

PRESS RELEASE

IBC2024 Primed to Lead Innovation, Explore Trends and Foster Collaboration across the Global Media Technology Community

- *Registration now open for IBC2024 at the RAI Amsterdam, September 13-16*
- *Global event builds strong momentum with booked exhibitor space already surpassing last year's total*
- *BBC Studios, beIN Media Group, Fremantle, Paramount Global and Virgin Media O2 to feature speakers at IBC Conference*
- *New Hall 14 will expand Content Everywhere and host all-new AI Tech Zone*

London, 13 May 2024 – [IBC2024](#) is now open for registration, with the global media and entertainment (M&E) industry set to converge on the **RAI Amsterdam** on **13-16 September**. The event will bring the content and technology community together to showcase game-changing innovations, address media's most pressing trends, and enable collaboration during the four-day exhibition and three-day **IBC Conference**.

Michael Crimp, IBC's Chief Executive Officer, says: "IBC2024 will deliver the world's premier expo and content programme covering transformational tech and changing business models, with a keen focus on people and purpose. 2024 sees the M&E industry at the centre of major events worldwide. As well as showcasing top-level Olympic Sports content, in this year of global elections, IBC will focus on key news hot topics such as disinformation. IBC2024 promises to be an unmissable event for M&E professionals everywhere. Registration is now open. We look forward to meeting you in Amsterdam for another world-class IBC."

The IBC Conference, the ultimate knowledge and networking experience, will feature keynotes, presentations and panels with thought leaders from across the globe, who will be taking a deep dive into the issues, challenges and opportunities transforming media, entertainment and technology. At the same time, delegates will be able to make valuable connections and share more direct industry conversations through access to the private **Delegate Lounge**, where exclusive networking breakfasts, roundtables and other events will take place.

The initial line-up of speakers for this year's IBC Conference features representatives from leading industry players, including:

- Kasia Jablonska, Director of Digital and On-Demand, **BBC Studios**
- Israel Esteban, Chief Technology Officer, **beIN MEDIA GROUP**
- Laura Florence, Senior Vice President Global FAST Channels, **Fremantle**
- Phil Wisser, Executive Vice President and Global Chief Technology Officer, **Paramount Global**
- David Bouchier, Chief TV and Entertainment Officer, **Virgin Media O2**

IBC2024 will feature the return of leading global media technology brands including **AWS, Blackmagic, Canon, LG, LTN, Panasonic, Ross Video, Samsung, Sony, and Zixi**. The exhibition space contracted by participating companies has already exceeded last year's total of **44,500 square meters**. Furthermore, IBC2024 has expanded its venue with the inclusion of **Hall 14**, marking the addition of a second **Content Everywhere** area and housing the new **AI Tech Zone**.

Several companies will be back as exhibitors for the first time since 2019, with **Benro, Insta360, Robe, Vecima, and Yamaha** returning to the show. There are also over 100 new exhibitors that have booked space so far, including

Antenna Hungaria, Frequency Networks, MBS, Medianet Berlin, Servers.com, and swXtch.io. Bookings by exhibitors from the Asia Pacific region, a significant area of increase for last year's show, are again expected to see double-digit growth in 2024.

Steve Connolly, Director at IBC, notes: "We have a strong pipeline for further bookings in place, as the show continues to grow in areas where we are seeing the M&E industry expanding and evolving – such as maturing markets in regions like APAC, or rapidly emerging technology sectors such as AI. For instance, the whole reason we're building Hall 14 is to accommodate the exponential growth of Content Everywhere, which is the go-to area for Over-the-Top (OTT) and multi-platform delivery."

IBC2024 will also offer a show-floor content programme throughout its four days, with presentations, panels, masterclasses, and demonstrations focused on core topics, including **AI, 5G, Cloud, Esports, Immersive Experiences, OTT & Streaming, AdTech** and **Connected Technologies**. These will take place across the show in the **Showcase Theatre, the Innovation Stage, two Content Everywhere Stages,** and the **AI Tech Zone Stage**. The Innovation Stage will also feature demonstrations from the **Accelerator Media Innovation Programme**, with many of the most inventive players in M&E and technology demonstrating how they are collaborating to fast-track projects that take on real-world challenges the industry faces today.

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

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Note to Editors

Registration for press and analysts opens **in early June**.

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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