



HEADLINE SPONSOR

#ACCELERATORS2025

IBC ACCELERATOR MEDIA INNOVATION PROGRAMME 2025

OVERVIEW OF THE PROGRAMME

WHERE INNOVATION HAS NO LIMITS

ASSOCIATE SPONSOR



ABOUT IBC

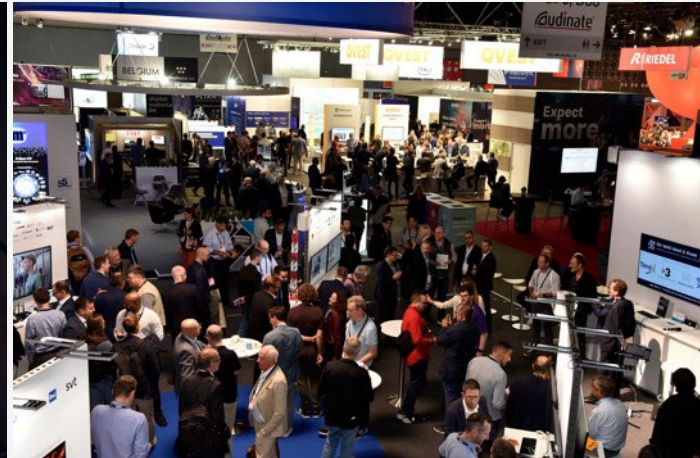
IBC is an independent, authoritative international organisation serving the global Media, Entertainment & Technology industry.

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

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

1,350+

Exhibitors

40



Corporate buyers at the AV user group pitch

176,541

Badges scanned



426

Press & Analyst attendees

9

Innovative Accelerator projects



95 million

Estimated PR coverage reach



140+

Media partners

588

Conference delegates

11,000+

Sessions attended

Average circulation of E-Daily's in 2024

125,000

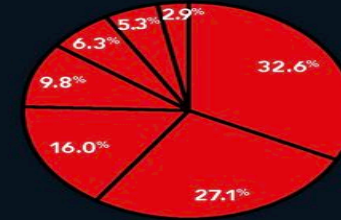


125+

Hours of content

277+

Number of speakers



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%**

107,034

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



633,259

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

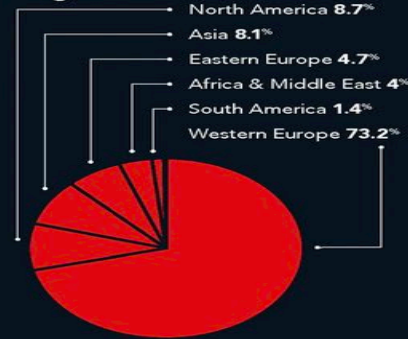
Attendees from over

170 countries

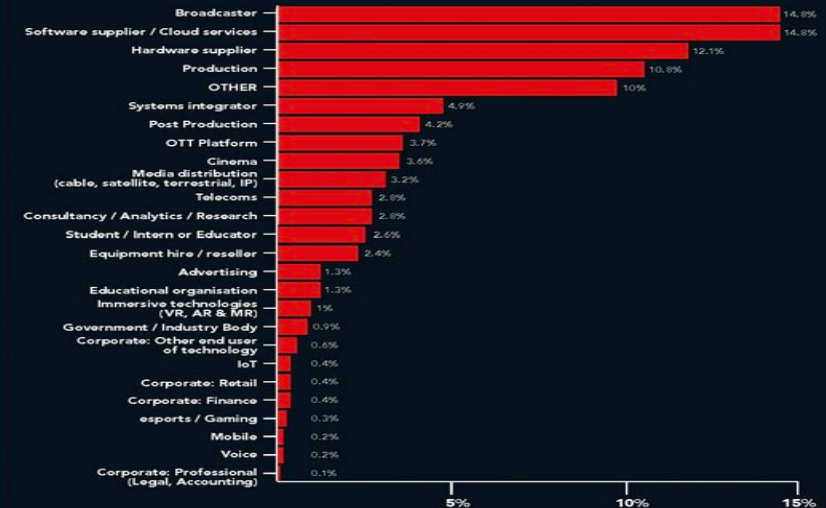
Top 10:

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.





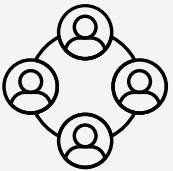
DESIGNED TO SUPPORT INDUSTRY TRANSFORMATION IN MANY WAYS:



- 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



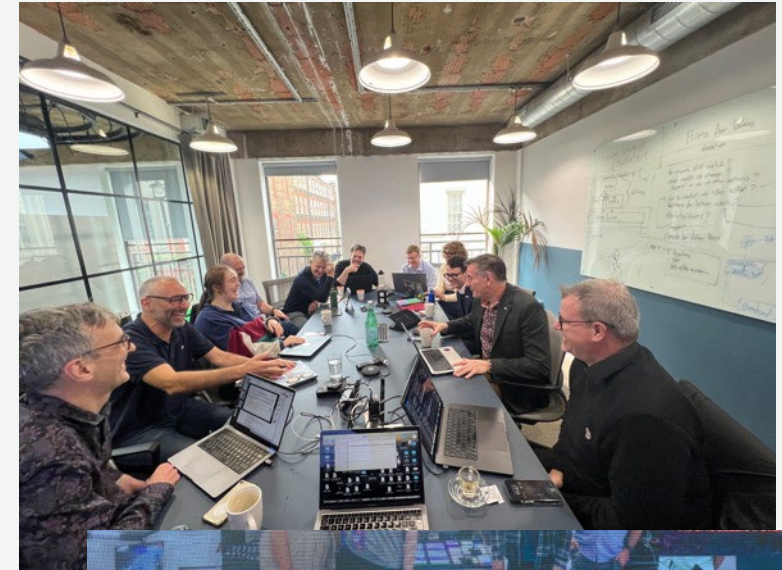
- All concepts, ideas and submissions for Accelerator projects should be **focused on highly relevant media industry challenges** of today





CALL FOR CHALLENGES & SELECTION TIMINGS PROCESS

- The process starts with the **Call for Challenges** just after the annual IBC Show in September
- The deadline for online project submissions will be in early September. Projects are then selected for pitching at our annual Kickstart Day in Q1
- Following the Kickstart Day event, eight selected projects begin the matchmaking and scoping phases, bringing together other Co-Champions interested in the projects and vendor/ Participants to join their project.
- **Each project's aims must be tightly scoped**, so that their POC solutions can be tangibly achievable within the 5-6 months.
- The development of their solutions begin in March and are showcased at IBC in September (12-15 September 2025, Amsterdam)

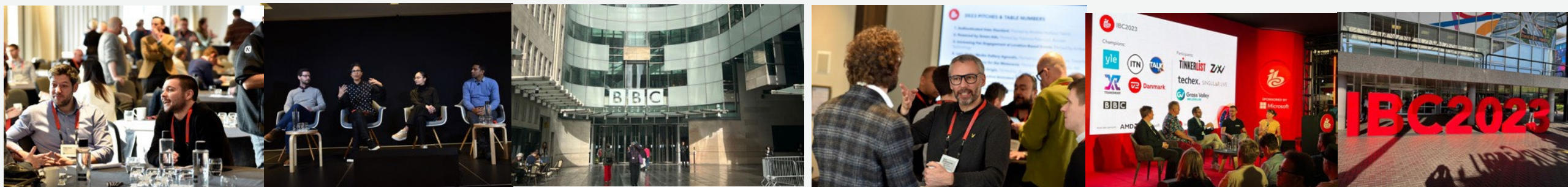
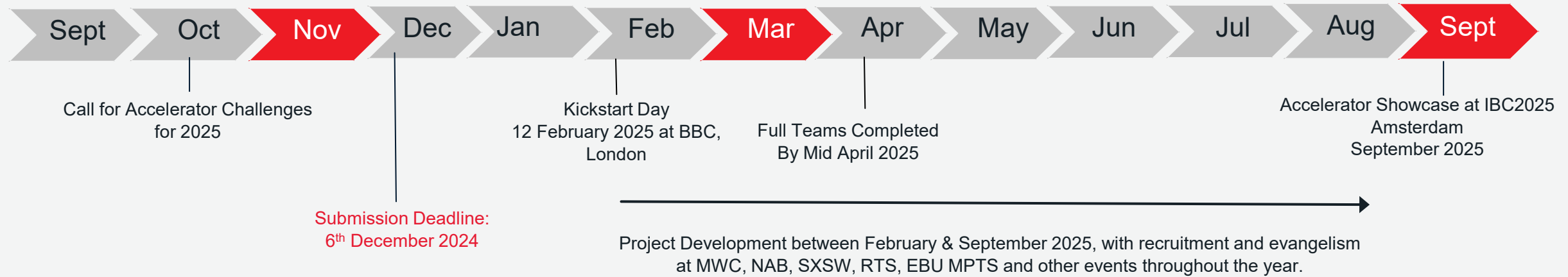




THE ROAD TO IBC, SEPTEMBER 2025

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

Accelerator Cycle





IBC ACCELERATORS - ALUMNI CHAMPIONS & PARTICIPANTS





CHAMPIONS & PARTICIPANTS IN 2024...

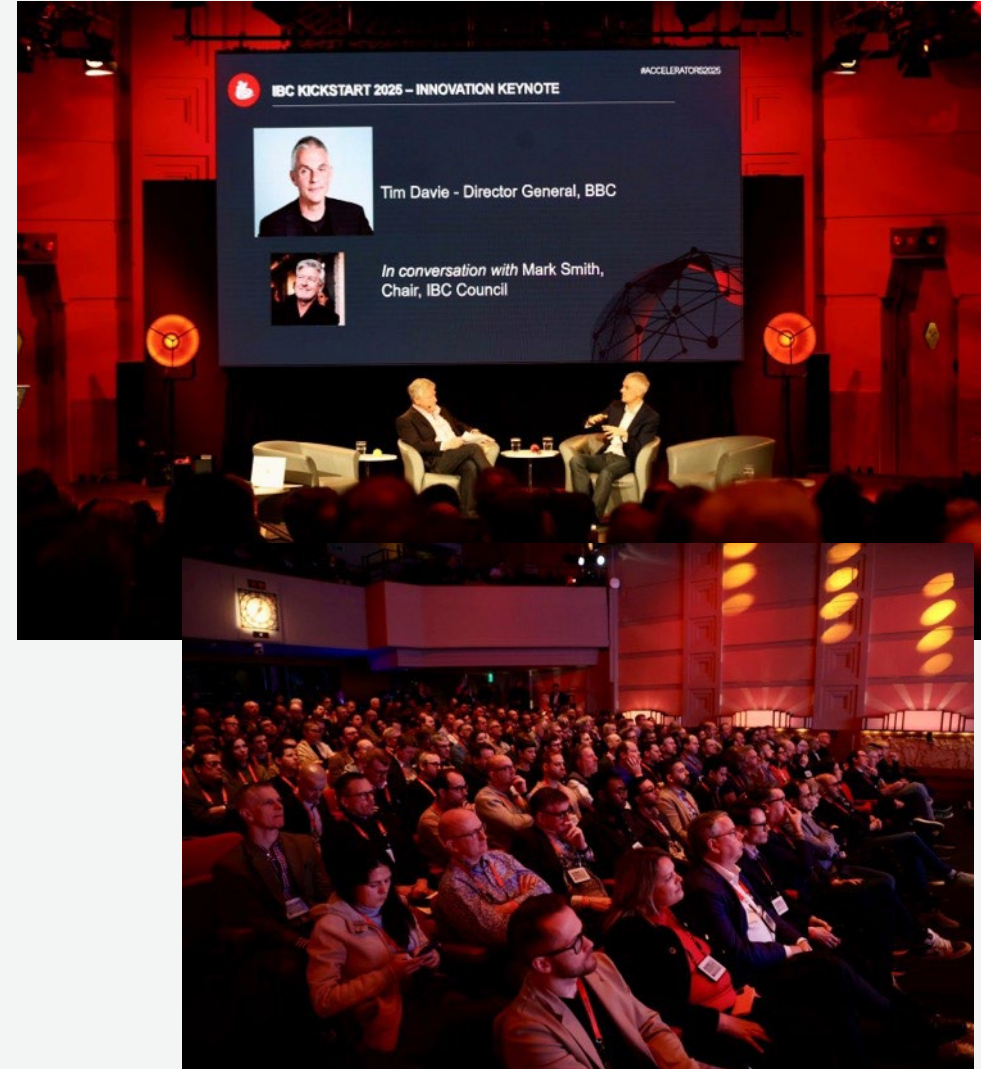




IBC KICKSTART DAY 2025



- **IBC's Kickstart Day 2025** took place at the iconic BBC Radio Theatre Broadcasting House on Wednesday 12 February 2025.
- The day consisted of industry leading Keynote & Panel Session discussing innovation trends and strategic priorities in the industry
- From 30+ Accelerator project submissions received, 12 were selected to pitch in 5 minutes presentations
- These sessions were followed by a matchmaking and networking session. Post the event, eight projects were selected to go forward for development of their solutions and PoCs to be showcased at IBC2025
- All eight videos of the selected **5 minute pitches and presentations** can be found on the IBC Accelerator website [here](#)
- The IBC Press Release announcing the final eight projects for 2025, [here](#).





IBC KICKSTART DAY 2025 – HIGHLIGHTS VIDEO (Click to Play on YouTube)





THE ROLE OF THE CHAMPIONS

- **CHAMPIONS** are Broadcasters, Studios, Online Platforms, Content Producers, Rights Owners – the end users or buyers of technology at IBC
- Champions **pitch the critical business or technology challenges** that they want/ need to explore and better understand or solve through working together
- **Champions will lead and support projects**, providing time, resources and sometimes content and use cases **working collaboratively** with other Champions and specialist Participants
- Champions value the programme highly as they get opportunities to try out different technologies and also share experiences to learn from others and share expertise.





THE ROLE OF PARTICIPANTS

- **PARTICIPANTS** are **Vendors, Manufacturers, Developers, Products, Services and Solutions Providers** that help 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 IBC 2025**
- Once the pitch has been selected to Final 8 project phase, a **minimum of four Participants** must be a part of each project team.





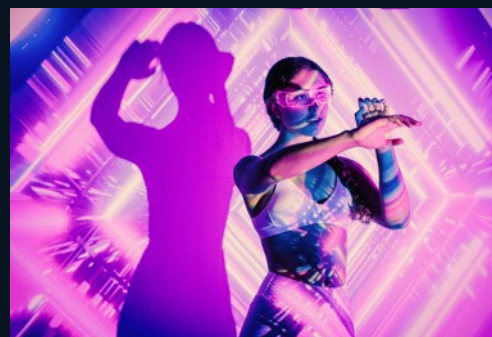
EIGHT IBC ACCELERATOR PROJECTS + CAPA INCUBATOR IN 2024



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



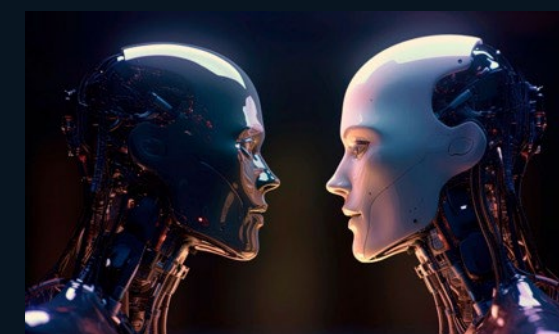
Evolution of the Control Room - Leveraging XR, Voice, AI & HTML-Based Graphics Solutions



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)





FIRST INCUBATOR PROJECT IN 2024: CONNECT & PRODUCE ANYWHERE



Formula E,
London, July
2024



CONNECT AND PRODUCE ANYWHERE: PHASE II

#IBCACCELERATORS2024



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!

**IBC2024 ACCELERATORS:
CONNECTING LIVE PERFORMANCES OF THE
FUTURE WITH ULL-AV1M AND SCALABLE ULTRA-LOW
LATENCY STREAMING FOR PREMIUM SPORTS**

Powered by IBC solutions and University of Strathclyde, Connecting Live Performances of the Future with ULL-AV1M ultra-low latency audio, video, light and media data in the first Accelerator Project to be presented on the Innovation Stage today.

The objective 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 know-how in this area, having successfully collaborated on the 2023 IBC Accelerator project '5G Motion Capture for Live Performance and Animation'.

Sam Yaffe, Research Associate at University of Strathclyde and Senior Systems Engineer, Newcastle Wireless, 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 low latency as we can get ready focusing on a shared and equal experience for different locations with audience and perform across the world."

Indeed, the broader aims of the 2023 project and the 2024 edition have considerable overlap, as Andy Hook, Director of Technology Strategy, IBC, explains: "Last year's project was highly successful and facilitated a live performance between two dancers 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, which formed a significant element of this year's Accelerator project."

The ultra-low latency and cloud infrastructure to connect experiences.

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

Champions IBC, Stage College London, TV2, University of Kent, Music Venue Trust, Royal Central School of Speech and Drama, and Participants Sports Connect, Saba Sound and Newcastle Wireless have all

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

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

First up, three projects explore the practicality of using AI in audio production, creative storytelling, and live sports and event production in AI Media Innovation Lab.

The AI Audience Validation Assessment (AVA) Project was presented by Champions Dax and Evangelista Chrome (ECG) and supported by Co-Champions BBN, VMA, Channel 4 and IBC. The central goal of the project is to use AI as a tool to combat loss while promoting inclusion and diversity by developing a local range of AI personas that represent the complexity of today's society. These AI personas will then 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 standardised interface to query the personas. "Another option would be to select our characters which essentially result in one or more multiple digital humans that we are able to ask questions to for content engineering, which will allow premium experiences."

Next, Glax, Fulvic, Connect, are trying to take what we've used in premium sports experience and further. Ideally we want to be able to extend latency and the second

**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 2024 IBC Accelerator Programme will be presented on the Innovation Stage today - 'Evolution of the Control Room - Leveraging XR, VR, AI & HTML-Based Graphics Solutions' and 'EcoFlow: Energy-Conserving Optimisation for Future-Ready, Low-Impact Online Workflows'. This morning also saw a special accelerator project being presented - 'Connect and Produce Anywhere, Phase II'.

Evolution of the Control Room has been jointly presented by Champions Telematics (TN), BBC and TV2 Denmark with support from Champions HLU, Trinity College Dublin, TGA, Technological University of the Shannon, TUS, EBU and the University of Strathclyde. Participants are Trinefall, Not Edition, Logic, Giga, Graphics and Connect.

The wide-ranging project seeks to break technical boundaries and prove industry operators around the production workflow, infrastructure and control to develop a suite of flexible systems for broadcast media production.

"We've identified areas within broadcast production that are in need of transformation and set out a vision for a completely new way of working, focusing on automation, to demonstrate the potential of an AI-powered control room solution, with integrated voice control, AI and GPU, and HTML-based graphics solutions. Rather than aiming to replace the traditional operator control room altogether, we want to develop an alternative solution that can exist where it's most needed," explains Grace Dean, TUS Senior Product Manager.

The HTML-based Graphics project aims to develop a modular graphics solution that supports multi-platform delivery, and real-time decision-making and content creation. The aim is to allow broadcasters and their creative teams to build generalisable graphics that are easy to build, based on which it best

**IBC2024 ACCELERATORS:
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Strategy, Emerging and Creative Technologies, Media & Entertainment, Motion Business, is spearheading a project that looks at AI as a production tool for live sports and live events. The aim is to assist directors and production teams to generate content that is more tailored to the needs of the audience. The use of AI is intended to demonstrate the practical challenges that broadcast live events are facing, including large networks of IP devices and to validate the effectiveness of the proposed AVACS specifications in addressing these challenges.

During today's session, the project team will showcase a fully functional system that integrates the new AVACS specifications. This system will demonstrate how broadcast live events can use standardised annotations to efficiently manage and identify IP resources within their

"Authenticity is at the core of the architecture we are building out."

Kristine Wicker, Senior Building out

At the IBC2024 Accelerator Kickstart Day, Hooker was keen to emphasize that humanity

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ACCELERATOR INNOVATION PROGRAMME

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-AV1M	10:45 - 11:45 Design Your Weapons in the Fight Against Disinformation	10:45 AI Med Labs
14:00 - 15:00 Evolution of the Control Room	16:45 - 17:45 ECOFLOW: Energy-Conserving Optimisation for Future-Ready, Low-Impact Online Workflows	13:30 - 14:30 Digital Replicas and Talent ID: Provenance, Verification and New Automated Workflows	12:15 IP Net the Haysta

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

Associate Sponsors: AMD x hp together we advance

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IBC ACCELERATOR PARTICIPATION FEES 2025

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

Champion's fee	£3,000
Academic Institute fee	£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.



IBC2024 SHOW HIGHLIGHTS VIDEO (Click to play on YouTube)





ACCELERATOR PROJECT OF THE YEAR AWARD WINNERS

2021:
5G LBXR (Location Based
Extended Reality)



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

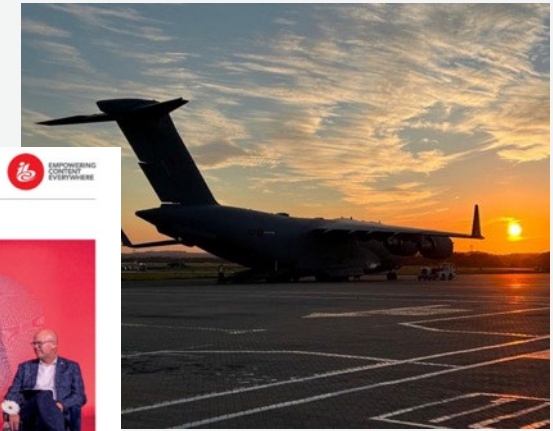


2023 :
Responsive Narrative Factory



ACCELERATOR SUCCESS STORIES (A FEW EXAMPLES):

- TO MARKET DEPLOYMENT: PRIVATE 5G NETWORK deployed for live broadcasts for QEII Project Unicorn (2022) and KCIH 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!)







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