

PRESS RELEASE

IBC2024 to Champion Real-World AI Applications for the Global Media Industry

- *New **AI Tech Zone, powered by EBU**, will showcase technology pioneers and industry leaders demonstrating wide range of AI use cases; **AWS** and partner **NVIDIA** announced as headline sponsor*
- *Multiple AI-focused sessions and speakers across show floor theatres and **IBC Conference**, spotlighting practical applications driving industry advances*
- ***IBC Accelerator Media Innovation Programme** will present **new AI Media Production Lab**, with proof-of-concepts on breakthrough AI projects*
- *Range of exhibitor **AI product launches** to make debut at IBC2024*

London – 22nd August 2024 – [IBC2024](#) has unveiled a host of exciting new show features and speaking sessions to showcase real-world **artificial intelligence (AI)** advances across the **IBC Conference**, the **IBC Accelerator Media Innovation Programme** and the show itself, including the **new AI Tech Zone, powered by EBU**. AI innovators and media and entertainment (M&E) companies will be able to learn, network, collaborate and unlock business opportunities driven by new AI use cases throughout the event, which takes place in the **RAI Amsterdam** on **13th-16th September**.

“The media industry is ready to look beyond the AI hype and focus on real-world applications that deliver tangible benefits for businesses and consumers,” said Mike Crimp, IBC CEO. “IBC2024 will showcase an array of hands-on demos and use-case driven discussions — reflecting M&E’s demand for grounded conversation on how AI is impacting our sector today and in the long term.”

“AI spend in media is set to reach \$13 billion by 2028. It is influencing every element of the content value chain but businesses need more clarity around where and how it can be harnessed most effectively,” said Maria Rua Aguiete, Omdia’s Senior Research Director, Media and Entertainment. “Spotlighting high-impact use cases and collaborating to overcome adoption challenges will be key to unlocking AI’s transformative potential for the media industry.”

The new **AI Tech Zone, powered by EBU**, brings together emerging AI providers, established producers, content creators and innovators looking past the tried and true to re-imagine media creation and operations from the ground up. The zone will be presented by headline sponsor **AWS** and partner, **NVIDIA**, fueling hands-on AI demonstrations. **Dell Technologies** has been announced as platinum sponsor with partner, **NVIDIA**. The **AI Tech Zone Stage** will be sponsored by **Wasabi Technologies**, while the AI **networking zone** – **sponsored by DOT Group** and **IBM** – will empower the IBC community to engage directly with some of the most innovative players pioneering AI for M&E.

Hans Hoffman, Head of Media Fundamentals and Production at the EBU, says: “The AI Tech Zone is a must-attend for show attendees. We are now moving on from ‘future potential’ discussions to seeing how practical AI applications in the workflow can enable public service operators, broadcasters and other media organisations to generate real value. Visitors to the AI Tech Zone will witness firsthand how AI is shaping a smarter, more efficient media world.”

An array of sessions on the **AI Tech Zone Stage** will spotlight groundbreaking AI advances across areas including content authenticity, intelligent media storage, accessibility, mixed reality and creativity in production while sharing critical insight into regulation and policy developments. AI thought-leaders taking to the stage include zone sponsors and representatives from **AI Caramba!**, **BBC Studios**, **Eluvio**, **EPFL**, **Fraunhofer**, **IBM Aspera**, **Ina**, **KBS**,

Liverpool Football Club, PacGenesis, RTVE, Univeristy of Seoul, VIDEO.TAXI, and YLE News Lab. The full AI Tech Zone Stage schedule is available [here](#).

Alongside sponsors, AI Tech Zone exhibitors will showcase pioneering AI technologies ranging from automated video editing and music-audio separation to advanced data analytics and business optimization to content provenance tracking and fast and secure cloud storage. Exhibiting companies include **AI4ME, AudioShake, Blu Digital Group, Brai, CheckSub, Deepdub, Eleven Labs, Eluvio, EU Project X Reco, Globant, HP (Z by HP), Imaginaro.ai, ITTIAM, Magnifi, Monks, MobiusLabs, PacGenesis, Scenery, Schweizer Radio und Fernsehen, Seagate Technology, Tabsons, The Weather Company, V-Nova, Vera.AI, Video.Taxi, Videolinq.ai, VionLabs, and Zairb.**

AI-focused sessions and thought-leaders will feature across all show floor theatres and at the **IBC Conference**, where AI will be one of the primary themes explored — with keynotes from industry visionaries charting the evolution of AI in media and presenting new strategies to harness AI for creative workflows. The conference will also spotlight a number of **AI in Action** case studies, unveiling how generative AI and new data frameworks are already transforming live sports fan experiences and enhancing business operations for major broadcasters including **ITV, Olympic Channel, and Sky**. The full IBC Conference agenda is available [here](#).

Meanwhile, a number of companies across other exhibition halls will showcase new AI product launches and technologies for the first time at IBC2024, including **Ateliere Creative Technologies, Backlight, Cinegy, Evergent, farmerswife, HAND, IMAX, InSync, ioMoVo, Media Excel, MediaKind, nxtedition, Operative, Periphery, Pixotope, Profuz Digital, Telestream, Telos Alliance, and Vubiquity.**

Another IBC-first is the introduction of the **AI Media Production Lab** within the **IBC Accelerator Media Innovation Programme**, exploring a series of specific AI concepts to improve creativity in storytelling, deepen non-bias audience feedback and engagement, and power real-time predictive analytics to personalise live sports viewing. The three project strands, '**Generative AI in Action**', '**AI Audience Validation Assistant (AAVA)**', and '**Changing the Game: Predictive Generative AI**' are being driven by Champions including **AI Jazeera, BNNVARA, Channel 4, EBU, Evangelische Omroep (EO), IET, ITV, Paramount Global, Rai, Verizon Business, Vodafone, World Freestyle Football Association, Yle, and Zwart.** Technology participants include **Magnifi, Plan 9 Labs, Pluxbox, Respeecher, RKG Creative, Somersault, and Xansr Media.**

Each project strand will be showcased with proof-of-concept demonstrations in **Hall 3** at the **Accelerator Zone** and on the **Innovation Stage**.

Find out more about AI at IBC2024 here: <https://show.ibc.org/topics/ai>

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Note to Editors

IBC has created a backgrounder to support this press release, including summaries from a number of exhibitors showcasing new AI solutions and technologies at the event. **Please see the backgrounder [here](#).**

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 three-day Conference and four-day 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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