



HEADLINE SPONSOR



#ACCELERATORS2025

IBC ACCELERATOR MEDIA INNOVATION PROGRAMME 2025

OVERVIEW OF THE PROGRAMME

WHERE INNOVATION HAS NO LIMITS

ASSOCIATE SPONSORS



AMD

SHURE



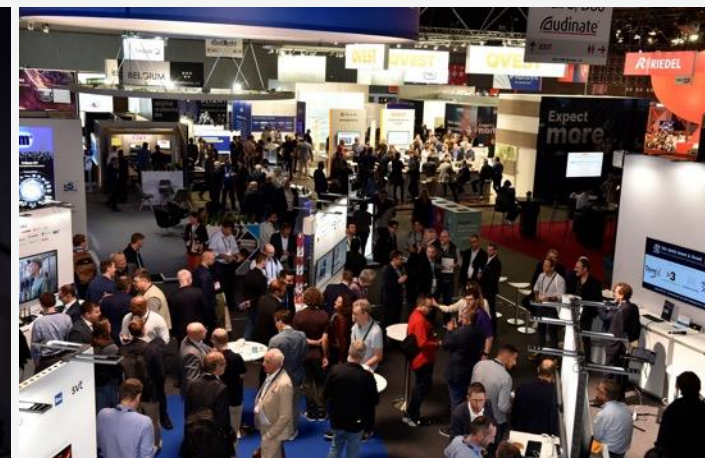
IBC is an independent, authoritative international organisation serving the global Media, Entertainment & Technology industry.

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

1,350+

Exhibitors

40

Corporate buyers
at the AV user group pitch

176,541

Badges scanned



426

Press &
Analyst
attendees

9

Innovative
Accelerator
projects



95 million

Estimated PR coverage reach



140+

Media partners

588

Conference
delegates

11,000+

Sessions attended

Average circulation of E-Daily's in 2024

125,000

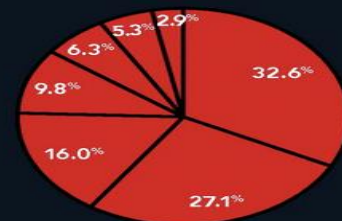


125+

Hours of content

277+

Number of speakers



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)



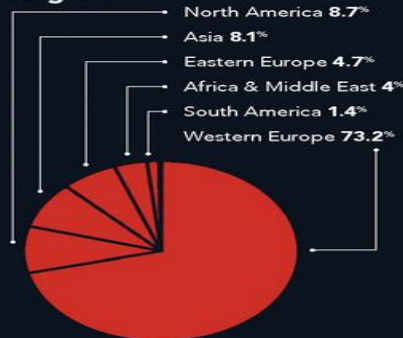
Attendees from over

170 countries

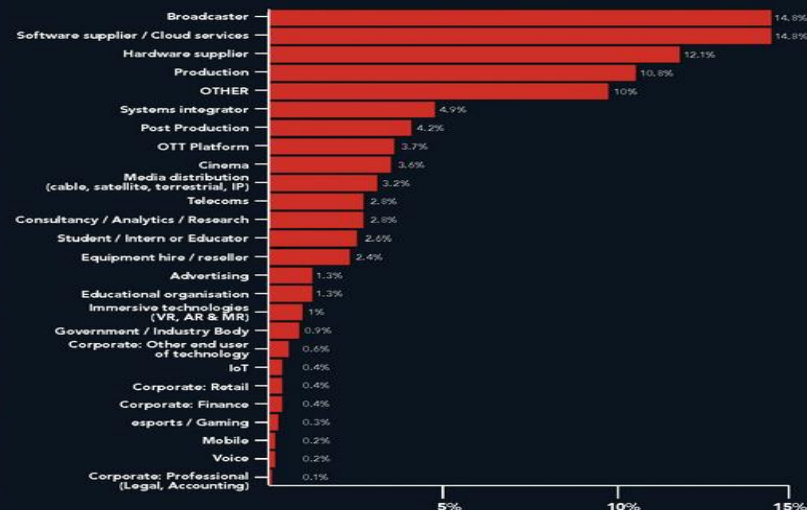
Top 10:

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.





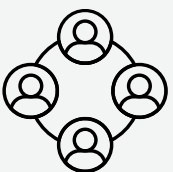
DESIGNED TO SUPPORT INDUSTRY TRANSFORMATION IN MANY WAYS:



- 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**



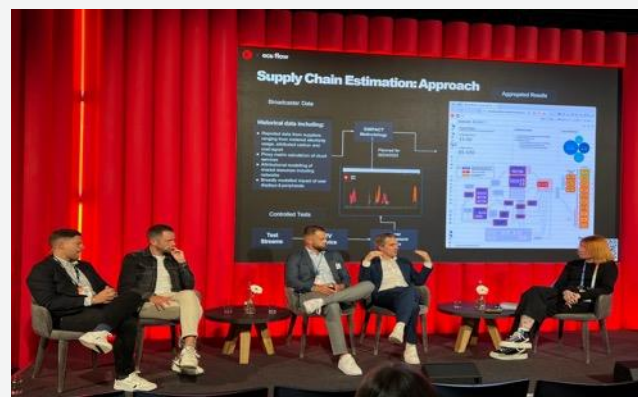
- To support the buyers of technology with an advance understanding of **new capabilities, techniques and possible combinations of the latest industry solutions**



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



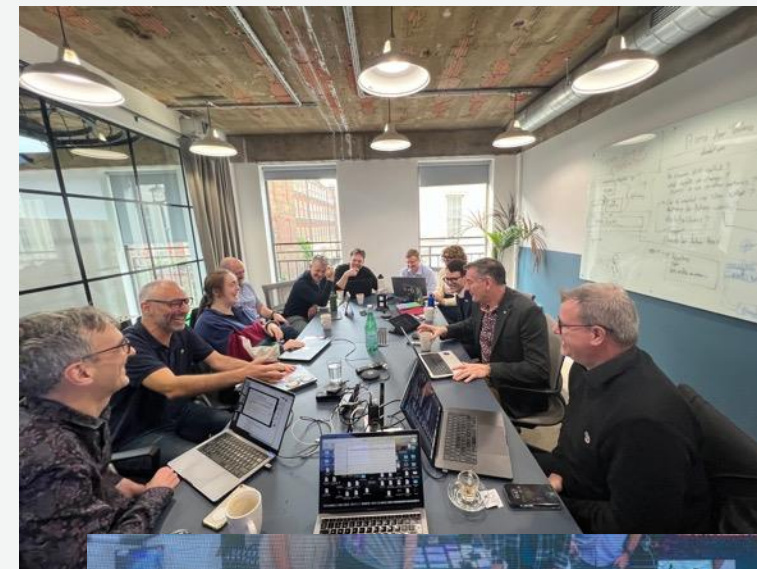
- All concepts, ideas and submissions for Accelerator projects should be **focused on highly relevant media industry challenges** of today





CALL FOR CHALLENGES & SELECTION TIMINGS PROCESS

- The process starts with the **Call for Challenges** just after the annual IBC Show in September
- The deadline for online project submissions will be in early September. Projects are then selected for pitching at our annual Kickstart Day in Q1
- Following the Kickstart Day event, eight selected projects begin the matchmaking and scoping phases, bringing together other Co-Champions interested in the projects and vendor/ Participants to join their project.
- **Each project's aims must be tightly scoped**, so that their POC solutions can be tangibly achievable within the 5-6 months.
- The development of their solutions begin in March and are showcased at IBC in September (12-15 September 2025, Amsterdam)

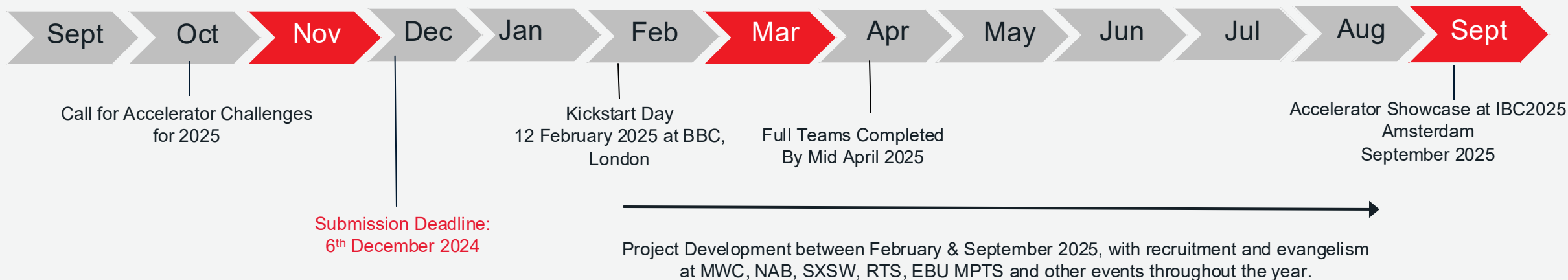




THE ROAD TO IBC, SEPTEMBER 2025

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

Accelerator Cycle





IBC ACCELERATORS - ALUMNI CHAMPIONS & PARTICIPANTS





CHAMPIONS & PARTICIPANTS IN 2024...

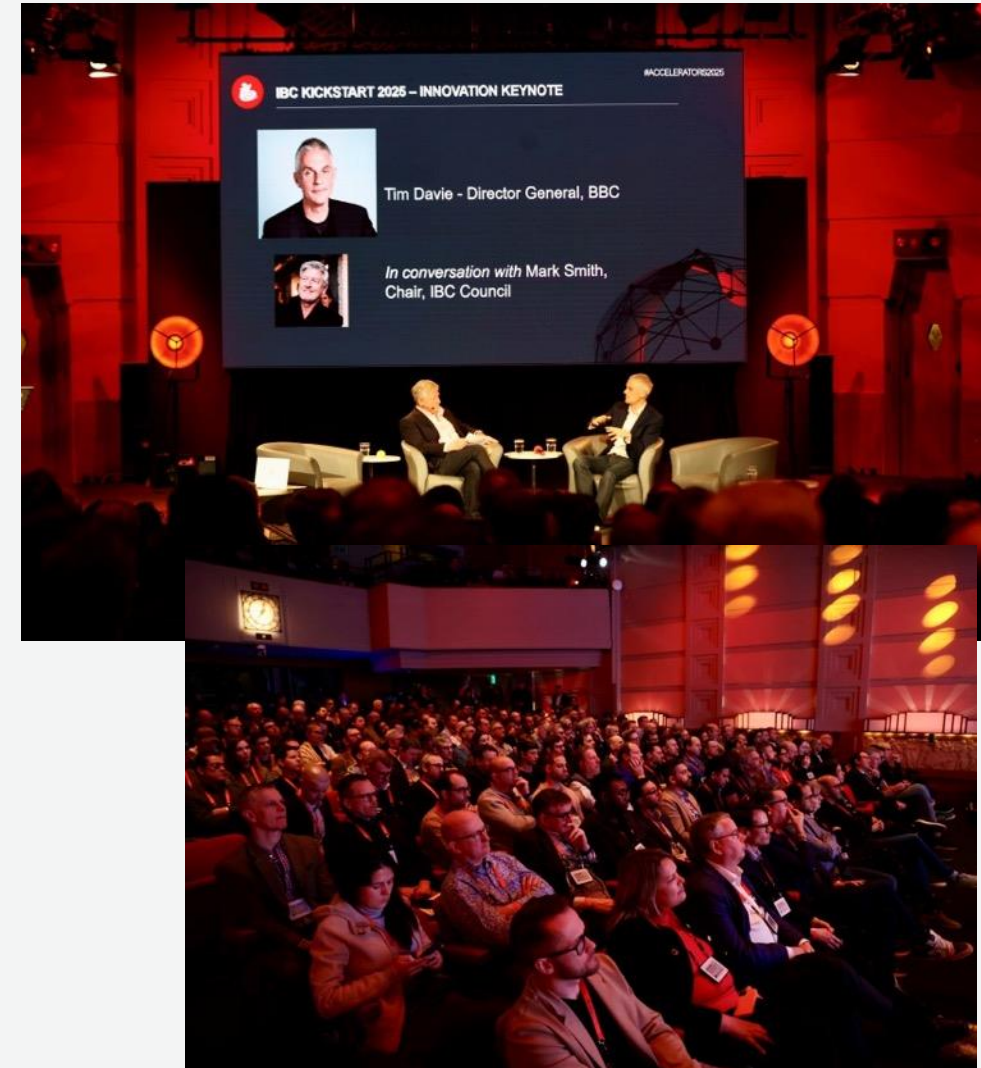




IBC KICKSTART DAY 2025



- **IBC's Kickstart Day 2025** took place at the iconic BBC Radio Theatre Broadcasting House on Wednesday 12 February 2025.
- The day consisted of industry leading Keynote & Panel Session discussing innovation trends and strategic priorities in the industry
- From 30+ Accelerator project submissions received, 12 were selected to pitch in 5 minutes presentations
- These sessions were followed by a matchmaking and networking session. Post the event, eight projects were selected to go forward for development of their solutions and PoCs to be showcased at IBC2025
- All eight videos of the selected **5 minute pitches and presentations** can be found on the IBC Accelerator website [here](#)
- The IBC Press Release announcing the final eight projects for 2025, [here.](#)





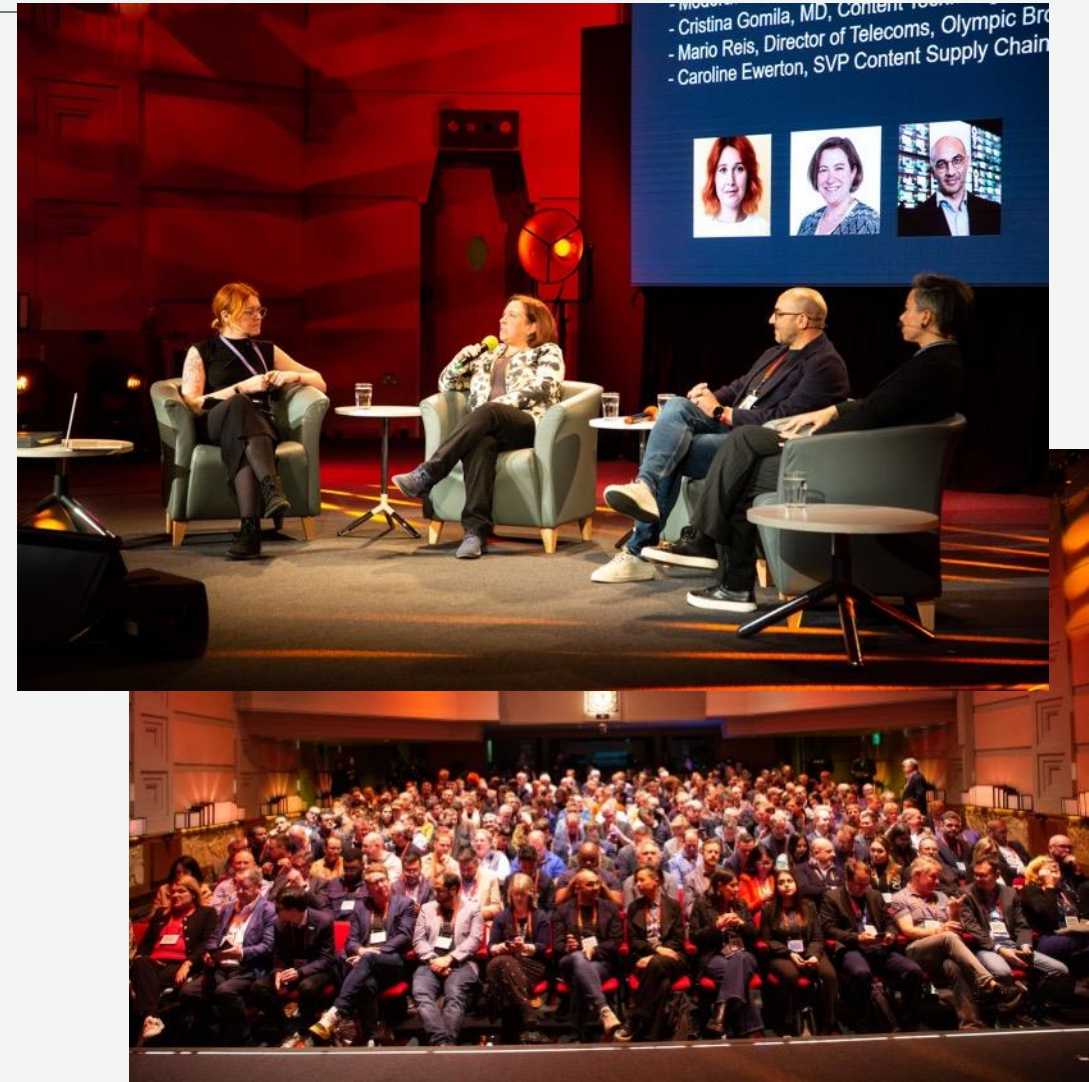
IBC KICKSTART DAY 2025 – HIGHLIGHTS VIDEO (Click to Play on YouTube)





THE ROLE OF THE CHAMPIONS

- **CHAMPIONS** are **Broadcasters, Studios, Online Platforms, Content Producers, Rights Owners** – the end users or buyers of technology at IBC
- Champions **pitch the critical business or technology challenges** that they want/ need to explore and better understand or solve through working together
- **Champions will lead and support projects**, providing time, resources and sometimes content and use cases **working collaboratively** with other Champions and specialist Participants
- Champions value the programme highly as they get opportunities to try out different technologies and also share experiences to learn from others and share expertise.





THE ROLE OF PARTICIPANTS

- **PARTICIPANTS** are **Vendors, Manufacturers, Developers, Products, Services and Solutions Providers** that help 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 IBC 2025**
- Once the pitch has been selected to Final 8 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



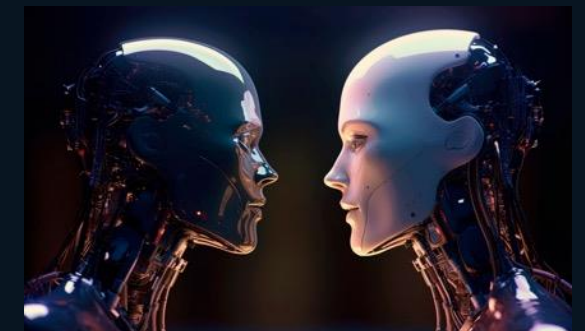
Evolution of the Control Room - Leveraging XR, Voice, AI & HTML-Based Graphics Solutions



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)





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



EIGHT IBC ACCELERATOR PROJECTS + INCUBATOR IN 2025



A Framework for Generative AI



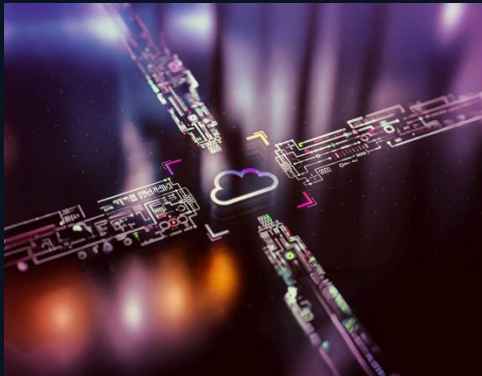
Ecoflow II



**Conquering the Air(waves):Private
5G From Land to Sea to Sky**



**Stamping Your Content (C2PA
Provenance)**



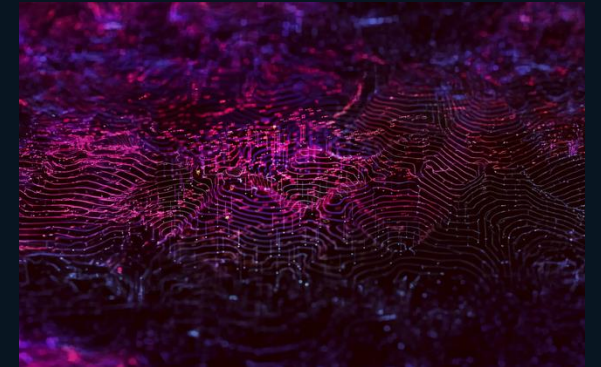
**Master Control Cloud (with
Broadcast Comms Meets Web
Tech)**



**AI Agents Assistants in Live
Production**



**Ultra-Low Latency Streaming at
Scale**



**Muti Vendor Software Live Media
Exchange**





EIGHT IBC ACCELERATOR PROJECTS + INCUBATOR IN 2025

IBC Incubator: Changing the Game Again!

Graduated from the success from the **2024 Accelerator “AI Media Production Labs”**, IBC’s brand-new Incubator cranks it up a gear with a working POC test bed that will aim to develop personalized highlight reels and real-time sports data tailored to each fan based on their preferences and interactions





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

Powered by BBC solutions and University of Strathclyde, 'Connecting Live Performances of the Future with ULL-AVLM' (Ultra-Low Latency Audio, Video, Light and Media) 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 bring together remote performers into a seamless and immersive live experience. While that might sound a predictably aspirational challenge, many in the Project team have considerable know-how in this area, having successfully collaborated on the 2023 IBC Accelerator project '5G Motion Capture for Live Performance and Animation'.

Sam Yoffe, Research Associate at University of Strathclyde and Senior Systems Engineer, Neutral Windows, told at the IBC Accelerator Kickstart Day: "The intention is to build on the very successful Accelerator project we did last year, which was to 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 really focusing on a shared and equal experience for different locations with audience and performers across the world."

Indeed, the broader aims of the 2023 project and the 2024 edition have considerable overlap, as Andy Hink, Director of Technology Strategy, BBC, explains. Last year's project was hugely successful and facilitated a live performance between two dancers 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 sites, which formed a significant element of that year's work.

Champions BBC, King's College London, TFL, University of Kent, Music Theatre Trust, Royal Central School of Speech and Drama, and Partners SpaceCamp, Salsbury School and Neutral Windows have all contributed to the project.

The project is a collaboration between BBC and University of Strathclyde, with the latter leading on the technical aspects of the project.

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

13th September	14th September	15th September	16th September
11:15 - 12:15 Connect and Produce Anywhere	10:45 - 11:45 Connecting Live Performances of the Future with ULL-AVLM	10:45 - 11:45 Design Your Waypoints in the Fight Against Disinformation	10:45 - 11:45 AI Med Labs
14:00 - 15:00 Evolution of the Control Room	16:45 - 17:45 ECOFLOW: Energy-Conserving Optimisation for Future-ready, Low-impact Online Workflows	13:30 - 14:30 Scalable Ultra-Low Latency Streaming for Premium Sports	12:15 - 13:15 IP Net the Ne Haysta

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

Associate Sponsors: AMDT x hp together we advance

20 IBCDAILY

IBC2024 ACCELERATORS: AI MEDIA INNOVATION LABS AND IP NETWORKS

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

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

The AI Audience Validation Accelerator (AAVA) Project was presented by Champions Dant and Evangelista Creative (EC) and supported by Co-Champions BBC, VMA, Channel 4 and VLE. The central point of the project is to use AI as a tool to combat loss while promoting inclusion and diversity by developing a broad range 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 outcome would be to create a standardised interface to query the personas. Another option would be to select to their characteristics which eventually result in a more targeted and personalised experience. More sophisticated may result in the use of the ability to ask questions to create a specific persona, says Andy O'Neil, Data Engineer at Dant.

Presented by Champions Rai and BBL, 'Generative AI in Action: from AI to live sports' will explore the possibilities of using AI in creative storytelling and production by using a spectrum of AI media control, and exploring the role of real-time engines and cloud infrastructure to connect experiences.

"We've made 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 multi-media scenarios, whether that is a one-to-many recreation of an event or two-way interactive live performances," states Yoffe.

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Strategy, Emerging and Creative Technologies, Media & Entertainment, Vision Business, is spearheading a project that looks at AI as a production tool for live sports and live events, to assist director and production teams to potentially predict the next moves for better editing, content direction and personalised production interactivity. The challenge was proposed by Vision Business, and includes Champions Paramount Global and AI James, and Participants Vision Media and Magpie.

The project has focused on a use case involving the management of IP resources in a live broadcast environment. The use selected to demonstrate the practical challenges that broadcasters face when managing large networks of IP devices and to validate the effectiveness of the proposed HANOS specifications in addressing these challenges.

During today's session, the project team will demonstrate a fully functional system that integrates the new HANOS specifications. This system will demonstrate how broadcasters can use standardised annotations to efficiently manage and identify IP resources within their broadcast facilities created by the orchestration of media flows - namely, how to find the correct device, sender or receiver when there might be thousands in a facility.

"Authenticity is at the core of the architecture we are building out," said Andrew Wilson, Senior Business Engineer at Dant.

At the IBC2024 Accelerator Kickstart Day, Wilson was seen to explain that today's

For individual use cases, then being able to seamlessly manage and edit the results into software formats are required.

Indeed, one project presented by Champions Rai and BBL, 'Generative AI in Action: from AI to live sports' will explore the possibilities of using AI in creative storytelling and production by using a spectrum of AI media control, and exploring the role of real-time engines and cloud infrastructure to connect experiences.

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#accelerators2024



IBC ACCELERATOR PARTICIPATION FEES 2025

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

Champion's fee	£3,000
Academic Institute fee	£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.



IBC2024 SHOW HIGHLIGHTS VIDEO (Click to play on YouTube)





ACCELERATOR PROJECT OF THE YEAR AWARD WINNERS

2021:
5G LBXR (Location Based
Extended Reality)

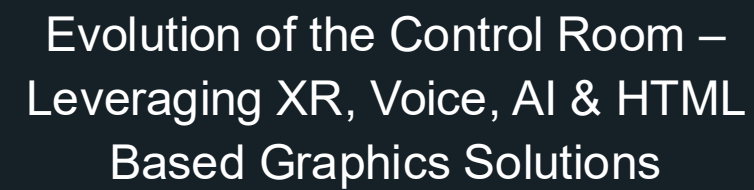


2022:
5G Remote Production (In
the Middle of Nowhere)



2023 :
Responsive Narrative Factory

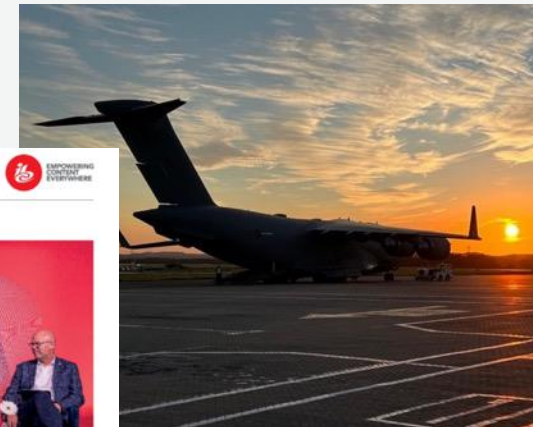
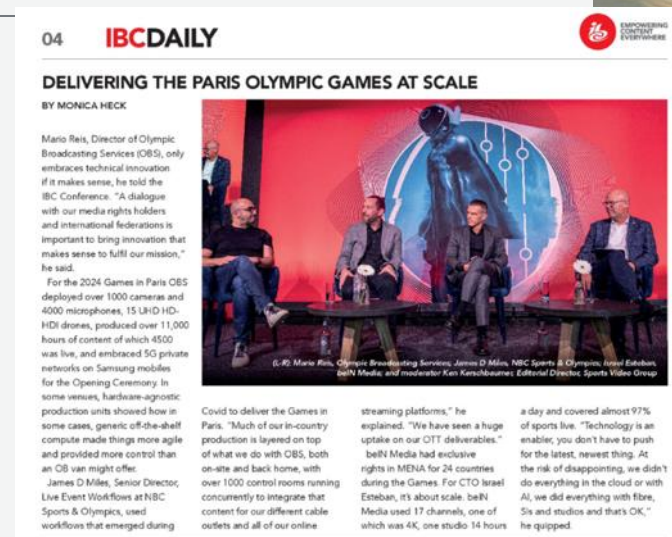






ACCELERATOR SUCCESS STORIES (A FEW EXAMPLES):

- 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!)







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Accelerators@ibc.org



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