



IBC2026

Accelerator Media Innovation Programme

Sponsorship Packages



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Introduction

The IBC Accelerator Programme is a framework for collaborative innovation, created specifically to drive digital transformation in the media & entertainment technology ecosystem across a wide range of complex industry challenges.

Through a global, multi-organisation project-based approach, the programme is a unique initiative developed by IBC to drive an end user, audience-centric approach to developing next generation technology solutions.

From the Kickstart Day Event in February where project challenges are initially pitched, through the 5-6 months of development to the presentation of solutions that are showcased at the IBC show each September, the programme is a highly acclaimed, highly valuable opportunity for significant dialogue with buyers of technology and for pronounced visibility throughout the year.





Key benefits of being involved in an Accelerator Project

Key benefits for vendors, manufacturers, solution providers of project participation

- Work closely with Champions (tech buyers) over 5-6 months of development
- Gain an inside track from solving the tangible pain points of Champions
- Apply expertise to new use cases and prove the value of your solutions
- Get maximum visibility across the global IBC community, with multiple marketing platforms through the year
- Work with cross-industry players and develop solutions to real-world challenges



Prospective challenge areas for 2026 (but not limited to):

- AI – Generative & Agentic across the media value chain
- IP Transition & Evolution
- Content Provenance, Security & Rights Management
- Ad Tech & Monetisation Models
- Cloud & Native Edge Computing
- Content Distribution, Hyper Personalisation & Monetisation
- Creator Economy Infrastructure
- Cybersecurity Incl. Piracy & Content Protection
- Connectivity (5G, Fibre Edge Enabled Workflows)
- Interoperability across infrastructure
- Immersive Media (AR, VR, XR, Volumetric etc)
- Virtualised Production
- Gaming & Interactive Fan Experiences
- Sustainability
- Pro AV (Video across other industry verticals)



Previous challenges and companies involved

IBC's Accelerators have brought together more than 400 organisations in over 50 remarkable projects that have advanced the understanding of many new technologies that are disrupting and driving the future of the media sector.

Following a submissions process in Q4 2025, twelve Accelerator project challenges will be presented at Kickstart Day on February 25, 2026, where the 2026 projects will be selected to be developed and showcased at IBC in September 2026.





£100,000

Headline Sponsor – One Exclusive

Premium branding & engagement opportunities across the IBC community, from the Accelerator Kickstart Day Event, project development to the IBC2026 show, including

- Titled 'Headline Sponsor'
- Premium branding spot on pre-event marketing and onsite at Kickstart Day 2026 (Feb 2026) at BBC Broadcasting House (Radio Theatre & Media Cafe)
- Opportunity to provide a 5-minute 'Sponsor Spotlight' talk at Kickstart Day
- Opportunity to offer all fledgling Accelerator project teams with support, products & resources
- Specific Participation in up to three Accelerator projects (fees covered)
- Exec Interview or Thought Leadership article on IBC365
- 2x Banner Ads on IBC365
- Mention in all IBC365 articles about Accelerators
- IBC Daily interview
- Logo and 150-word sponsor description on the IBC Accelerator Programme website
- Premium logo spot featured on Accelerator Zone at IBC2026
- Premium logo spot featured on title slides for all Accelerator sessions at IBC2026
- Sponsor's own 2-3 minute video featured on IBC Accelerator Programme webpage
- Logo featured at start of project videos (post IBC, VOD)



£50,000

Associate Sponsor – Two Available

Premium branding & engagement opportunities across the IBC community, from the Accelerator Kickstart Day Event, project development to the IBC2026 show, including

- Titled 'Associate Sponsor'
- Logo and title on pre-event marketing and onsite at Kickstart Day 2026 (February '26) at BBC Broadcasting House (Radio Theatre & Media Cafe)
- Participation in two Accelerator projects (fees covered)
- 2x Banner Ads on IBC365
- Logo and 150-word sponsor description on the IBC Accelerator Programme webpage
- Logo featured on Accelerator Zone at IBC2026
- Logo featured on title slides for all Accelerator sessions at IBC2026



£25,000

Kickstart Day 2026 Sponsor – One Exclusive

Branding and engagement opportunities for the IBC Kickstart Day Event at BBC Broadcasting House (Radio Theatre & Media Café), attended by 250-300 industry innovation leaders, including pre-promotion of the event (subject to timing of sponsorship agreement):

- Titled as 'Kickstart Day Sponsor'
- Logo and title on pre-event marketing and onsite at Kickstart Day 2026 (Feb 2026)
- 25% discounted participation in 1 x Accelerator project
- Title on Accelerator Social Media posts promoting Kickstart
- Logo on IBC Accelerator webpage on Kickstart related copy
- Logo featured on IBC Kickstart Day highlights video, circulated post the event

- 30 second intro at Kickstart Day (session/ timing tbc)
- Branding/logo displayed at the Networking drinks at the end of Kickstart Day
- Mention in thank you speech at end of the day





£12,000

Kickstart Day Drinks Sponsor – One Exclusive

- Titled as 'Kickstart Day Drinks Sponsor'
- Logo and title on pre-event marketing and onsite at Kickstart Day 2026 (Feb 2026)
- 10% discounted participation in 1 x Accelerator project
- Logo on IBC Accelerator webpage on Kickstart related copy
- Branding/logo displayed at the drinks at Kickstart Day





£15,000

Kickstart Networking Lunch Sponsor - One Exclusive

- Titled as 'Kickstart Day Networking Sponsor'
- Logo and title on pre-event marketing and onsite at Kickstart Day 2026 (Feb 2026)
- 10% discounted participation in 1 x Accelerator project
- Logo on IBC Accelerator webpage on Kickstart related copy
- Branding/logo displayed at the Networking Lunch at Kickstart Day
- Mention in thank you speech at end of the day





New Opportunities

Kickstart Day Table Tops – £3,500

- Logo & company description on pre-event marketing
- Table Top onsite including ability to capture attendee data

Roundtable – £15,000

IBC will bring together a targeted group of senior buyers and industry experts on key dates including pre-Kickstart and pre-IBC2026 for a hosted and curated discussion with each other, IBC and a sponsor. A roundtable sponsor will take advantage of

IBC's database and marketing prowess to provide access to new prospects across the value chain, gather feedback from the industry on their new and recent initiatives and establish leadership and collaborative credentials with these senior end-users and experts.

The event package includes:

- Lead Generation
- Audience Acquisition
- Content Creation
- Logistics Support Onsite



New Opportunities

Kickstart Day Live Stream Sponsor – £15,000

Livestream will be for the 2026 Project pitches. Reach a global audience of senior broadcasters, platforms, studios and key media & technology companies as the exclusive Live Streaming Partner for all 12 Accelerator Kickstart Pitches. Gain premium visibility across the live programme and VOD.

- Titled as 'Kickstart Day – Live Stream powered by [Sponsor]'
- Logo and title on pre-event marketing, onsite and post event activity
- 10% discounted participation in 1 x Accelerator project
- Branding/logo displayed on the Live Stream for the 12 Accelerator Kickstart Pitches
- 10 sec animated sponsor logo/sting to appear between each pitch
- 30 sec video to appear at start of live stream of the 12 Accelerator Kickstart pitches
- Post event branding on VOD including highlight reel with sponsor sting promoted across IBC channels
- IBC365 feature article embedding the stream with sponsor mention





£15,000

Accelerator Drinks at IBC Sponsor – One Exclusive


- Titled as 'Accelerator Drinks at IBC Sponsor'
- Logo and title on pre-event marketing and onsite at IBC2026
- 10% discounted participation in 1 x Accelerator project
- Logo on IBC Accelerator webpage
- Logo featured on Accelerator Zone at IBC2026 for the duration of the Accelerator drinks only





Accelerators in numbers

92+ Accelerator-focused media hits

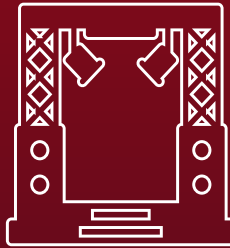


Accelerator coverage in 50+ titles

 3 IBC Accelerator press releases

100% found IBC Accelerators a worthwhile experience



 84% were 'extremely' or 'very satisfied' with the Final Showcase Session at IBC2025

80% of teams aim to develop the project further



 100% would recommend the IBC Accelerator programme to other colleagues or industry peers

 85% were very satisfied with the Accelerator Zone at IBC

90%  were 'extremely' or 'very' satisfied with the final result of their project

1000+ attendees at the IBC Accelerator Final Showcase sessions at IBC2025



“ 80% of project teams will continue dialogue between now and the next IBC Accelerators 2026 cycle. ”

400+ organisations involved in the Accelerator projects since
52+ projects delivered since 2019

75%  are likely to take part in the IBC Accelerators 2026 programme



Accelerator Alumni





2025 Accelerator Programme - Champions & Participants





Accelerator Programme 2025

The Accelerator Programme is a remarkable opportunity for the industry to drive innovation through genuine collaboration. The challenges it tackles are both urgent and relevant, and with projects like our work on Agentic AI, we aim to help shape a shared vision for addressing the biggest issues – and opportunities – before us.



Jon Roberts,
Chief Technology Officer,
ITN

This is a great place to develop younger talent and give engineers the chance to roll up their sleeves and get involved. From Content Provenance/C2PA to ultra-low-latency streaming to master control in the cloud, these are hugely important topics and we value the programme enormously.



Richard Waghorn,
CTO,
Raidió Teilifís Éireann,
(RTÉ)

The IBC Accelerator Programme has become integral to the industry, looking at some of the key subjects and areas that are driving the future of what we do.



Morwen Williams,
Director of Media Operations,
BBC

It's such an amazing group of people; everybody is interested in the future of media and technology. To bring together the collaboration and ideas is just an incredible place to be and really important with where we are right now in our industry.



ErinRose Widner,
Global Head,
Business Strategy – M&E and Tech,
Verizon Business Group

The Accelerator Programme offers an amazing opportunity to collaborate with incredible people across the industry; I had the opportunity to build relationships with senior people. It's a truly collaborative environment, where we can innovate, tackle business problems, and succeed together.



John Ellerton,
Head of Futures,
BT Media & Broadcast

Click and play the
Accelerators 2025
programme highlights





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Find out more at show.ibc.org