

IBC - THE VALUE CHAIN

THE KEY INDUSTRY AREAS COVERED BY IBC2021 AND WHERE TO FIND THEM AT THE SHOW.

SECTION OF VALUE CHAIN	DESCRIPTION	EXAMPLE PRODUCTS AND SERVICES	MOST RELEVANT EXHIBITION AREAS (IN NUMERICAL ORDER)	EXAMPLE IBC2019 EXHIBITORS
CREATE & PRODUCE	The process of capturing content – live, scripted, on-location, studio-based etc - and then shaping and crafting it through the editing process, including offline and online edit, audio post, grade, the creation of visual effects and graphics resulting in a finished programme, film etc.	Cameras, lenses, microphones, recorders, lighting, editing software, remote production, grading monitors, vision mixers, audio mixing desks, virtual sets, newsroom control systems, timecode, shot logging and metadata capture, grading consoles, restoration tools.	Halls 8, 10, 11, 12 & Outside Exhibits	Canon (12) Atomos (11) Blackmagic Design (7) EVS Broadcast Equipment (8) Grass Valley (9) Matrox, VITEC (7)
MANAGE	The post, post-production stage, where content is manipulated, prepared and aggregated for delivery (publish) to a viewer. Includes QC (quality control), technical and editorial compliance, localisation, access services (subtitling/captioning, signing, audio description), transcoding and ingest.	Media asset management systems, supply chain management, transcoding, subtitling software, storage, archive, LTO, metadata aggregation.	Halls 1, 3, 7, 8	Dalet Digital Media Systems (8) Imagen (CE-5) Imagine Products (7) Verimatrix (1) Vizrt (7) VSN (7)
PUBLISH	Wider than just 'delivery' or 'playout', "Publish" includes the way content is served to viewers by online and VoD services as well as traditional broadcasters who use terrestrial and satellite. This also covers "Cinema."	Tools for scheduling content, playout systems, on-demand platforms, distribution including terrestrial signal encoder, IPTV headend equipment, satellites, cinema projectors, LED screens, DRM, CDNs, channel branding.	Halls 1, 2, 3, 8, CE (5)	Appear TV (1) Broadpeak (5) GatesAir (8) Limelight (CE-5) MediaKind (4) NAGRA (1) Theo Technologies (CE-5)
MONETISE	The tools and techniques used by the end-users – broadcasters and platforms – to make money from their content and to manage that revenue.	Programme rights management, royalties, ad tech (programmatic, addressable – selling of ads and delivery of personalised ads), ad traffic systems, product placement, subscription, data analytics, ecommerce.	Halls 1, 2, 3, CE (5)	CSG (CE- 5) Friend MTS (1) MEDIAGENIX (3) PROVYS (2) ThinkAnalytics (1) Verizon (CE-5)
CONSUME	Includes the tools and tech in the final stage of the chain where the viewer gets involved, selecting, viewing and interacting with content.	TVs, set top boxes, remote controls, apps, user experience and user interface design, platform/app development.	Halls 1, 2, 3, 7, 8, CE (5)	Accedo (CE- 5) Applicaster (CE-5) Arvato Systems (3) Mirada (1) Omni Remotes (1) TiVo (CE-5)
CONNECT	Moving content, whether real-time (live) or file-based, within and between facilities.	and SDI infrastructure, routing, interfacing and conversion. File-based delivery. Bandwidth and connectivity services including internet, fiber, satellite, microwave, and cellular.	Halls 1,7,8	Arabsat (1) AVIWEST (2) BT Media and Broadcast (OE) Embrionix (8) Evertz (1) Telestream (7)
STORE	Storing content throughout its lifecycle.	On premise and cloud object storage, SAN and NAS – including disk, SSD, optical and data tape. Storage management. Archive storage. Video servers and VTRs.	Hall 6, 7	Dell Technologies (7)) Hitachi Kokusai Electric Europe (10), LTO Program (6) IBM (7) Seagate (7) Solid State Logic (8)
SUPPORT	Enabling and powering the Content Chain including monitoring, testing, communicating, and running compute and facilities.	Video and audio monitoring, displays, test and measurement. KVM and PCoIP. Compute power and cyber security. Facility power and furniture. Services to consult, design, build and run. Equipment rentals.	Hall 1, 2, 3, 5, 7, 8, 10, 11 & 15	Adder Technology (7) Agama Technologies (5) Bridge Technologies (1) Clear-Com (10)) Intel Corporation (15)