

PRESS RELEASE

IBC2024 TO SEE FIRST-TIME INNOVATION, TALENT AND GROWTH INITIATIVES FOR GLOBAL MEDIA INDUSTRY

- *NEW AI Tech Zone, with key exhibitors and sponsors of dedicated stage and networking area announced*
- *NEW free IBC Talent Programme to address recruiting, skills and inclusivity challenges*
- *NEW AV Speed Pitch Event offers new way for exhibitors and major enterprises to unlock business opportunities*

London – 19th June 2024 – [IBC2024](#) has unveiled a host of exciting new show features fuelling networking, learning, collaboration and business opportunities at this year's event, which takes place in the RAI Amsterdam on **13th-16th September**. IBC executives announced details around the new **AI Tech Zone**, a unique **IBC Talent Programme**, a first-time **AV Speed Pitch Event**, and other elements of the show that will spotlight its key themes: **Transformative Technology, Shifting Business Models, and People and Purpose**.

Michael Crimp, IBC's Chief Executive Officer, says: "IBC continues to find new ways to address the trends, issues, challenges and opportunities driving innovation in media and entertainment. Additions to the show, such as the AI Tech Zone, the Talent Programme, and the AV User Group event, combined with the outstanding line-up of visionary speakers we have for this year's Conference, ensure that IBC is again positioned to deliver the world's foremost M&E event. This year, with major global sports events and election coverage putting media performance more in the spotlight than ever, we bring together an industry looking to tap new methods and technologies as it continues to redefine itself."

The new **AI Tech Zone, powered by EBU** in Hall 14, offers a central hub for AI providers, creators utilising the technology, and solution vendors meeting specific industry needs to show how AI can positively impact the industry. An **AI Tech Zone Stage – sponsored by Wasabi Technologies** – will feature industry leaders and visionaries sharing their insights into how AI is transforming media and entertainment and how it can shape the sector's future. A **networking zone – sponsored by DOT Group** – will allow the IBC community to engage directly with some of the most innovative players pioneering AI for M&E. Other AI exhibitors include **AI4ME, AudioShake, Magnifi, MobiusLabs, The Weather Company, Video.Taxi, Vionlabs, Zaibr, and Videolinq.ai**.

IBC2024 will also feature a unique **IBC Talent Programme on Monday, 16th September**, in the **Showcase Theatre in Hall 8**. The free-to-attend sessions will explore how the M&E community can work together to nurture new talent, make training accessible, and develop common standards on diversity and inclusion. Working with key stakeholders and partners to create a foundation for the industry's future, the IBC programme will examine the benefits of partnerships and mentoring, promoting the industry to the next generation of media professionals, developing skills, and driving engagement with M&E companies.

Another new element being introduced at IBC2024 is a special **Audio Visual (AV) buyers' event** on the eve of the show. Working with the **AV User Group**, IBC has created an **IBC Speed Pitch Event** for 40 of its members on **September 12th**. The event offers media technology companies the opportunity to promote their products, services and brands directly to major **AV purchasers**, including **Arup, AstraZeneca, Bank of America, Barclays, Deliveroo, Schroders, UBS and WPP**.

Other show features that further reinforce IBC's unique and extensive offering include:

- The **Esports Showcase**, in partnership with **Unlocked**, in Hall 8, which shows the latest innovations in gaming production and delivery
- The new **World Skills Café**, the industry's first global flagship event for skills, diversity, and education, taking place **Thursday, 12th September at the RAI Amsterdam**
- Partner groups **RISE** and **RISE Academy**, **Galsngear**, **Women in Immersive Tech**, **Women in Streaming Media**, **HBS**, **SMPTE**, **RTS** and **Final Pixel Academy** supporting and participating in initiatives aimed at fostering talent and inclusivity
- The **IBC Innovation Awards**, which take place on **Sunday, 15th September** at the RAI
- The **Technical Papers Programme**, which is presented throughout the IBC Conference
- The **IBC Accelerator Media Innovation Programme**, which brings together pioneering media companies and leading-edge technology partners to demonstrate how they are collaborating to solve real-world challenges and drive industry advances
- And the **IBC Conference**, taking place **13th-15th September** at the RAI; more details of keynotes and speakers will be announced in early July

The amount of space booked by exhibitors for IBC2024 has now passed **45,000 square metres**, already exceeding last year's final total – with over **1,100 exhibitors** signing contracts so far. Among the 150+ new exhibitors at IBC2024 are **5G Broadcast Collective**, **CDN Alliance**, **Datacamp**, **Eosos**, **Frequency Networks**, **Medianet Berlin**, **Strada**, **SwXch IO**, and **Vubiquity**, while **Benro**, **Insta360**, **Robe**, **The Weather Company**, **Vecima**, and **Yamaha** are returning to the show for the first time since 2019.

The leading global media technology brands exhibiting this year also include **Arabsat**, **Arri**, **Avid**, **AWS**, **Blackmagic**, **BT Media**, **Canon**, **Comcast**, **Eutelsat**, **Evertz**, **EVS**, **Google**, **Grass Valley**, **Harmonic**, **Huawei**, **Imagine Communications**, **LG**, **Lawo**, **LTN**, **Mediakind**, **Microsoft**, **Nagra**, **Panasonic**, **Riedel**, **Ross Video**, **Samsung**, **SES**, **Sony**, **Tata Communications**, **Telestream**, **Zero Density**, **Zixi**, and **ZTE**.

Steve Connolly, Director at IBC, notes: "We're seeing overwhelmingly strong demand from exhibitors, with many returning brands increasing space and new companies coming in. There is already a very positive buzz around the exhibition this year — visitors to IBC2024 will see exciting demos and get the chance to meet an increasingly wide array of innovative brands from across the media technology landscape. With the introduction of the AV User Group event, IBC continues to broaden its scope and provide more opportunities for both exhibitors and visitors."

To register as a visitor for IBC2024, click [here](#).

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Note to Editors

Registration for press and analysts is now open. Click [here](#) to register.

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.

IBC.ORG



**EMPOWERING
CONTENT
EVERYWHERE**

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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