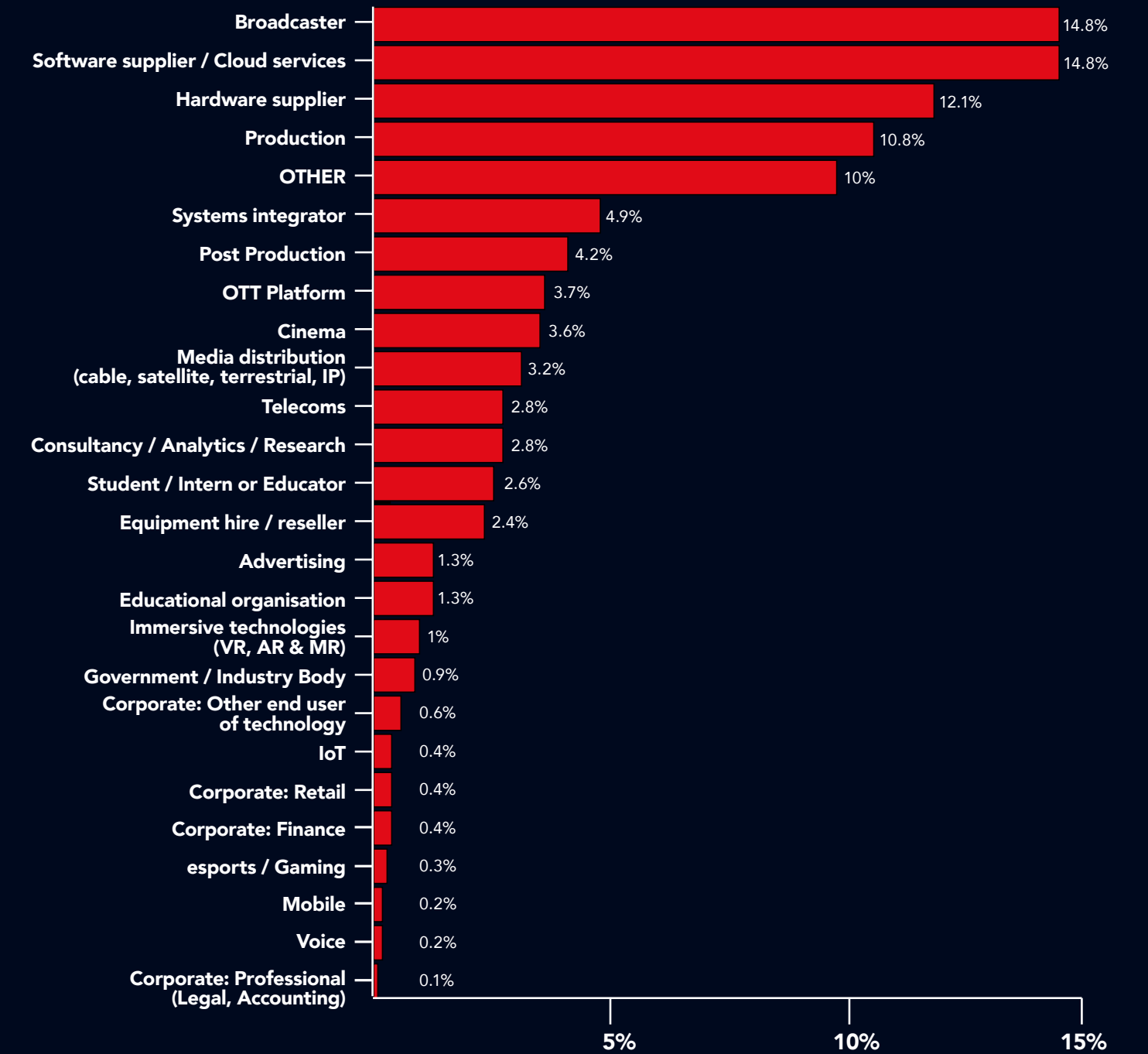
## Top 10:

Netherlands	22%	Belgium	4.5%
UK	13.7%	China	2.9%
Germany	10.2%	Italy	2.8%
United States	7.7%	Spain	2.5%
France	5.5%	Poland	1.6%

## Region:



## Core business split:



# 1.6M

post and profile reach across IBC social profiles

Over

# 120,000

video views





## 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.
- Accelerator Projects take on 'bite size' challenges, proposed by the buyers of technology, to explore and develop innovative solutions to common pain points, in a matter of months.
- Solutions achieved are showcased as Proof of Concepts and discussed by the teams at the IBC Show each September.
- Forty-four project PoCs have been delivered and showcased by over 350 organisations since 2019.
- There are many examples of tangible innovation achieved through the programme that have gone forward to successful deployment by world leading media organisations.





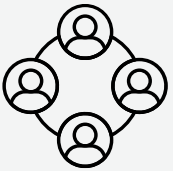
## DESIGNED TO SUPPORT INDUSTRY TRANSFORMATION IN MANY WAYS:



- 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 AREAS, APPLICATION PROCESS & DEADLINE

- The process starts with IBC's 2025 Call for Challenges (see [Entry Form & Submission Guidelines](#)) with a **Deadline of Friday December 6<sup>th</sup> 2024**
- Just twelve of the Challenges submitted will be selected by IBC to go forward to Kickstart Day – IBC's unique Innovation event on **Wednesday February 12<sup>th</sup> 2025** where the selected challenges will be pitched (in 5 minutes each) to the audience of key industry executives.
- **A final eight projects will be selected** to go forward to develop their solutions and PoC for IBC2025. The decision on the final projects will be made by end February '25 and project teams should be finalised by no later than Mid-April '25
- Challenges can address any common problem faced by end user/ buyers of media technologies, though **development must be tightly scoped so that solutions will be achievable** by IBC/ September 2025.





# THE ROAD TO IBC, SEPTEMBER 2025

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

Accelerator Cycle



Call for Accelerator Challenges for 2025

Submission Deadline: 6<sup>th</sup> December 2024

Kickstart Day 12 February 2025 at BBC, London

Full Teams Completed By Mid April 2025

Accelerator Showcase at IBC2025 Amsterdam September 2025

Project Development between February & September 2025, with recruitment and evangelism at MWC, NAB, SXSW, RTS, EBU MPTS and other events throughout the year.







# IBC ACCELERATORS - ALUMNI CHAMPIONS & PARTICIPANTS





# CHAMPIONS & PARTICIPANTS IN 2024...





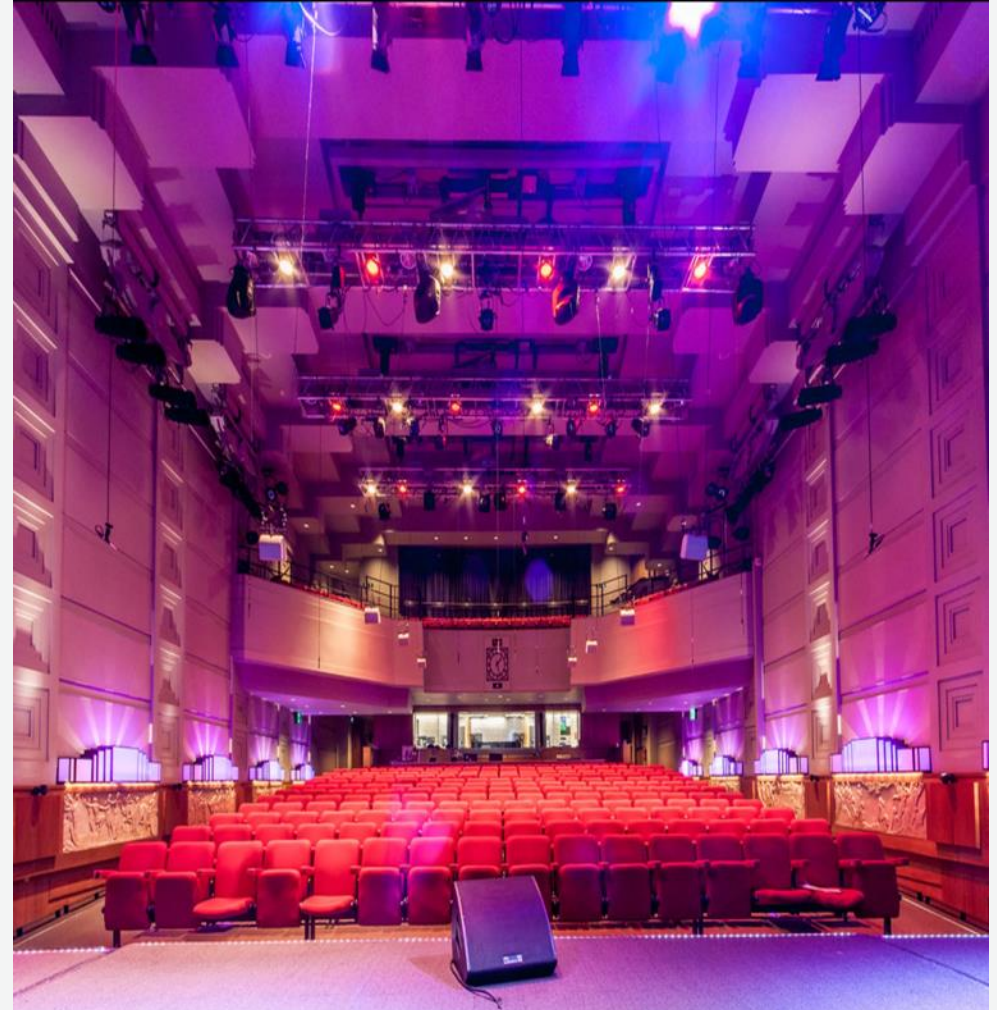
## IBC KICKSTART DAY 2025

- Kickstart Day is about identifying critical media industry business and technology challenges, by the buyers of technology (or end users) who serve the needs of audiences and have unique insights on what needs to be better understood or solved.
- It is about matchmaking these ‘Champions’ to the vendors and solutions providers, the ‘Participants’ in projects that work in teams to develop solutions and provide specialist expertise.
- Twelve challenges will be pitched at Kickstart Day on 12 February 2025 which will be reviewed through the IBC Accelerator application process, which can be found here.
- **Only eight projects will go forward** and be part of the 2025 Accelerators and showcase their solutions in person at IBC2025
- Some project ideas may be merged together, where there are close synergies. The eight projects will be announced by end February 2025





- Kickstart Day 2025 will take place at the iconic BBC Radio Theatre on Wednesday 12 February 2025.
- The day will consist of Keynote & Panel Session discussing innovation trends and priorities in the industry
- Plus 12 key pitches for Accelerator projects in 2025, followed by matchmaking and networking session in the BBC Club
- In addition the announcement and presentation of the Accelerator Project of the Year Award 2024, concluding with Networking Drinks
- **To register interest in attending click here.** Note that capacity is limited due to venue capacity. Priority will be given to teams pitching challenges/ submissions.
- Places are limited and subject to an IBC review





## IBC ACCELERATORS KICKSTART 2024 HIGHLIGHTS





## THE ROLE OF THE CHAMPIONS & PARTICIPANTS

- **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
- **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.





## EIGHT IBC ACCELERATOR PROJECTS + CAPA INCUBATOR IN 2024



**ECOFLOW: Energy-Conserving Optimization for Future-ready, Low-impact Online Workflows**



**IP Networks: Finding the needle in the haystack**



**Connecting Live Performances of the Future with ULL-AVLM (Ultra-Low Latency Audio, Video, Light and Media Data)**



**Design Your Weapons in the Fight Against Disinformation**



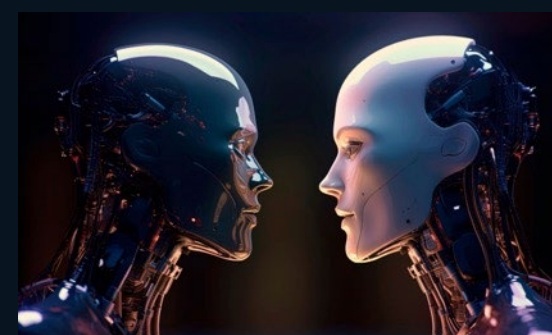
**Evolution of the Control Room - Leveraging XR, Voice, AI & HTML-Based Graphics Solutions**



**Digital Replicas and Talent ID: Provenance, Verification and New Automated Workflows**



**Scalable Ultra-Low Latency Streaming for Premium Sports**



**AI Media Production Lab:**

- Generative AI in Action
- AI Audience Validation Assistant (AAVA)
- Changing the Game: Predictive Generative AI



 **FIRST INCUBATOR PROJECT IN 2024: CONNECT & PRODUCE ANYWHERE**



Formula E,  
London, July  
2024



Media Prod Tech Show, May 2024



EBU Network Technology  
Summit, June 2024





# PROGRAMME BENEFITS: MARKETING/ VISIBILITY

## 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!

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### IBC2024 ACCELERATORS: CONNECTING LIVE PERFORMANCES OF THE FUTURE WITH ULL-AVLM AND SCALABLE ULTRA-LOW LATENCY STREAMING FOR PREMIUM SPORTS

Proposed by IBM solutions and University of Strathclyde, 'Connecting Live Performances of the Future with ULL-AVLM Ultra-Low Latency Audio, Video, Light and Media Data' is the live Accelerator Project to be presented on the Innovation Stage today.

The ultimate aim of the project is to recreate the experience of a live performance in multiple locations and/or bring together remote performers into a seamless and immersive live experience. While that might sound a prohibitively expensive challenge, many in the Project team have considerable skills in this area, having recently collaborated on the 2023 IBC Accelerator project '5G Motion Capture Live Performance and Animation'.

Sam Tofts, Research Associate at University of Strathclyde and Senior Systems Engineer, NeutralWireless, said at the IBC Accelerator Kickstart Day: "The intention is to build on the very successful Accelerator project we ran last year, which saw us produce a live performance in a virtual space with performers distributed across the UK. We want to connect multiple locations with as low latency as we can get and early working on a shared and equal experience for different locations with audience and performers across the world."

Indeed, the broader aim of the 2023 project and the 2024 edition have considerable crossover as Andy Hoad, Director of Technology Strategy (T&E), explains: "Last year's project was highly successful and facilitated a live performance between two studios about 500 miles apart. However, the need to synchronise the video, audio and motion capture data stood out as an important thread in the challenge of sharing performance across multiple venues."

IBM's role in the project is to provide a spectrum of AI/ML model data, and exploring the role of real-time engines and cloud infrastructure to connect experiences.

"We've made great progress and demonstrated all of the best technical components in action. The application of the techniques developed here are actually very flexible. The workflow could find use in many different multiple-venue scenarios, whether that is a one-to-many recreation of an event or two-way interactive live performances," states Tofts.

Champions (BBC, King's College London, TVU, University of Kent, Mount Venue Trust, Royal Central School of Speech and Drama, and Participants) Special Compute, have been heavily involved in the project.

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### IBC2024 ACCELERATORS: AI MEDIA INNOVATION LABS AND IP NETWORKS

The final day of the 2024 IBC Accelerator programme sees AI and IP networking the agenda on the Innovation Stage.

First up, these projects explore the practicality of using AI in audience validation, creative storytelling and live sports and event production at AI Media Innovation Labs.

The AI Audience Validation Assistant (AVA) Project was proposed by Champions (BBC and Evangelical Church (EC)) and supported by Clu (Champions (BBC), Channel 4 and NBC).

The central plank of the project is to use AI as a tool to control live while presenting evidence and diversity by developing a knowledge graph of AI personas that represent the complexity of today's society. These AI personas will be able to guide media organisations to create more engaging content, being available at an early production and development stage without the cost and complexity of current methods such as focus groups.

The ultimate endgame would be to create a personalised method to query the personas. "Another option would be to select or filter characteristics which essentially results in one or more multiple digital news personas, or a more sophisticated way would be to give users the ability to ask questions about the persona stream, which will allow presenters to interact with the personas."

Sam O'Keefe, Director of AI, Data Engineering and AI, says: "The project is to create a knowledge graph of AI personas that represent the complexity of today's society. These AI personas will be able to guide media organisations to create more engaging content, being available at an early production and development stage without the cost and complexity of current methods such as focus groups."

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## ACCELERATOR INNOVATION PROGRAMME

WHERE INNOVATION HAS NO LIMITS

Watch the results from 9 cutting-edge Accelerator projects on the Innovation Stage in Hall 3

13th September	14th September	15th September	16th September
11:15 - 12:15 Connect and Produce Anywhere	10:45 - 11:45 Connecting Live Performances of the Future with ULL-AVLM	10:45 - 11:45 Design Your Weapons in the Fight Against Disinformation	10:45 - 11:45 AI Media Innovation Labs
14:00 - 15:00 Evolution of the Control Room	13:30 - 14:30 Scalable Ultra-Low Latency Streaming for Premium Sports	13:30 - 14:30 Digital Replicas and Talent ID Provenance, Verification and New Automated Workflows	12:15 - 13:15 IP Networks Finding the Needle in the Haystack
16:45 - 17:45 ECOFLOW: Scalable Ultra-Low Energy-Conserving Optimization for Future-ready, Low-impact Online Workflows			

Meet all the project teams at the Accelerator Zone in Hall 3

Associate Sponsors: AMD x hp together we advance

### IBC2024 ACCELERATORS: EVOLUTION OF THE CONTROL ROOM AND ECOFLOW: ENERGY-CONSERVING OPTIMISATION FOR FUTURE-READY, LOW-IMPACT ONLINE WORKFLOWS

Two of the eight ground-breaking projects from the year's IBC Accelerator Programme will be presented on the Innovation Stage today - 'Evolution of the Control Room' (sponsored by BBC, Visteon, AI & HTML-based Graphics Solutions) and 'Ecoflow: Energy-Conserving Optimisation for Future-ready, Low-impact Online Workflows'.

The evening will also see a special reunion project being presented - 'Connect and Produce Anywhere, Phase 2'.

'Evolution of the Control Room' has been jointly proposed by Champions (BBC, ITV, BBC and TVU), Denmark with support from Champions (VNU), Trinity College Dublin, TUA, Technological University of the Shannon, TUS, EBU and the University of Strathclyde. Participants are Trifactor, Ron Edson, Loops, IPX Graphics and Cognitec.

The wide-ranging project aims to break technical barriers and prove state-of-the-art operations across live production workflows, architecture and content.

The core of the project is to develop a suite of flexible systems for broadcast media production. "We've identified some rather innovative production that are a real differentiator in the market, such as integrated video control, AI and GPU, and HTML-based graphics solutions. Rather than aiming to replace the traditional on-camera control room altogether, we want to develop an alternative solution that can add value where it's most needed," explains Co-Chair, TUS and EBU, and TVU, Denmark, who is leading the initiative stand of the project together with Jon Roberts, Director of Technology (Production & Innovation) at ITV.

The HTML-based Graphics project aims to develop a multi-platform graphics solution that supports multi-platform delivery, and real-time on-demand graphics production. It aims to use industry-standard graphics and programming tools for graphics development along with common off-the-shelf video components for storage and distribution - essential elements to achieve the desired results.

The aim is to allow broadcasters and their customers to create content that can be used as they wish, based on their best

For individual use cases, then being able to seamlessly manage and edit the resulting software formats are required.

Ecoflow was proposed by Champions (BBC, Visteon, AI & HTML-based Graphics Solutions) and supported by Champions (VNU, BBC, EBU, Trinity College of Strathclyde and IP), and Participants (Cognitec, Bitmovin and Cognitec).

The project looks to demonstrate the environmental impact of media consumption by developing consolidated metrics for energy usage at major steps of the end-to-end technology supply chain, ranging from live broadcast energy through to on-demand user experience. It will estimate and demonstrate opportunities to make processing, streaming and media consumption more measurable and sustainable.

Ecoflow will measure the energy performance of certain key elements of the content supply chain, such as CDN, encoding, transcoding and advertising delivery, to create a base measurement. With this base as a starting point, Champions will test proposed power saving features to determine the impact on the broader supply chain.

"Rather than aiming to replace the traditional on-camera control room altogether, we want to develop an alternative solution that can add value where it's most needed"

Chris O'Brien, Trifactor

"Today, the team will demonstrate their findings and advancements. The solution will include a strategy for the most energy-efficient features in a replaceable and structured way, providing insights into how specific hardware and software components are contributing to the overall energy usage. "In the context of IBC, we are focused on delivering an understanding and reducing the market on two key pieces: First, the media supply chain. Focusing on major costs including transcoding, storage, and distribution. Secondly, allowing and comparing what technologies and techniques are available to reduce the power consumption required by the current generation of sport TV."

Michael Roberts, CEO of Visteon (BBC, Visteon, AI & HTML-based Graphics Solutions) and supported by Champions (VNU, BBC, EBU, Trinity College of Strathclyde and IP), and Participants (Cognitec, Bitmovin and Cognitec) will be presented today. Following the build and

"For 2024 we want to show that this works in practice at a live event (and events), says John Broadhead, IBC Media Fellow at ST Media & Broadcast. "We aim to explore it to include more solutions, more features, automation and service monitoring, allowing the way to something that could actually be deployed for commercial use."

Connect and Produce Anywhere Phase 2 will also be presented. "This is the final day of the IBC Accelerator 2024, the project team is now positioned for implementation and will test the solution on some real-world live event production scenarios where there are varying degrees of available bandwidth. Connect and Produce Anywhere, Phase 2 will feature Champions (BBC, IT Media & Broadcast, Sky, EBU, Visteon Group, TUD and Channel 4), and Participants (St. LABA, TSC, Tachet, Nook and Vist).

The project's specific challenge is to push further innovation through experimentation in environmental monitoring and measurement, collaboration, deployment observability and other transport elements, business case and service options.

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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 including: the Kickstart Day event, a year-round marketing & pr campaign that supports the programme, plus the physical, onsite IBC Accelerator Zone where all eight projects have pods will be showcased, and the Innovation Stage live sessions which will be in a prominent position at IBC 2025

Participant Fees Based on Participant's Annual Revenues (GBP)	Category	Fee
Less than £500k	A	£1,650
£500k - £1million	B	£5,000
£1million to £10million	C	£7,000
£10 million to £50 million	D	£12,000
£50 million+	E	£18,000

<b>Champion's fee</b>	£3,000
<b>Academic Institute fee</b>	£500

- **Champions Fees:** Champions pay an Accelerator Subscription fee of £3,000 annually (one fee regardless of number of projects supported).
- **Academia:** There is an administration costs for Academic Institutions of £500.





## ACCELERATOR PROJECT OF THE YEAR AWARD WINNERS

2021:  
5G LBXR (Location Based  
Extended Reality)



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



2023 :  
Responsive Narrative Factory



## 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) and Olympic Games (2024)
- 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 (2022/23/24)
- ACADEMIC FUNDING WINNERS: Kings College London awarded funding based on initial R&D from several Accelerator spatial audio projects
- EPIC MEGAGRANTS: (ongoing!)



04 **IBCDAILY**  EMPOWERING CONTENT EVERYWHERE

**DELIVERING THE PARIS OLYMPIC GAMES AT SCALE**  
BY MONICA HECK

Mario Reis, Director of Olympic Broadcasting Services (OBS), only embraces technical innovation if it makes sense, he told the IBC Conference. "A dialogue with our media rights holders and international federations is important to bring innovation that makes sense to fulfil our mission," he said.

For the 2024 Games in Paris OBS deployed over 1000 cameras and 4000 microphones, 15 UHD HD-HDI drones, produced over 11,000 hours of content of which 4500 was live, and embraced 5G private networks on Samsung mobiles for the Opening Ceremony. In some venues, hardware-agnostic production units showed how in some cases, generic off-the-shelf compute made things more agile and provided more control than an OB van might offer.

James D Miles, Senior Director, Live Event Workflows at NBC Sports & Olympics, used workflows that emerged during Covid to deliver the Games in Paris. "Much of our in-country production is layered on top of what we do with OBS, both on-site and back home, with over 1000 control rooms running concurrently to integrate that content for our different cable outlets and all of our online

**PERSONALISED MEDIA PLITS THE VIEW**







## IBC Accelerators Contact Leads:

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