



#ACCELERATORS2025

# IBC ACCELERATOR MEDIA INNOVATION PROGRAMME 2025

OVERVIEW OF THE PROGRAMME

WHERE INNOVATION HAS NO LIMITS



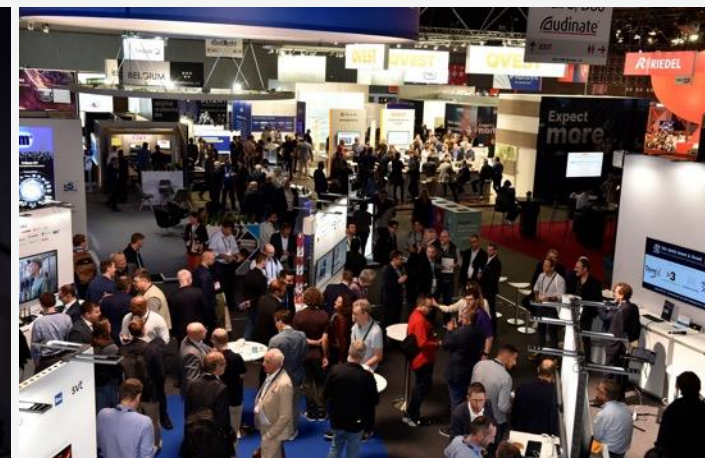
IBC is an independent, authoritative international organisation serving the global Media, Entertainment & Technology industry.

For over 50 years, IBC has convened the industry at the world's biggest, most influential annual event.

With a thought-leading conference at its core, IBC is a main staple on the annual media calendar, attended by the world's key technology suppliers and media leaders.

It is owned by six leading international bodies IEEE, IABM, IET, RTS, SCTE and SMPTE

Where innovation has no limits



# IBC2024 IN NUMBERS:



45,085

Total attendees



95 million

Estimated PR coverage reach

125+

Hours of content

277+

Number of speakers

1,350+

Exhibitors



426

Press &  
Analyst  
attendees

40



Corporate buyers  
at the AV user group pitch



588

Conference  
delegates

140+

Media partners

11,000+

Sessions attended

176,541

Badges scanned



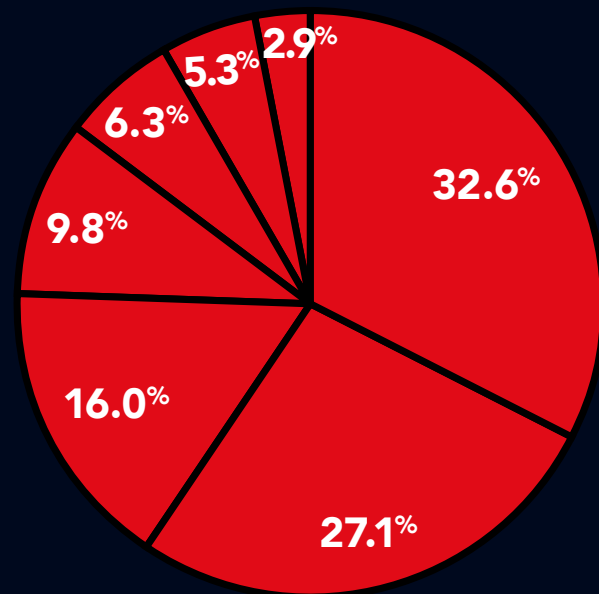
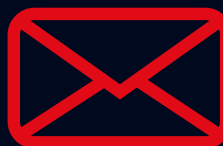
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Innovative  
Accelerator  
projects



Average circulation of E-Daily's in 2024

125,000



## Job roles:

C-Suite, VP, EVP, Director & Above **32.6%**  
ad of Dept / Manager **27.1%**  
Pro Engineer / Developer **16.0%**  
Entrepreneur / Freelance **9.8%**  
Student / Intern **6.3%**  
Executive / Assistant **5.3%**  
Editor / Publisher / Journalist / Writer / Photographer **2.9%**

107,034

IBC365 page views in Sept  
(20th Aug – 19th Sep)

633,259

IBC Show page views in Sept (20th Aug – 19th Sep)





# IBC2024 IN NUMBERS:

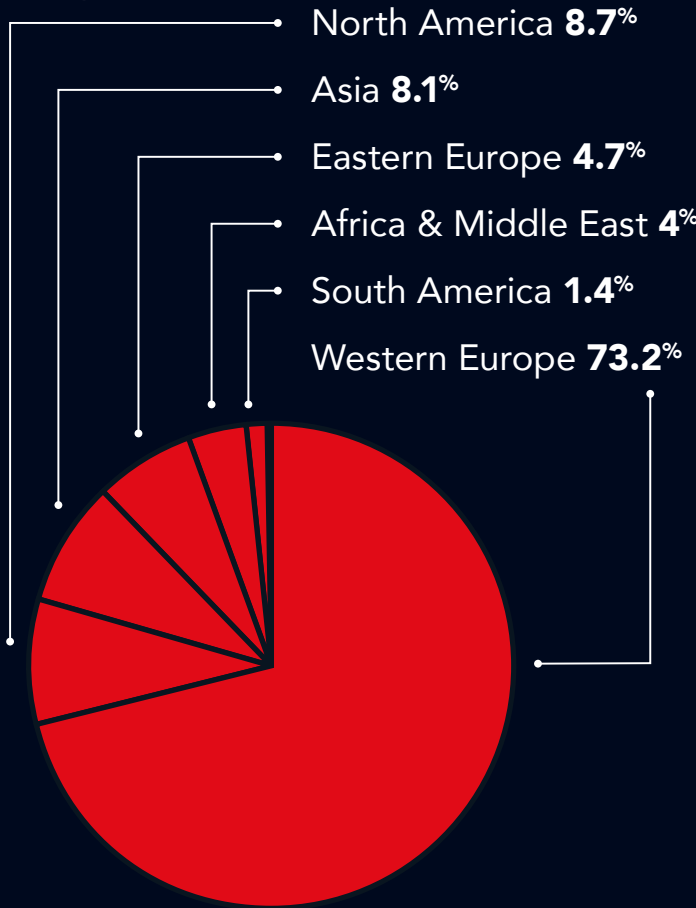
Attendees from over

# 170 countries

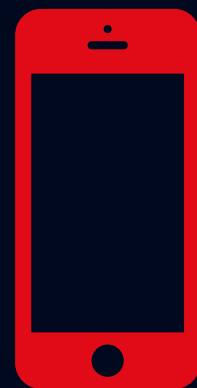
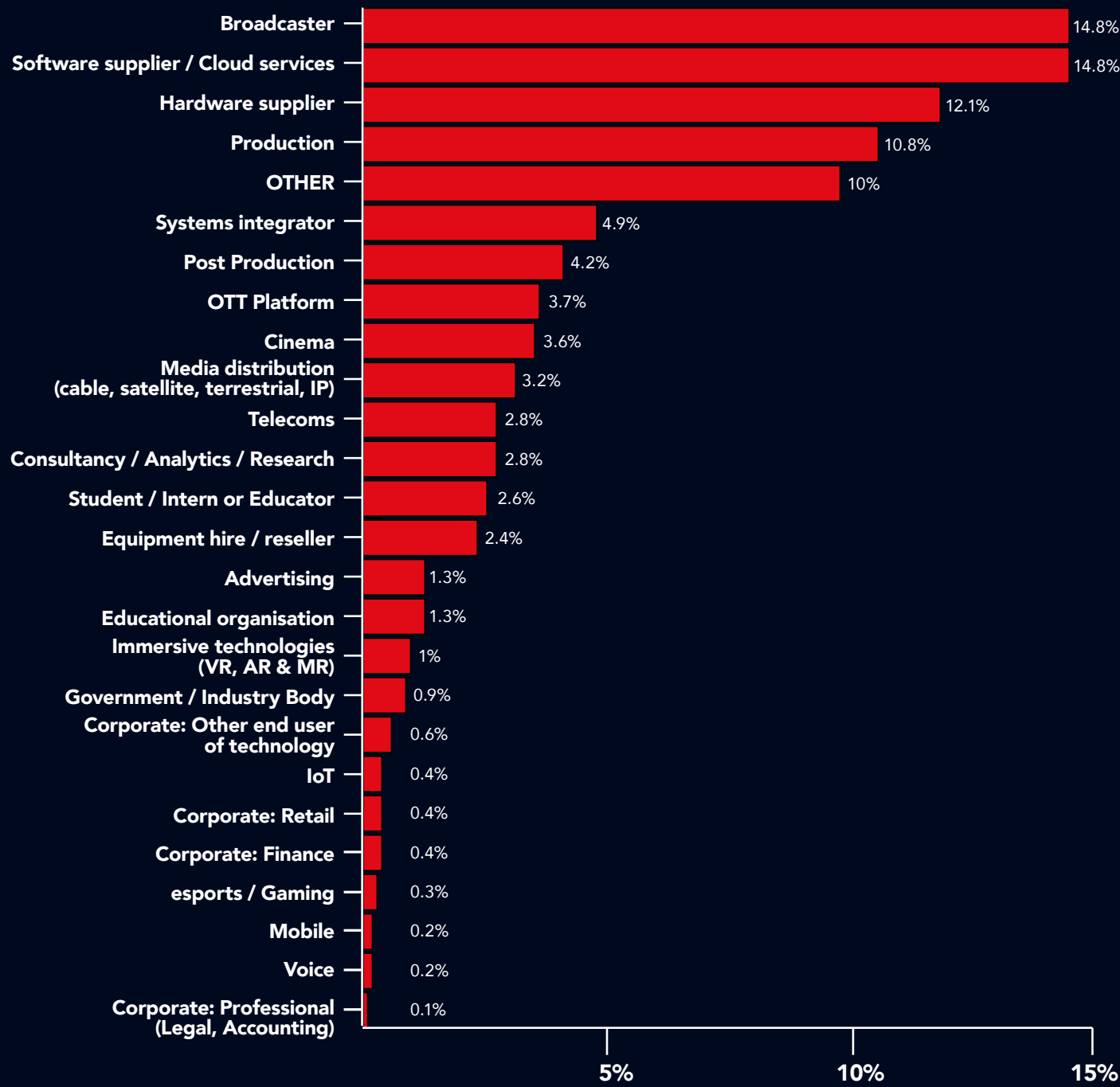
## Top 10:

Netherlands	22%	Belgium	4.5%
UK	13.7%	China	2.9%
Germany	10.2%	Italy	2.8%
United States	7.7%	Spain	2.5%
France	5.5%	Poland	1.6%

## Region:



## Core business split:



# 1.6M

post and profile reach across IBC social profiles

Over

# 120,000

video views





## THE ACCELERATOR FRAMEWORK FOR MEDIA & ENTERTAINMENT INNOVATION

- IBC created the Accelerator Programme in 2019 to support the media & entertainment technology sector with a framework for open, collaborative innovation.
- Accelerator Projects take on 'bite size' challenges, proposed by the buyers of technology, to explore and develop innovative solutions to common pain points, in a matter of months.
- Solutions achieved are showcased as Proof of Concepts and discussed by the teams at the IBC Show each September.
- Forty-four project PoCs have been delivered and showcased by over 350 organisations since 2019.
- There are many examples of tangible innovation achieved through the programme that have gone forward to successful deployment by world leading media organisations.







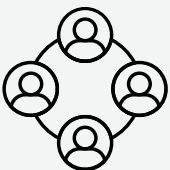
## DESIGNED TO SUPPORT INDUSTRY TRANSFORMATION IN MANY WAYS:



- By **accelerating the understanding of breakthrough of new and emerging technologies** via fast experimentation with multiple end users and vendor learnings in a **safe and trusted environment**



- To support the buyers of technology with an advance understanding of **new capabilities, techniques and possible combinations of the latest industry solutions**



- To drive **open and forward-thinking collaboration** so that learnings are leveraged across the media & entertainment industry, for the benefit of the industry



- All concepts, ideas and submissions for Accelerator projects should be **focused on highly relevant media industry challenges** of today





## CHALLENGE AREAS, APPLICATION PROCESS & DEADLINE

- The process starts with IBC's 2025 Call for Challenges (see **Entry Form & Submission Guidelines**) with a **Deadline of Friday December 6<sup>th</sup> 2024**
- Just twelve of the Challenges submitted will be selected by IBC to go forward to Kickstart Day – IBC's unique Innovation event on **Wednesday February 12<sup>th</sup> 2025** where the selected challenges will be pitched (in 5 minutes each) to the audience of key industry executives.
- **A final eight projects will be selected** to go forward to develop their solutions and PoC for IBC2025. The decision on the final projects will be made by end February '25 and project teams should be finalised by no later than Mid-April '25
- Challenges can address any common problem faced by end user/ buyers of media technologies, though **development must be tightly scoped so that solutions will be achievable** by IBC/ September 2025.

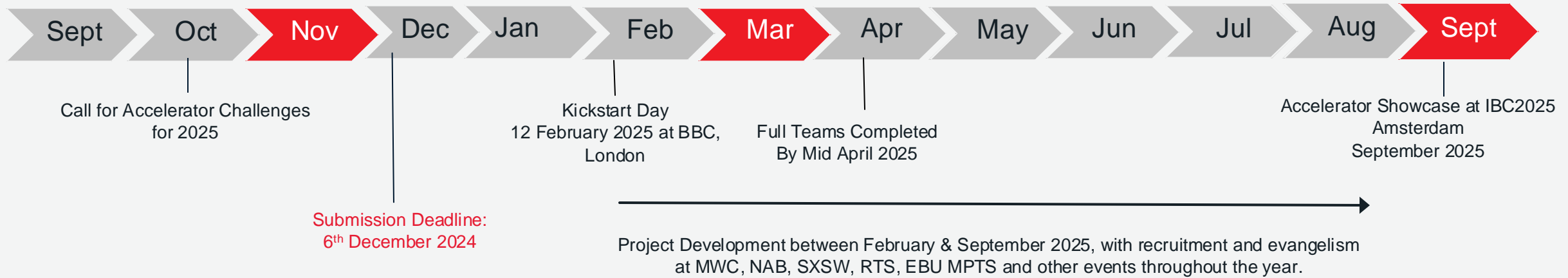




## THE ROAD TO IBC, SEPTEMBER 2025

Challenge Creation | Matchmaking & Recruitment | Development | Marketing | Refinement | Presentations | Showcase

Accelerator Cycle



Where innovation has no limits

#accelerators2024





# IBC ACCELERATORS - ALUMNI CHAMPIONS & PARTICIPANTS







## CHAMPIONS & PARTICIPANTS IN 2024...







## IBC KICKSTART DAY 2025

- Kickstart Day is about identifying critical media industry business and technology challenges, by the buyers of technology (or end users) who serve the needs of audiences and have unique insights on what needs to be better understood or solved.
- It is about matchmaking these 'Champions' to the vendors and solutions providers, the 'Participants' in projects that work in teams to develop solutions and provide specialist expertise.
- Twelve challenges will be pitched at Kickstart Day on 12 February 2025 which will be reviewed through the IBC Accelerator application process, which can be found [here](#).
- **Only eight projects will go forward** and be part of the 2025 Accelerators and showcase their solutions in person at IBC2025
- Some project ideas may be merged together, where there are close synergies. The eight projects will be announced by end February 2025

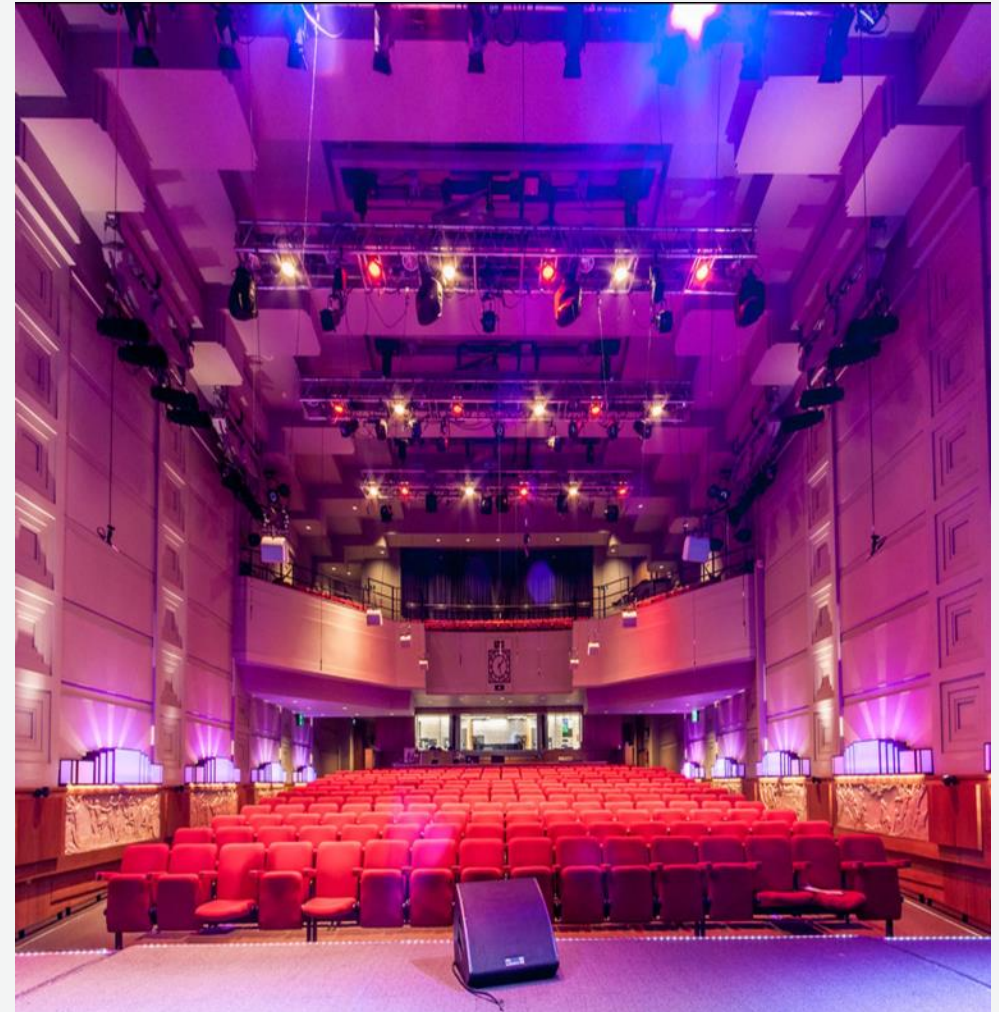




## IBC KICKSTART DAY 2025



- Kickstart Day 2025 will take place at the iconic BBC Radio Theatre on Wednesday 12 February 2025.
- The day will consist of Keynote & Panel Session discussing innovation trends and priorities in the industry
- Plus 12 key pitches for Accelerator projects in 2025, followed by matchmaking and networking session in the BBC Club
- In addition the announcement and presentation of the Accelerator Project of the Year Award 2024, concluding with Networking Drinks
- **To register interest in attending click here.** Note that capacity is limited due to venue capacity. Priority will be given to teams pitching challenges/ submissions.
- Places are limited and subject to an IBC review







## IBC ACCELERATORS KICKSTART 2024 HIGHLIGHTS





## THE ROLE OF THE CHAMPIONS & PARTICIPANTS

- **Champions** are Broadcasters, Studios, Platforms, Content Providers – the end users or buyers of technology at IBC
- Champions pitch the business or technology challenges that they need to explore, better understand or solve together
- Champions lead and support projects, providing time and resources, working collaboratively with other Champions and specialist Participants
- **Participants** are Vendors, Manufacturers, Developers, Products, Services and Solutions Providers. They help to design and explore new workflows and architectures to address the challenge - with the guidance of Champions
- They work collaboratively in a multi-vendor, multi-national consortiums to provide expertise, technology know-how, best in class solutions to create innovative solutions showcased as Proof of Concepts at IBC2024
- Once the pitch has been selected to project phase, a minimum of four Participants must be a part of each project team.







## EIGHT IBC ACCELERATOR PROJECTS + CAPA INCUBATOR IN 2024



**ECOFLOW: Energy-Conserving Optimization for Future-ready, Low-impact Online Workflows**



**IP Networks: Finding the needle in the haystack**



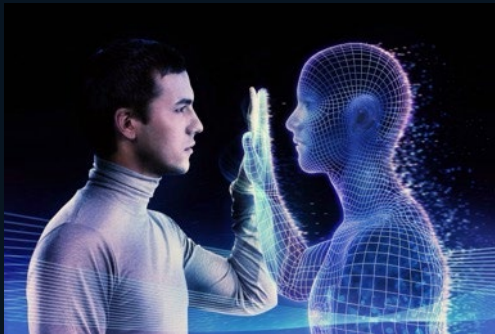
**Connecting Live Performances of the Future with ULL-AVLM (Ultra-Low Latency Audio, Video, Light and Media Data)**



**Design Your Weapons in the Fight Against Disinformation**



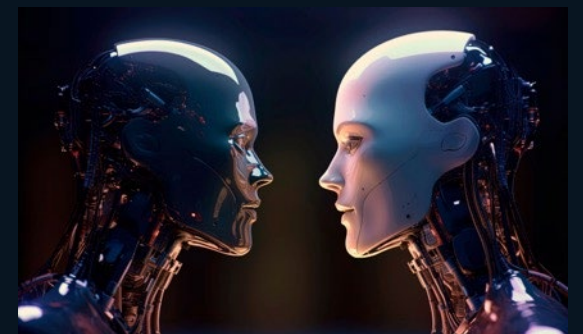
**Evolution of the Control Room - Leveraging XR, Voice, AI & HTML-Based Graphics Solutions**



**Digital Replicas and Talent ID: Provenance, Verification and New Automated Workflows**



**Scalable Ultra-Low Latency Streaming for Premium Sports**



**AI Media Production Lab:**

- Generative AI in Action
- AI Audience Validation Assistant (AAVA)
- Changing the Game: Predictive Generative AI







# FIRST INCUBATOR PROJECT IN 2024: CONNECT & PRODUCE ANYWHERE



Formula E,  
London, July  
2024



Media Prod Tech Show, May 2024



**CONNECT  
AND PRODUCE  
ANYWHERE:  
PHASE II**

**#IBCACCELERATORS2024**



EBU Network Technology  
Summit, June 2024





## PROGRAMME BENEFITS: MARKETING/ VISIBILITY

For Champions e.g. Buyers of Media Solutions:

- Accelerate R&D without months of commercial negotiations & contracts
- Multiply R&D resources, get fresh expert insights on disruptive technologies
- Work collaboratively with peers to fast-track solutions to common challenges
- Accelerators are a safe and trusted environment to experiment
- Be a thought-leader, drive new industry strategies and new media solutions

For Participants e.g. Solutions Providers & Vendors:

- Year-round engagement with customers – not just at IBC
- Work with Champions inside and outside of usual sales sightline
- 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
- Develop teams with real world challenges, working across industry
- Invaluable PR & Marketing exposure and visibility!

22 IBCDAILY

### IBC2024 ACCELERATORS: CONNECTING LIVE PERFORMANCES OF THE FUTURE WITH ULL-AVLM AND SCALABLE ULTRA-LOW LATENCY STREAMING FOR PREMIUM SPORTS

Proposed by dds solutions and University of Strathclyde, Connecting Live Performances of the Future with ULL-AVLM (ultra-low latency audio, video, light and media data) is the first Accelerator Project to be presented on the Innovation Stage today.

The ultimate aim of the project is to recreate the experience of a live performance in multiple locations and/or bring together remote performers with a seamless and immersive live experience. While that might sound a prohibitively expensive challenge, many in the Project team have considerable skills in this area, having successfully collaborated on the 2023 IBC Accelerator project '5G Mobile Capture for Live Performance and Animation'.

Sam Toft, Research Associate at University of Strathclyde and Senior Systems Engineer, Neutral Wireless, said at the IBC Accelerator Kickstart Day: "The intention is to build on the very successful Accelerator project we ran last year, which saw us produce a live performance in a virtual space with performers distributed across the UK. We want to connect multiple locations with as low latency as we can get and early focusing on a shared and equal experience for different locations with audience and performers across the world."

Indeed, the broader aim of the 2023 project and the 2024 edition have considerable crossover at Andy Hunt, Director of Technology Strategy, dds, explains: "Last year's project was highly successful and facilitated a live performance between two locations about 500 miles apart. However, the need to synchronise the video, audio and motion capture data stood out as an important thread in the challenge of sharing performance across multiple locations."



spectrum of 4G/5G control data, and exploiting the role of real-time engines and cloud infrastructure to connect experiences. "We're making great progress and demonstrated all of the desired technical components in action. The application of the techniques developed here are actually very flexible. The workflow could find use in many different multiple-venue scenarios, whether that is a one-to-many recreation of an event or two-way interactive live performances," states Toft.

Changwon (Ch), King's College London, TVU, University of Kent, Mount Vision Trust, Royal Central School of Speech and Drama, and Participants Special Composite, are also involved in the project.

20 IBCDAILY

### IBC2024 ACCELERATORS: AI MEDIA INNOVATION LABS AND IP NETWORKS

The final day of the 2024 IBC Accelerator programme saw AI and IP networking the agenda on the Innovation Stage.

First up, three project teams explore the practicality of using AI in audience validation, creative storytelling, and live sports and event production in AI Media Innovation Labs.

The AI Audience Validation Assistant (AVA) project was proposed by Champions Dean and Evangelista Creative (EC) and supported by Co-Champions Brite Media, Channel 4 and N.E.E. The central plank of the project is to use AI as a tool to control live while presenting content and thereby by developing a headroom of AI personas that represent the complexity of today's society. These AI personas will then be able to guide media organisations to create more engaging content, being available at an early production and development stage without the cost and complexity of current methods such as focus groups.

The ultimate endgame would be to create a standardised method to query the personas. "Avatar options could be to select or filter characteristics which eventually result in one or more multiple digital twins generated, or a more sophisticated way would be to give users the ability to ask questions about/askable a specific persona," says O'Leary Media, Data Engineer and Dean.



Strategy, Emerging and Creative Technologies, Media & Entertainment, Various Business, is spearheading a project that looks at AI as a production tool for live sports and live events to assist directors and production teams to potentially predict the next moves for author edits, content creation and personalised predictive interactivity. The challenge was proposed by Various Business, and includes Champions Paramount Global and AI James, and Participants Verve Media and Magill.

"Authenticity is at the core of the architecture we are building out," explains Wilson, Various Business.

#IBC2024

IBC DAILY

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### IBC2024 ACCELERATORS: EVOLUTION OF THE CONTROL ROOM AND ECOFLOW: ENERGY-CONSERVING OPTIMISATION FOR FUTURE-READY, LOW-IMPACT ONLINE WORKFLOWS

Two of the eight ground-breaking projects from this year's IBC Accelerator Programme will be presented on the Innovation Stage today - Evolution of the Control Room - Energy-saving XR, Video, AI & HTML-based Graphics Solutions' and EcoFlow: Energy-Conserving Optimisation for Future-ready, Low-Impact Online Workflows.

This morning will also see a special exclusive project being presented - 'Connect and Produce Anywhere, Phase II'.

Evolution of the Control Room has been jointly prepared by Champions Transnet, ITN, BBC and TVU Denmark with support from Champions (UK), Sony College Dublin, TVU, Technological University of the Shannon, N.E.E. and the University of Strathclyde. Participants are Transnet, N.E.E., Loops, IPN Graphics and Capital.

The video-creating project seeks to break technical barriers and give wider industry questions around for broadcast production, architecture and control. The aim of the project is to develop a suite of flexible options for broadcast media production. "We've identified some within broadcast production that are in need of transformation and we've selected an interesting theme focusing on solutions, to demonstrate the potential of an IP-powered control room solution, with integrated video control, AI and GPU, and HTML-based graphics solutions. Rather than aiming to replace the traditional on-premise control room altogether, we want to develop an alternative solution that can add value where it's most needed," explains Grace Dean, TVU Services (UK) Specialist and Project Director, who is leading the headline strand of the project together with Jon Roberts, Director of Technology (Production & Innovation) at ITN.

The HTML-based Graphics project aims to develop a modular graphics solution that supports multi-platform delivery and real-time production and control. It aims to use industry-standard graphics and programming tools for graphics development along with common off-the-shelf tools components for storage and automation - essential elements to achieve the desired results. The aim is to allow broadcasters and their teams to move to the cloud and make their tools as they wish, based on which is best for their needs.

For individual use cases, then being able to seamlessly manage and edit the results into software formats are required. EcoFlow was proposed by Champions Nat Roberts and BriteMedia (with support from Champions TVU, BBC, ITN, Loops, TVU, Streaming of Streaming and N.E.E., and Participants Capital, BriteMedia and Capital).

The project looks at the environmental impact of media consumption by developing consolidated metrics for energy usage on major steps of the end-to-end technology supply chain, aligning levels of energy usage with various stages of a user experience. It will essentially determine and demonstrate opportunities to make processing, streaming and media consumption more measurable and sustainable. EcoFlow will measure the energy performance of certain key elements of the current supply chain, such as CDNs, encoding, transcoding and advertising delivery, to create a base measurement. With this as a starting point, Champions will test proposed power saving features to determine the impact within the broader supply chain.

"Rather than aiming to replace the traditional on-premise control room altogether, we want to develop an alternative solution that can add value where it's most needed," Grace Dean, Transnet.

Today, the team will demonstrate their practice at a number of different events, says Dean, Head of Media Future at ITN Media & Broadcast. "We aim to evolve to include more effects, more features, automation and service monitoring, allowing the way to something that could actually be deployed for commercial use."

"For 2024 we want to show that this works in practice at a number of different events, says Dean, Head of Media Future at ITN Media & Broadcast. "We aim to evolve to include more effects, more features, automation and service monitoring, allowing the way to something that could actually be deployed for commercial use."



development of an AI edge-first, multi-cloud, multi-architecture test bed environment in the CAPA Accelerator 2023, the project team is now positioned to implement and test the solution on some real-world live event production scenarios where there are varying degrees of available bandwidth.

Connect and Produce Anywhere, Phase II between Champions BBC, BT Media & Broadcast, Sky EBU, Vodafone Group, TVU and Channel 4 and Participants Sony, LG, TBS, T-Mobile, Nork and Viap.

The project's specific challenge is to push further innovation through experimentation in environmental monitoring and measurement, collaboration, deployment observability and other transport elements, business case and service options.

## ACCELERATOR INNOVATION PROGRAMME

Watch the results from 9 cutting-edge Accelerator projects on the Innovation Stage in Hall 3

13th September

11:15 - 12:15  
Connect and Produce Anywhere

14:00 - 15:00  
Evolution of the Control Room

16:45 - 17:45  
EcoFlow: Energy-Conserving Optimisation for Future-ready, Low-Impact Online Workflows

14th September

10:45 - 11:45  
Connecting Live Performances of the Future with ULL-AVLM

13:30 - 14:30  
Scalable Ultra-Low Latency Streaming for Premium Sports

16:30 - 17:30  
Digital Replicas and Talent ID: Provenance, Verification and New Automated Workflows

15th September

10:45 - 11:45  
Design Your Weapons in the Fight Against Disinformation

13:30 - 14:30  
Digital Replicas and Talent ID: Provenance, Verification and New Automated Workflows

16:30 - 17:30  
Digital Replicas and Talent ID: Provenance, Verification and New Automated Workflows

16th September

10:45 - 11:45  
AI Media Innovation Labs

12:15 - 13:15  
IP Networks Finding the Needle in the Haystack

Meet all the project teams at the Accelerator Zone in Hall 3

Associate Sponsors: AMD x hp together we advance

#accelerators2024



## IBC ACCELERATOR PARTICIPATION FEES 2024

### IBC Accelerator Participation Fees

- Fees for project participation are defined by Participant vendor's annual revenues, as per categories below
- Fees cover a number of aspects of the programme, notably IBC's facilitation and management of projects including: the Kickstart Day event, a year-round marketing & pr campaign that supports the programme, plus the physical, onsite IBC Accelerator Zone where all eight projects have pods will be showcased, and the Innovation Stage live sessions which will be in a prominent position at IBC 2025

Participant Fees Based on Participant's Annual Revenues (GBP)	Category	Fee
Less than £500k	A	£1,650
£500k - £1million	B	£5,000
£1million to £10million	C	£7,000
£10 million to £50 million	D	£12,000
£50 million+	E	£18,000

<b>Champion's fee</b>	£3,000
<b>Academic Institute fee</b>	£500

- **Champions Fees:** Champions pay an Accelerator Subscription fee of £3,000 annually (one fee regardless of number of projects supported).
- **Academia:** There is an administration costs for Academic Institutions of £500.







## ACCELERATOR PROJECT OF THE YEAR AWARD WINNERS

2021:  
5G LBXR (Location Based  
Extended Reality)



2022:  
5G Remote Production (In  
the Middle of Nowhere)



2023 :  
Responsive Narrative Factory







## ACCELERATOR SUCCESS STORIES (A FEW EXAMPLES):

- TO MARKET DEPLOYMENT: PRIVATE 5G NETWORK deployed for live broadcasts for QEII Project Unicorn (2022) and KCIII Coronation (2023) and Olympic Games (2024)
- COMMERCIAL PARTNERSHIPS: e.g. AI Video Shot-listing Project + Associated Press (2020)
- AWE AUGGIE AWARDS WINNERS: (2021+2022 various)
- EU FUNDING WINNERS: Volumetric Video for Broadcast, Metaverse & RT3D Asset Production Accelerator results help go into EU 'TransMixer' R&D research (2022/23/24)
- ACADEMIC FUNDING WINNERS: Kings College London awarded funding based on initial R&D from several Accelerator spatial audio projects
- EPIC MEGAGRANTS: (ongoing!)











## IBC Accelerators Contact Leads:

Mark Smith [msmith@ibc.org](mailto:msmith@ibc.org)

Muki Kulhan [mkulhan@ibc.org](mailto:mkulhan@ibc.org)

Keran Boyd [kboyd@ibc.org](mailto:kboyd@ibc.org)

[Accelerators@ibc.org](mailto:Accelerators@ibc.org)



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