



IBC Accelerator Media Innovation Programme 2026

Overview of the Programme

Where innovation has no limits

shaping
the future



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



IBC2025 in numbers



43,858



Total attendees

151

Media partners

179 million

Estimated PR coverage reach

198

Hours of content

600+

Numbers of speakers

1,300+

Exhibitors



594

Press & Analyst attendees

40 Corporate buyers at the AV user group pitch



584

Conference delegates

243

Sessions



13,000+

Session attendees



179,741

Badges scanned

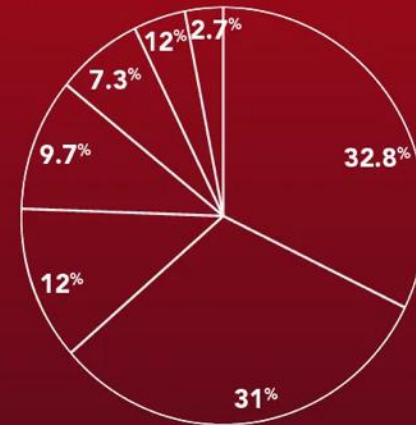
9

Accelerator projects



1,047,133

E-daily's delivered in 2025



Job roles:

- C-Suite, VP, EVP, Director & Above **32.8%**
- Manager / Head of Dept **31%**
- Pro Engineer / Developer **12%**
- Entrepreneur / Freelance **9.7%**
- Student / intern **7.3%**
- Executive / Assistant **4.5%**
- Editor / Publisher / Journalist / Writer / Photographer **2.7%**



237,722

IBC365 page views in September

606,000

IBC show page views in September

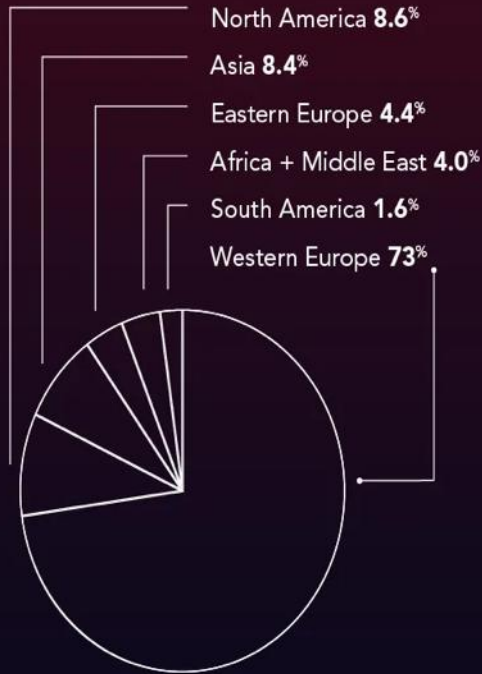
Attendees from over

170 countries

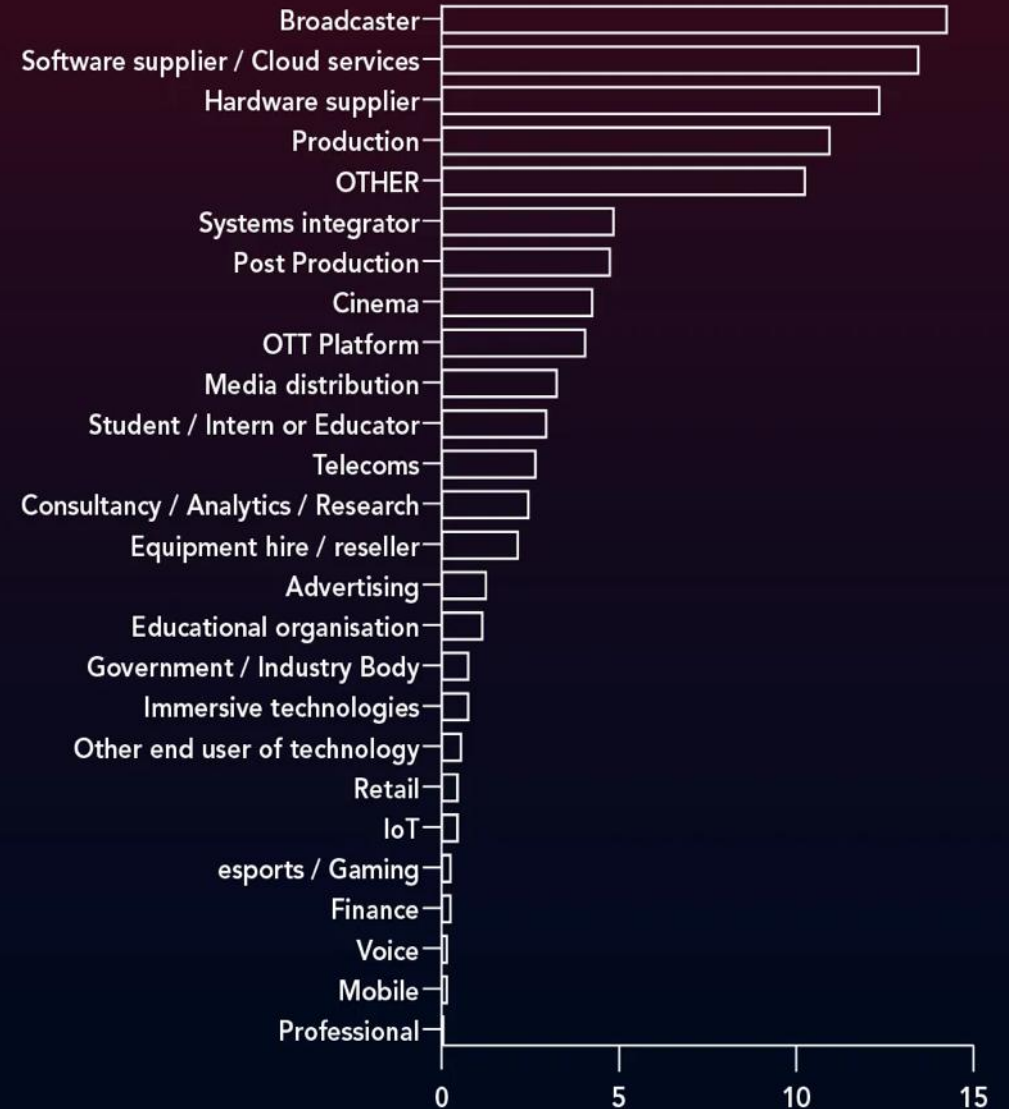
Top 10:

Netherlands	22.3%	Belgium	4.1%
United Kingdom	13.8%	China	2.8%
Germany	10.3%	Italy	2.6%
United States	7.5%	Spain	2.6%
France	5.0%	Poland	1.7%

Region:



Core business split



366

Media Hits



2.5M

Post and profile reach across IBC social profiles



250

Meetings curated by IBC Connect programme



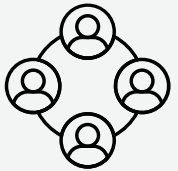
DESIGNED TO SUPPORT INDUSTRY TRANSFORMATION IN MANY WAYS:



- By **accelerating the understanding of new and emerging technologies** via fast experimentation with multiple end users and vendor learnings in a **safe IBC facilitated 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, common media industry challenges**



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.
- Fifty-three project PoCs have been delivered and showcased by more than 430 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.





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 is 5th December 2025. Projects are then selected in early January 2026 for pitching at our annual **Kickstart Day on Wednesday February 25th 2026**
- Following the Kickstart Day event, **up to twelve selected projects will be selected** and begin the matchmaking and scoping phases, bringing together other Champions 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 (**11-14 September 2026, Amsterdam**)





THE ROAD TO IBC, SEPTEMBER 2026

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

Accelerator Cycle



Call for Accelerator Challenges for 2026

Submission Deadline: 5th December 2025

Kickstart Day 26 February 2026 at BBC, London

Full Teams Completed By Mid April 2026

Accelerator Showcase at IBC2025 Amsterdam 11-14 September 2026

Project Development between February & September 2026, with recruitment and evangelism at MWC, NAB, SXSW, RTS, EBU MPTS and other events throughout the year.





IBC ACCELERATORS - ALUMNI CHAMPIONS & PARTICIPANTS





2025 ACCELERATOR PROGRAMME - CHAMPIONS & PARTICIPANTS





IBC KICKSTART DAY 2026



- **IBC's Kickstart Day 2026 will take place** at the iconic BBC Radio Theatre Broadcasting House on **Wednesday 25 February 2026!**
- The day will include innovation Keynote & Panel Sessions discussing strategic priorities for the industry, with innovation pitches & networking sessions. Last year's keynote was BBC Director General, Tim Davie.
- The highlight will be the 12 project elevator pitches and matchmaking sessions to determine final Accelerator projects for 2026.
- The audience will include 300+ senior industry technology executives.
- IBC will select the official projects to go forward for development of their solutions via weekly meetings and project trials from March to September 2026.
- All 2025 project pitches and their subsequent PoCs showcased at IBC can be found [here](#)

Where innovation has no limits





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 project phase, post Kickstart Day, a **minimum of four Participants** must be a part of each project team.





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)



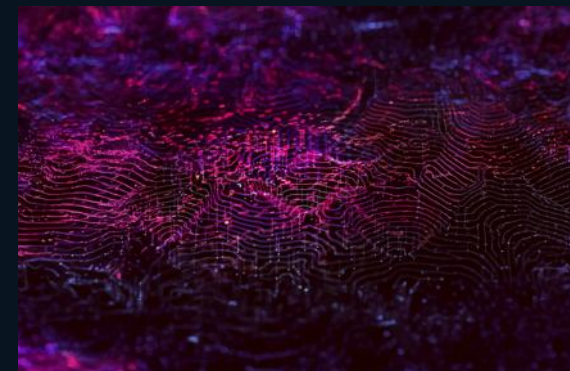
Master Control Cloud (with Broadcast Comms Meets Web Tech)



AI Agents Assistants in Live Production



Ultra-Low Latency Streaming at Scale



Muti Vendor Software Live Media Exchange

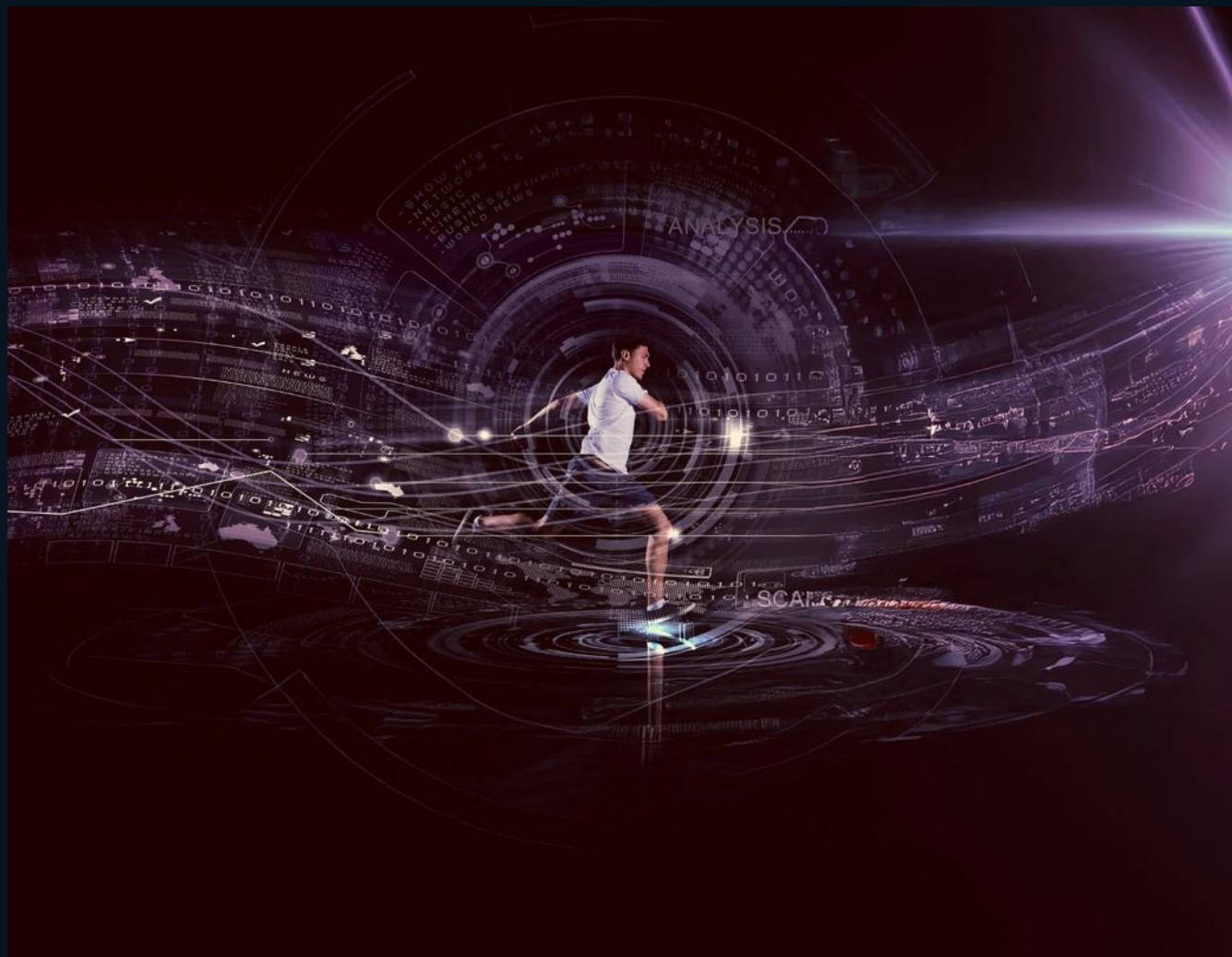




EIGHT IBC ACCELERATOR PROJECTS + INCUBATOR IN 2025

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!



20 IBCDAILY

IBC2025 ACCELERATORS: STAMPING YOUR CONTENT (C2PA PROVENANCE); ULTRA-LOW LATENCY LIVE STREAMING AT SCALE

22 IBCDAILY

IBC2025 ACCELERATORS: PRIVATE 5G, CONQUERING THE AIR(WAVES); AI AGENT ASSISTANTS FOR LIVE PRODUCTION

Two Accelerator projects and a Special Incubator session will be featured at IBC2025.

#IBC2025

IBCDAILY 21

IBC2025 ACCELERATORS: MULTI-VENDOR SOFTWARE LIVE MEDIA EXCHANGE; MASTER CONTROL CLOUD

The IBC Accelerator Programme continues today with two projects being presented on the Future Tech Stage in Hall 14. This morning the findings of Multi-Vendor Software Live Media Exchange will be revealed.

"We should embrace innovation and see the possibilities instead of being afraid of it."

The Accelerator is pleased to demonstrate that a multi-MCR capable of complex manipulation of live feeds can operate entirely in the cloud.

"The project enables a new approach to live media exchange, leveraging high-speed interconnect technologies originally developed for high-performance computing and now widely used in cloud data centres. Through collaboration with IT and broadcast vendors, alongside the IBC's Onshore Media Facility team, the project set investigations, test and demonstrate new solutions that enhance performance, sustainability and automation."

Champions behind this project are the BBC, EBU and VSF, alongside Participants, Tubem and Depiq. Its aim is to help define future specifications for live media exchange. It is also exploring potential testing environments, such as the GAPS test cluster, to validate multi-vendor performance. The findings will contribute to the broader industry with research software-defined, cloud-enabled production workflows, ensuring greater efficiency and interoperability across media organisations.

The second project being presented today is Ultra-Low Latency Live Streaming at Scale, at 12.45. Featuring Champions BT Media & Broadcast, RTE, SVT, Globo, BBC, TVE, Channel 4 and Ecogames Telecom, and Participants Edward, Google, Aonora, Yngvar and Quade, it builds on the foundation of the previous Scalable Ultra-Low Latency Streaming for Premium Sports Accelerator.

This year's project aims to demonstrate that ultra-low latency streaming can be successfully deployed at scale using standard HTTP streaming technologies (DASH and HLS) and existing content delivery infrastructure.

It has explored key technical components including CDN and multi-ABR (ABR) integration, personalised ad insertion, and the use of CMCD v2 for Quality of Experience monitoring and ad location. The objective is to achieve ultra-low latency goals to give delivery, near-instant playback start and tight synchronisation across multiple viewers on consumer devices.

A central focus is designing, testing and validating an open, non-proprietary architecture capable of supporting ultra-low latency streaming for millions of users. By leveraging currently deployed infrastructure, this approach will provide media organisations and service providers with a scalable solution to transition from traditional localisation to internet-based TV delivery without compromising performance.

Champions this year are BT, University of Kent, Nexon Business, BTVE and Channel 4, with Participants are Kover Media, Sals Technology & Solutions, Special Control Media, AMSP and Channel.

Private 5G: Conquering the Airwaves! Later this year an 5G Network for Live Production video takes place from 10.30-11.30 and AI Agent Assistants for Live Production video takes place from 11.30-12.30 on the Showcase Theatre in Hall 8.

Multi-Vendor Software Live Media Exchange video takes place from 10.30-11.30 on the Future Tech Stage in Hall 14. It is followed by Master Control Cloud from 11.30-12.30.



Henrik Cox, CEO of Depiq

"The challenge of adopting C2PA widely as a standard is that there are many holes to fill along the way."

Depiq at scale using standard HTTP streaming technologies (DASH and HLS) and existing content delivery infrastructure.

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Media Coverage Highlights: News & Editorial

TVB EUROPE **RADIOWORLD** Studio-Based AI Agent Headlines Radio Tech at IBC 2025 **PRODUCTION 360°**

IBC2025 reveals new details of Accelerator Programme projects being showcased in Future Tech

IBC seleccionará doce proyectos para su Programa Acelerador de Innovación

IMMERSIVE WIRE IBC unveils 2025 Accelerator Projects

TVNewsCheck THE BUSINESS OF BROADCASTING

Inside IBC's innovation boom: what's powering the future of media?

BROADBANDTV NEWS **SVG Europe Tech** IBC showcases the 2025 Accelerators in kickstart day at BBC Broadcasting House

AV-views Ecoflow project returns to IBC Accelerator

streaming media europe IBC has launched the 2025 Accelerator Programme.

IBC Unveils 2025 Accelerator Projects

content+ technology IBC Launches 2025 Accelerator Program

IBC 2025 When Live Sport Isn't Live

TR BBC, Comcast, ITV, Google lead AI, 5G, news and sustainability innovation in 2025 IBC Accelerator Programme

kitplus IBC Highlights Accelerator and Incubator Projects

BROADCASTPRO IBC announces winners of IBC2025 Innovation Awards

digital studio IBC Accelerator Media Innovation Programme 2025: Call for Challenges Announced for Kickstart Day

tvtech IBC Unveils 2025 Accelerator Projects

NCS IBC2025 to showcase next-gen media technology with launch of Future Tech Hub

ISP **Panorama audiovisual.com** IBC da a conocer los proyectos del programa Acelerador

ChannelLife **BROADBANDTV NEWS** Tendências | IBC2025 confirma atrações e foca em IA, 5G, sustentabilidade e produção na nuvem

IBC reveals Accelerator 2025 projects, international benchmarks in media

IBC Accelerators: OBS, BT, and ITV to pioneer AI & 5G innovations in sports broadcasting

IBC selects eight projects for 2025 media innovation

IBC2025 Innovation Awards celebrate global media and technology breakthroughs

TV INDUSTRY NEWS **MEDIA EXPRES** IBC announces call for challenges for Accelerator Programme 2025

IBC2025 detalha projetos do Accelerator Media Innovation Programme com foco em IA, streaming e sustentabilidade

IBC a anunțat proiectele Accelerator 2025

radioinfo

SVG Europe **IBC 2025 Innovation Awards Celebrate Global Media and Technology Breakthroughs**

acaert **BEST OF AI** **TVB EUROPE** Innovation through experimentation: IBC launches 2025 Accelerator programme

IBC Accelerators: OBS, BT, and ITV to pioneer AI & 5G innovations in sports broadcasting

ADVANCED TELEVISION IBC unveils the eight new projects for its 2025 Accelerator Media Innovation Programme

TVNewsCheck

IBC: IBC2025 Reveals Details Of Accelerator Programme Projects Showcased In Future Tech

telecompaper::: **IBC announces eight new Accelerator R&D projects for 2025**

IBC2025: Sports set to fast-track innovation for media and tech in Amsterdam this year

REDTECH **IBC Accelerator Kickstart Day to focus on media innovation**

TVB EUROPE AI, ultra low-latency streaming, private 5G for live sports production among 2025 IBC Accelerator PoCs

IBC UNVEILS 2025 ACCELERATOR PROJECTS

Accelerators in numbers

92+

Accelerator-focused media hits



Accelerator coverage in

50+ titles



3

IBC Accelerator press releases

400+

organisations involved in the Accelerator projects since

52+

projects delivered since

2019



85%

were very satisfied with the Accelerator Zone at IBC

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



75%



2025

are likely to take part in the IBC Accelerators 2026 programme

80%

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



1000+

attendees at the IBC Accelerator Final Showcase sessions at IBC2025





ACCELERATOR ZONE

ACCELERATOR ZONE



STAMPING YOUR CONTENT
(CZPA PROVENANCE)



ACCELERATOR
NETWORKING DRINKS
SPONSOR ME IN
2026!
Please contact
Bewkes@ibc.org



ACCELERATOR
NETWORKING DRINKS
SPONSOR ME IN
2026!
Please contact
Bewkes@ibc.org

CONQUERING THE AIRWAVES:
PRIVATE 5G FROM LAND TO SEA TO SKY





IBC ACCELERATOR PARTICIPATION FEES 2026

- Fees for project participation are defined by Participant vendor’s annual revenues, as per categories below. Fees are tiered based on annual revenues of the organisation in GBP, per the table below.
- These fees are based on Participants being exhibitors or sponsors at IBC for the 2026 show year. (Note: additional fees may apply for non-IBC exhibitors or sponsors).

Participant Fees Based on Participant’s Annual Revenues (GP)	Category	Fee
Less than £500k	A	£1,650
£500k - £1million	B	£5,000
£1million to £5 million	C	£7,000
£5 million to £20 million	D	£9,000
£20 million to £50 million	E	£12,000
£50 million to £100 million	F	£15,000
£100 million +	G	£18,000

Champion’s fee	£4,000
Academic Institute fee	£500

Champions Fees: Champions pay an Accelerator Subscription fee of £4,000 annually (for involvement in up to four projects). Champion involvement in additional projects may be subject to further fees. **Academia:** There is a small administration fee for Academic Institutions of £500 to be involved in the Programme.



ACCELERATOR PROJECT OF THE YEAR AWARD WINNERS



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



2021:
5G LBXR (Location Based
Extended Reality)



2023 :
Responsive Narrative Factory

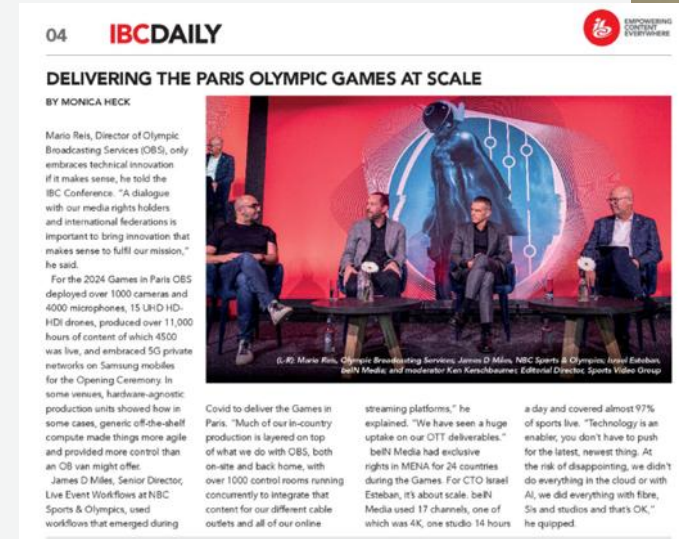


2024:
Evolution of the Control Room –
Leveraging XR, Voice, AI & HTML
Based Graphics Solutions



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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