



#ACCELERATORS2025

# IBC ACCELERATOR MEDIA INNOVATION PROGRAMME 2025

OVERVIEW OF THE PROGRAMME

WHERE INNOVATION HAS NO LIMITS

## ABOUT IBC

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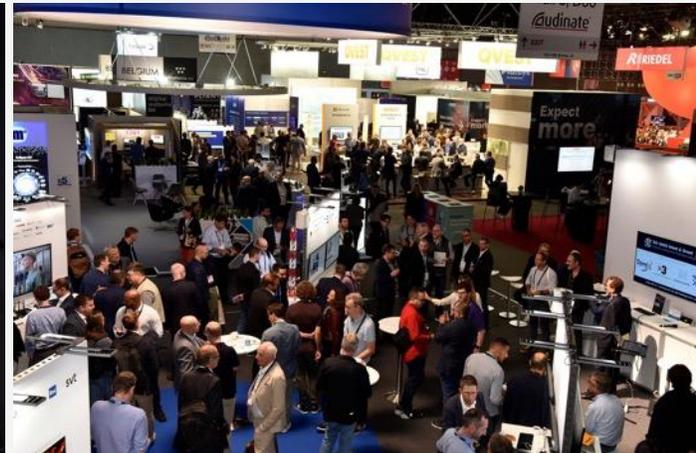
IBC is an independent, authoritative international organisation serving the global Media, Entertainment & Technology industry.

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**

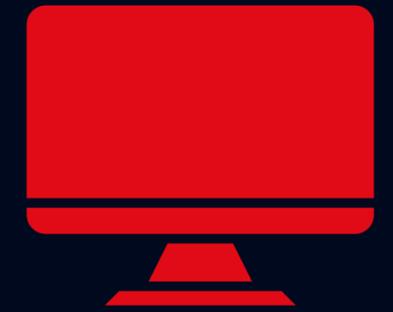


**107,034**

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%**

Head of Dept / Manager **27.1%**

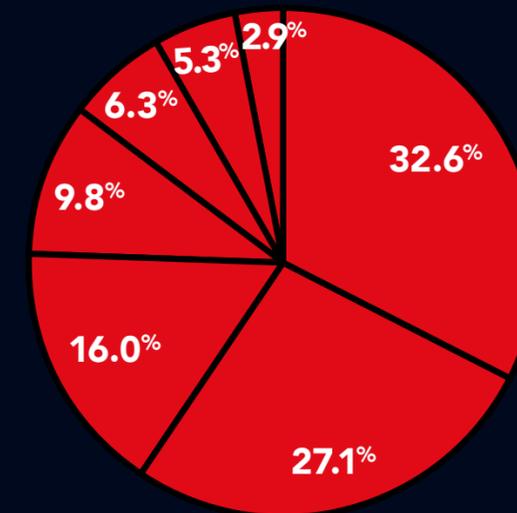
Pro Engineer / Developer **16.0%**

Entrepreneur / Freelance **9.8%**

Student / Intern **6.3%**

Executive / Assistant **5.3%**

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



# IBC2024 IN NUMBERS:

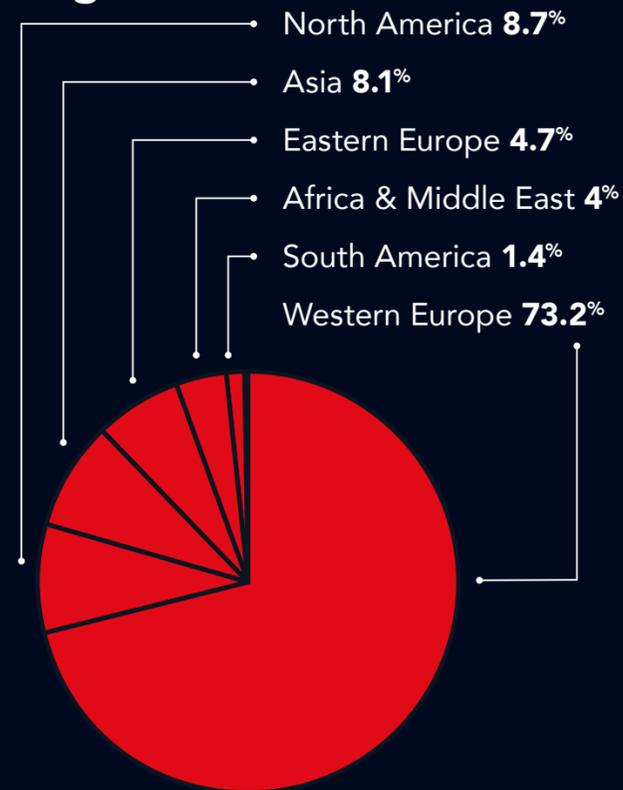
Attendees from over

# 170 countries

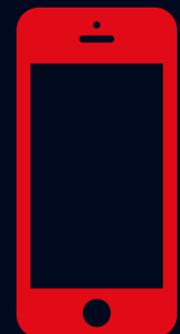
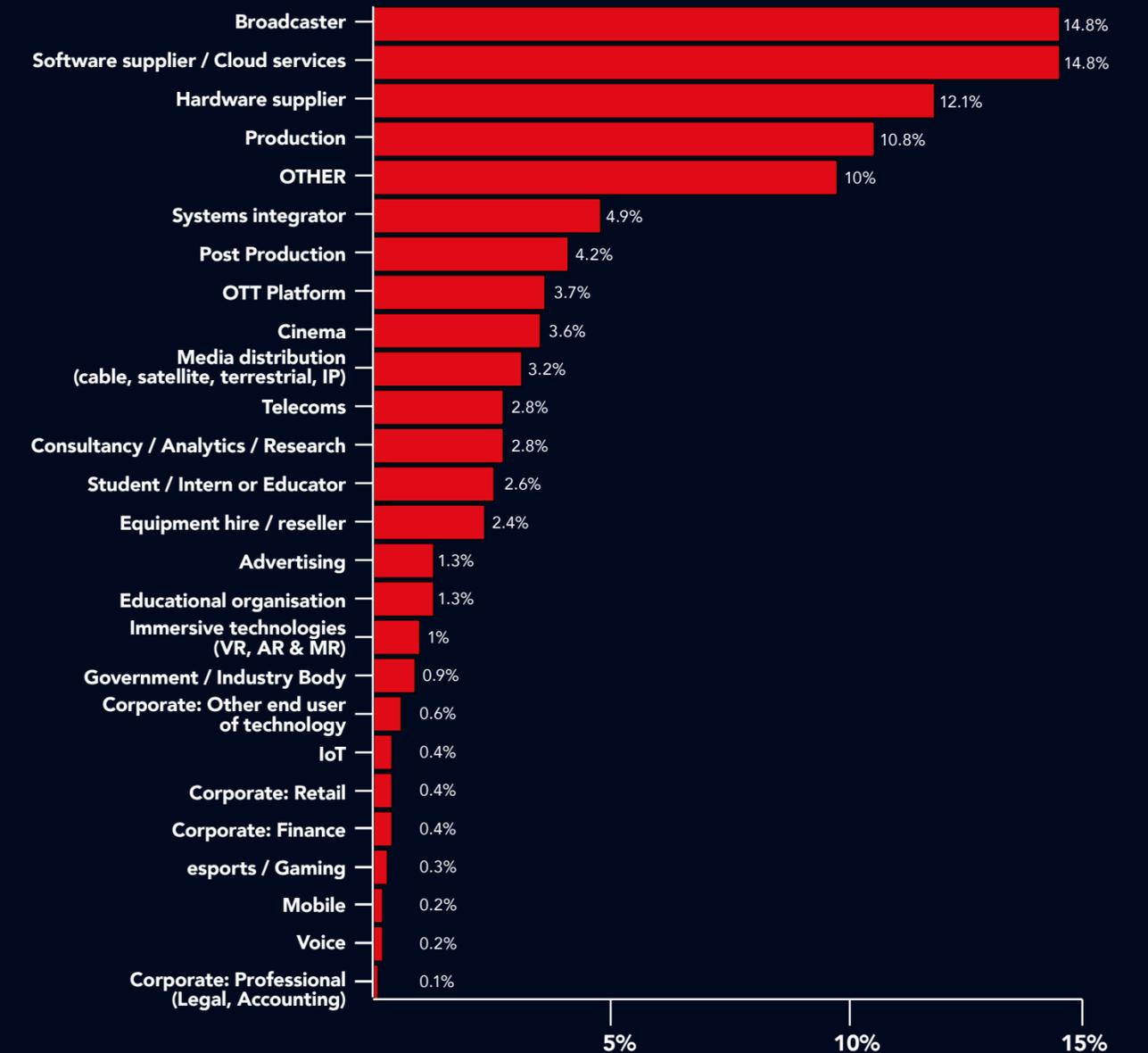
## Top 10:

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.





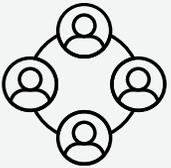
## DESIGNED TO SUPPORT INDUSTRY TRANSFORMATION IN MANY WAYS:



- 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...





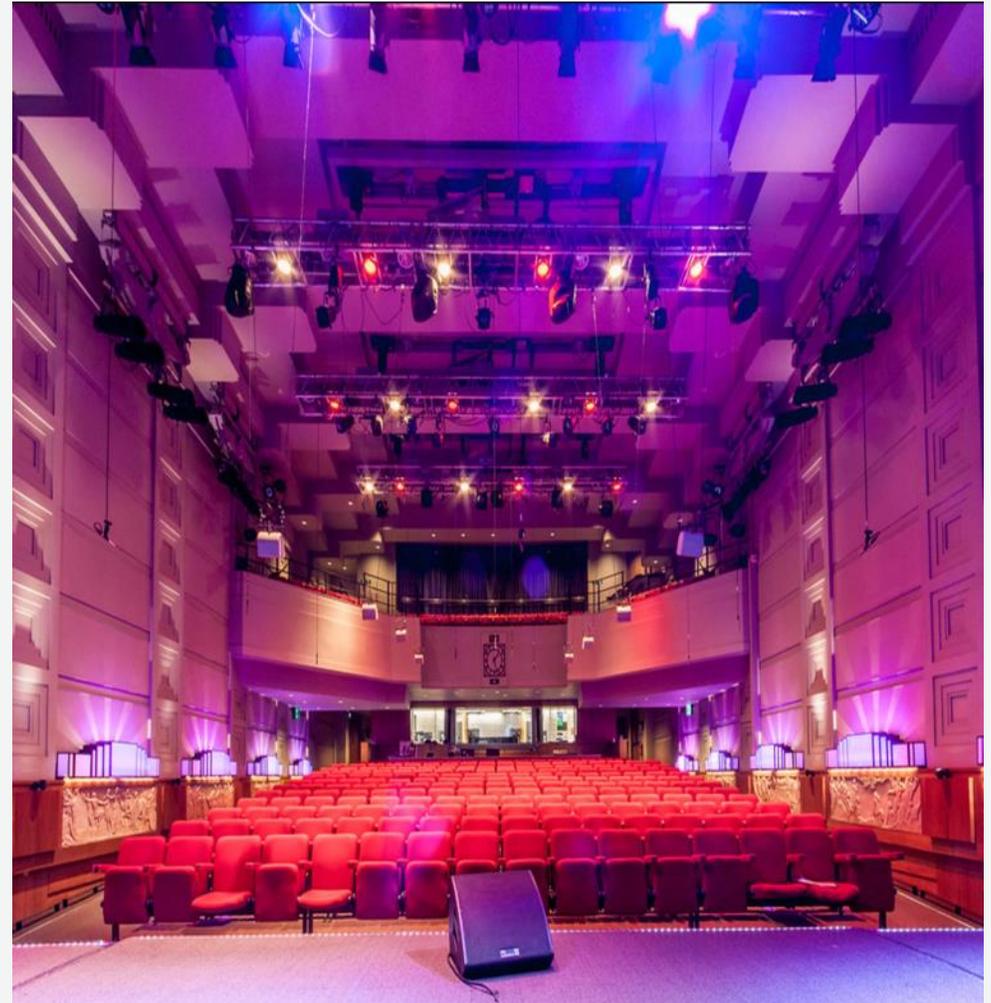
## IBC KICKSTART DAY 2025

- 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**



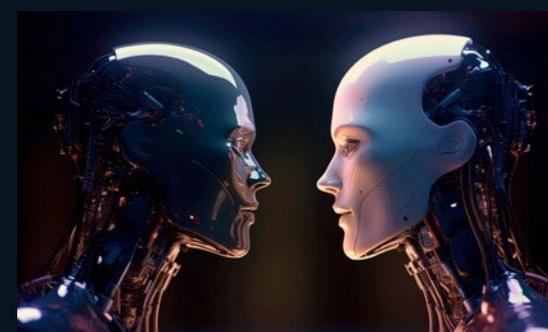
**Evolution of the Control Room - Leveraging XR, Voice, AI & HTML-Based Graphics Solutions**



**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



**CONNECT  
AND PRODUCE  
ANYWHERE:  
PHASE II**  
#IBCACCELERATORS2024



EBU Network Technology  
Summit, June 2024





## 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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