

## PRESS RELEASE

## IBC2024 Celebrates Pioneering Media Initiatives as it Announces Winners of IBC Innovation Awards

- *Expanded to showcase innovation across five categories, 2024 awards recognise advances in social impact and sustainability as well as three areas of content*
- *This year's awards demonstrate the power of sports to spur media innovation, with all but one of the winners connected to a league or sporting event*

**Amsterdam, 15 September 2024** – [IBC2024](#) today announced the winners of its prestigious **IBC Innovation Awards**, honouring the ground-breaking work of organisations transforming the media, entertainment and technology landscape. The Innovation Awards, which recognise collaborative efforts to develop solutions that address real-world industry challenges, were presented today at an early evening ceremony in the **RAI Amsterdam**.

This year's awards brought together under one roof IBC's Innovation and Social Impact awards to create a unified celebration of industry advances, with five categories: **Content Creation, Content Distribution, Content Everywhere, Social Impact, and Environment & Sustainability**. Sports proved to be a major driver of innovation in 2024, when massive sporting events such as the Summer Olympic Games and the UEFA European Football Championship were dominant media events, with four of the five winners being recognised for work relating to sports coverage.

“Recognising and fostering industry innovation at every level is core to what IBC does, and these awards play a critical role in honouring and encouraging truly ground-breaking work,” said **Michael Crimp, Chief Executive Officer of IBC**. “This year's expanded awards spotlight the fact that there are many areas in which we are seeing the media community collaborate to take us in new, exciting directions. I congratulate this year's winners for demonstrating the co-operation, imagination and determination needed to really impact our industry.”

The winners in the five IBC Innovation Awards categories are:

### Content Creation

- **Olympic Broadcasting Services** and partners for live broadcast production with more than 200 smartphones contributing video for the Paris 2024 Opening Ceremony and a sea-based 5G network for sailing competitions in Marseille.

### Content Distribution

- **The National Hockey League**, in partnership with Verizon, AWS, Zixi, Vizrt and Evertz, for producing a 5G and Edge compute framework for assembly, control and delivery of live broadcast.

### Content Everywhere

- **LaLiga** for working with Play Anywhere and Ease Live to enable true fan interactivity for itself and its worldwide broadcast and streaming partners.

### Social Impact

- **Sesame Workshop** for its Watch Play Learn Distribution Hub, which allows government agencies and aid organisations to preview and request videos for children in crisis settings.

#### Environment & Sustainability

- **France Télévisions** for reducing CO2 emissions by 300 tons via a pioneering 100% glass-to-glass cloud production and private 5G network, as it broadcasts a 24/7 channel providing coverage of the Olympic Torch Relay for Paris 2024.

Also at the 2024 Innovation Awards, this year's **IBC International Honour for Excellence (IHFE)** – announced in August – was formally presented to Ukraine's **Mstyslav Chernov** for his work as a video journalist and filmmaker. Chernov directed **20 DAYS IN MARIUPOL**, the multi-award-winning documentary chronicling the siege of the city by Russian forces in 2022, when he and his **Associated Press (AP)** team were among the last journalists there. He previously covered conflicts in Iraq, Syria, and Nagorno-Karabakh (in Azerbaijan) and the return of the Taliban to Afghanistan after the US withdrawal.

The **Best Technical Paper Award**, another pre-announced honour presented at the Innovation Awards, was given to **Joshua Maraval, Nicolas Ramin, and Lu Zhang** for their paper **Advancements in Radiance Field Techniques for Volumetric Video Generation: A Technical Overview**. The authors, who are from the **Institut de Recherche Technologique, b<>com**, and the **Institut d'Electronique et des Technologies du numéRique**, were seeking an efficient solution to the complex problem of capturing and rendering volumetric video for three-dimensional VR experiences.

For details on all the award winners honoured at the 2024 IBC Innovation Awards, click [here](#).

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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 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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