



PRESS RELEASE

**IBC UNVEILS 2025 ACCELERATOR PROJECTS AS GLOBAL MEDIA LEADERS
TEAM UP TO FAST-TRACK PIONEERING INNOVATIONS**

- *Google Cloud announced as Headline Sponsor and AMD & HP as Associate Sponsors*
- *Initiatives led by global media organisations such as BBC, Comcast, EBU, Globo, ITN, ITV, Olympic Broadcasting Services, SVT, Verizon and more*
- *Programme addresses array of media tech challenges in AI, 5G, Cloud, live streaming, and sustainability*

London, 4 March 2025: IBC has announced the eight Accelerator projects and one Special Incubator project that have been selected to go forward as part of its **2025 Accelerator Media Innovation Programme**. The programme provides an innovation framework for fast-tracking achievable, hands-on solutions that address real-world industry challenges with collaboration across the global media, entertainment and technology community. Pitched by world-leading media organisations at the **Accelerator Kickstart Day** event in the BBC's iconic Radio Theatre last month, the projects are now beginning the development of solutions that will be showcased at **IBC2025 (12-15 September at the RAI Amsterdam)** as **Proof of Concepts (POCs)**.

"We saw an overwhelming response to the Kickstart Day event this year featuring a series of compelling innovation pitches reflecting some of the most important challenges for the media and entertainment tech sector today," said **Jo Mayer, IBC's Head of Marketing**. "We are thrilled to announce the projects selected to go forward and can't wait to see their showcases and demonstrations at IBC in September."

The headline sponsor of the 2025 programme is **Google Cloud**, and the associate sponsors are **AMD** and **HP**. For the 2025 cycle, the eight Accelerator projects selected for development, plus the Special Incubator project (which builds on innovative technologies established by projects in previous years) are:

A Framework for Generative AI – Proposed by **RAI, Globo** and **Yle**: This creative Accelerator will aim to develop and explore a Generative AI Framework for broadcasters to rapidly create diverse media content, from scripts to animations and dynamic ads, streamlining workflows and enhancing audience engagement through practical AI integration.

AI Assistance Agents in Live Production – Proposed by **ITN, BBC, Cuez** and **Google**: As the media industry goes through rapid transformation to embrace AI advances, this project aims to revolutionize live production and newsroom efficiency by exploring AI-powered assistants that seamlessly integrate with control room workflows, enabling operators to command and automate with natural language for enhanced speed, accuracy, and confidence.

Ultra Low Latency Live Streaming at Scale – Proposed by **Comcast** and **BT Media & Broadcast**: This project seeks to develop a truly scalable architecture to deliver TV to millions of consumers over the internet with the same latency, stability and channel change performance they are accustomed to.

Stamping Your Content (C2PA Provenance) – Proposed by **BBC, ITN** and **Media Cluster Norway**: Building on the success of last year's Design Your Weapons in the Fight Against Disinformation Accelerator, this project aims to create an open-source tool to stamp news and other content at the point of publication and a consumer-facing decoder to accelerate Coalition for Content Provenance and Authenticity (C2PA) uptake.



Conquering the Air (Waves): Private 5G from Land to Sea to Sky – Proposed by **Olympic Broadcasting Services (OBS), University of Strathclyde/ Neutral Wireless** and **Haivision**: This project looks to take Private 5G to the skies – unlocking new creative possibilities by harnessing dynamic, mobile connectivity for broadcasters to bring audiences closer to the action while also enhancing athlete safety and event coverage.

Master Control Cloud – Proposed by **BBC, SVT, and BT Media & Broadcast**: This project proposes a cloud-based system for routing, monitoring and processing live media streams incorporating traditional Master Control Room functionality and includes an exploration of web technologies as potential alternatives to conventional broadcast talkback systems.

Ecoflow II – Proposed by **ITV and EBU**: Building on the success of the 2024 accelerator, ECOFLOW II proposes creating a digital twin to simulate streaming pipelines and their energy consumption, directly engaging platform teams to develop actionable business cases for sustainability and exploring innovations in energy impact visualisation and AI-driven optimisations to overcome the industry's lack of visibility and accountability in energy usage.

Multi-Vendor Software Live Media Exchange – Proposed by **EBU, BBC & Appear**: This project explores a new approach to Live Media Exchange to overcome the limitations of current media exchange protocols, collaborating with the EBU Dynamic Media Facility team to test solutions that enhance performance, sustainability, and automation while eliminating proprietary lock-ins, and enabling broadcasters to fully leverage modern data centre infrastructure and network capabilities identified by last year's Connect & Produce Anywhere (CAPA) Accelerator.

IBC Incubator 2025: Changing the Game Again – Proposed by **Verizon Business and AMD and Xansr Media**: Building on the successful POC from the 2024 'AI Media Production Labs', this exciting, new IBC Incubator will laser-focus on real-time, AI-driven personalized sports experiences, delivering custom highlight reels and data with interactive features like virtual companions, dynamic camera angles, and localized content, revolutionizing fan engagement.

The IBC Accelerator Programme is a unique media industry initiative that brings together leading industry buyers of media technology (**Champions**) with vendors, suppliers and developers (**Participants**) from across the world, in a project-based, accelerated environment for collaborative innovation. The projects develop solutions to common challenges identified by the Champions within a six-month time frame.

From the initial submissions at the end of 2024, twelve projects were selected to be pitched at the IBC Accelerator Kickstart Day event, hosted by the BBC at Broadcasting House in London on 12 February. From this event, just eight projects were selected for development in 2025. The event featured a keynote from **BBC Director General Tim Davie** and **Marianna Spring, the BBC's Social Media Investigations Correspondent**.

The projects selected are focused on key, relevant and current media industry challenges in areas such as AI, Connectivity, Cloud workflows, Content Provenance and Sustainability.

The acclaimed Accelerator Programme has seen more than **44 projects** delivered by over **300 organisations in the last six years**. More than **80 Champions, Participants and Academic Partners** took part in the programme in 2024, including:

Champions included: Al Jazeera Media Network, Associated Press, BBC, BNNVARA, BT Media & Broadcast, Canadian Broadcasting Corporation (CBC/Radio Canada), CBS News & Stations, Channel 4, Comcast, Entertainment Technology Centre (ETC) of USC, EO, European Broadcasting Union (EBU), Fraunhofer, Globo, IMG, Institute of Engineering (IET), ITN, ITV, Media Cluster Norway, Music Venue



Trust, Paramount Global, Reuters, RTL Group, Sky Sports, SMPTE Solent University, SVT, The Royal Central School of Speech & Drama, TRANSMIXR, University of Applied Sciences & Arts, University of Kent, University of Strathclyde, Verizon Business, Vodafone, XReco, Yle, Zwart and 2G Digital

Participants included: Accedo, Ateame, Eviden, Bitmovin, Castlabs, Cognizant, Cuepilot, d&b solutions, dB Broadcast, DIMPACT, EIDR, Eluvio, Erizos.TV, EZDRM, Google Cloud, HAND, HumansNotRobots, LAMA, Loopic, Magnify, Nagra, Neutral Wireless, Norsk, NxtEdition, OpenOrigins, PlanIXLabs, Pluxbox, Quanteec, Respeecher, RKG Group, SalsaSound, Singular.live, Somersault, Spectral Compute, SPXGraphics, Techex TheScanTruck, Tinkerlist, Truemedica, TSL, Videntifier, Videoclarity, VizRT, WaveSeven, WildCapture, XansrSoftware, Zixi and more.

Pitches for **the selected projects** can be found [here](#). And to see **video highlights of the Accelerator Kickstart Day event**, go [here](#). For more information or to register interest in joining the projects, please contact accelerators@ibc.org.

- ENDS -

About IBC

Delivering innovation and empowering people, IBC is where the future of the global Media and Entertainment industry is defined and actioned. 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 IBC2025, 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/>

Media contact:

Platform Communications for IBC
Hugh Filman / Nick Field / Molly Cole
ibcprteam@platformcomms.com
+44 (0) 20 3832 3690