



IBC2025
ACCELERATOR MEDIA
INNOVATION PROGRAMME
SPONSORSHIP
PACKAGES

WHERE INNOVATION HAS NO LIMITS

CONTENTS

INTRO

The IBC Accelerator programme is a framework for collaborative innovation, created specifically to drive digital transformation in the media & entertainment technology eco-system 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.





CONTENTS

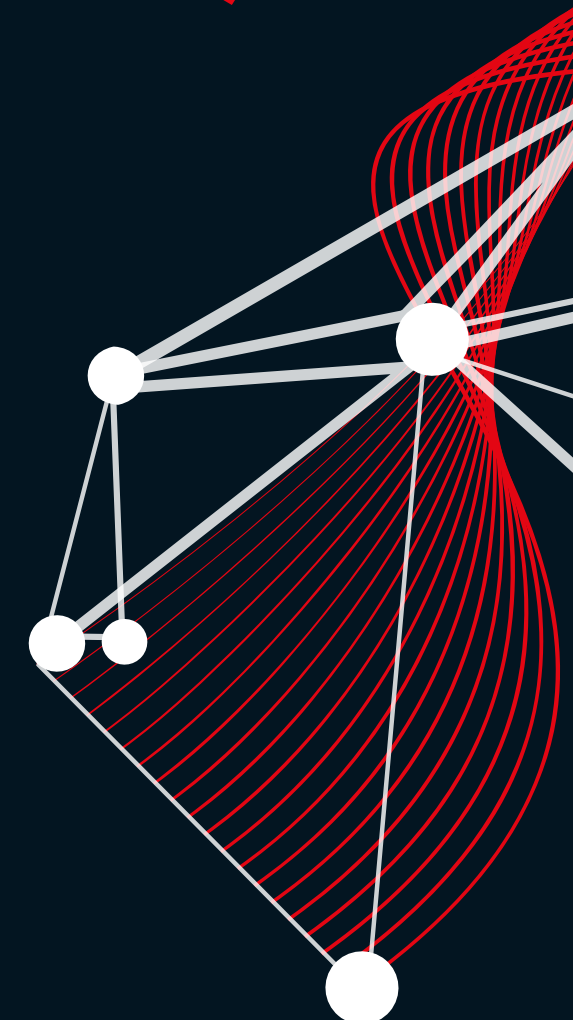
KEY BENEFITS OF BEING INVOLVED IN AN ACCELERATOR PROJECT

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

- Work closely with Champions (tech buyers) over five to six 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

SOME PROSPECTIVE CHALLENGE AREAS FOR 2025 (BUT NOT LIMITED TO):

- News & Disinformation
- The Continuing exploration of AI
- The Evolution of IP for media
- Connectivity
- Sustainability
- Ad Tech & Ad Revenue Shifts
- Content Distribution & Monetisation
- Cybersecurity Incl. Piracy & Content Protection
- Format compatibility and interoperability across varying infrastructure
- Immersive XR





CONTENTS

PREVIOUS CHALLENGES AND COMPANIES INVOLVED

IBC's Accelerators have brought together more than 350 organisations in forty-four 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 2024, twelve Accelerator project challenges will be presented at Kickstart Day on February 12, 2025, where just eight projects will be selected to be developed and showcased at IBC in September 2025.





CONTENTS

AVAILABLE PACKAGES

(HEADLINE SPONSOR) – ONE EXCLUSIVE

£100,000

PREMIUM BRANDING & ENGAGEMENT OPPORTUNITIES ACROSS THE IBC COMMUNITY, FROM THE ACCELERATOR KICKSTART DAY EVENT, PROJECT DEVELOPMENT TO THE IBC 2025 SHOW, INCLUDING

- Titled 'Headline Sponsor'
- Premium branding spot on pre-event marketing and onsite at Kickstart Day 2025 (Feb 2025) 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 two 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 IBC2025
- Premium logo spot featured on title slide for all Accelerator sessions on the Innovation Stage at IBC2025
- Sponsor's own 2-3 minute video featured on IBC Accelerator programme webpage
- Logo featured at start of project videos (post IBC, VOD)
- 30 second pre-recorded video to run at the beginning of all showcase sessions onsite at IBC2025



CONTENTS

AVAILABLE PACKAGES

(ASSOCIATE SPONSOR) – TWO AVAILABLE

£40,000

PREMIUM BRANDING & ENGAGEMENT OPPORTUNITIES ACROSS THE IBC COMMUNITY, FROM THE ACCELERATOR KICKSTART DAY EVENT, PROJECT DEVELOPMENT TO THE IBC 2025 SHOW, INCLUDING

- Titled 'Associate Sponsor'
- Logo and title on pre-event marketing and onsite at Kickstart Day 2025 (February '25) at BBC Broadcasting House (Radio Theatre & Media Cafe)
- Participation in one Accelerator project (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 IBC2025
- Logo featured on title slide for all Accelerator sessions on the Innovation Stage at IBC2025



CONTENTS

AVAILABLE PACKAGES

KICKSTART DAY 2024 SPONSOR – ONE EXCLUSIVE

£25,000

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 2025 (Feb 2025)
- 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 title slide for presentations used at Kickstart Day
- 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



CONTENTS

AVAILABLE PACKAGES

KICKSTART DAY NETWORKING DRINKS – ONE EXCLUSIVE

- Titled as 'Kickstart Networking drinks Sponsor'
- Logo and title on pre-event marketing and onsite at Kickstart Day 2025 (Feb 2025)
- 10% discounted participation in 1 x Accelerator project
- Logo on IBC Accelerator webpage on Kickstart related copy
- Logo featured on title slide for presentations used at Kickstart Day
- 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



ACCELERATOR ALUMNI

