

## PRESS RELEASE

## IBC Launches 2024 Innovation Awards with Nominations Now Open across Five Categories

*Categories expanded to encompass social advances and sustainability through a unified awards programme and single ceremony celebrating industry innovation*

**London – 23 April 2024 – IBC** is preparing to honour the highest achievements in technological innovation and social impact with the launch of its prestigious **IBC2024 Innovation Awards**, as nominations are now open. This year's awards bring together under one umbrella IBC's innovation and social impact awards to enable a single celebration of different industry advances across five categories. All parts of the IBC community are invited to put forward entries for projects, programmes, and initiatives.

The expanded IBC Innovation Awards recognise the best in collaborative efforts to develop new solutions to real-world technical challenges and to address social and environmental issues. The winning entries will be announced at a single ceremony during the show, which runs **13-16 September** at the **RAI Amsterdam**. The five categories are **Content Creation, Content Distribution, Content Everywhere, Social Impact, and Environment & Sustainability**.

"The IBC Innovation Awards are an IBC keystone, recognising industry innovations of all types – enabling our community to celebrate together those critical breakthroughs we have made during the past year," says **IBC Innovation Awards Chair of the Judges Fergal Ringrose**. "This year's awards reflect the many ways in which industry pioneers are redefining media – whether through technological or social advances. The expanded awards exemplify IBC efforts to lead innovation, highlighting the spirit of cooperation and creative accomplishments that positively impact the businesses involved and the industry overall."

The three established technical categories of the IBC Innovation Awards recognise completed projects of any size that have overcome real-world creative, operational, or commercial challenges faced in the media and entertainment industry through solutions demonstrating cooperation between end users and technology partners. The two further categories recognise initiatives and campaigns that are making a difference within the industry in social advancement and equality, and environmental responsibility.

The winners of the 2023 IBC Innovation Awards were: **The BBC** and partners for the world's largest pop-up 5G standalone non-public network, using shared spectrum for live broadcast contributions for the Coronation of HM King Charles III (Content Creation); **Sky Group** for its cloud-native software playout platform enabling origination of linear content TV channels across European territories (Content Distribution); and **KAN**, which changed the way Israeli audiences watched World Cup Qatar 2022 and Eurovision 2023 with Sport BUFF real-time interactive engagement (Content Everywhere).

The winners of the 2023 IBC Social Impact Awards, now joined with the Innovation Awards, were: **RTVE**, which used Artificial Intelligence (AI) to provide local election news coverage of nearly 5,000 small Spanish municipalities; **SWI swissinfo.ch**, which introduced a data-driven process to evaluate the use of inclusive language in its multi-lingual digital newsroom; and **Iron Mountain Data Centers**, which are on the path to using 100% locally sourced clean electricity, 100% of the time, to make their operations carbon free.

If you are involved in an innovative project – as an instigator or technology provider – or making a difference in social and environmental responsibility, then IBC needs to hear from you. **Nominations close at midnight (BST) on 31 May 2024.** The winners' **ceremony will take place on Sunday 15 September** at the RAI Amsterdam.

All further information and links to enter can be found here: <https://show.ibc.org/ibc-awards>.

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### **About IBC**

Delivering innovation and empowering people, IBC is where the future of the global Media and Entertainment industry is redefined. Energising the market, enabling content everywhere and inspiring new conversations, IBC brings the creative, technology and business communities together to collaborate, learn and unlock new opportunities.

At IBC2024, exhibitors and speakers from around the globe will showcase game-changing innovations and tackle the media sector's most pressing trends and issues – changing perceptions and meeting the needs of the world-leading broadcasters, content owners, rightsholders, service providers and others attending the four-day conference and trade show.

With a focus on inclusivity, IBC propels change – driving thought leadership, sparking discussion, shifting expectations, accelerating creativity, and enabling real business outcomes. IBC's mission is to empower our 250,000-strong global community to explore new opportunities, build knowledge, and play an active role in the technological transformation and broader change sweeping the industry worldwide.

For further information, please visit: <https://show.ibc.org/>

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