



IBC Accelerator Programme

Virtual, Dynamic Collaborative Innovation

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Challenges In Today's Media & Entertainment Ecosystem



New Technologies & Online Platforms Disrupting the Media Industry, with:

- The shift from hardware to software / IP for content creation, production & delivery
- Rapid evolution of insurgent technologies e.g. AI, Voice, IoT, Cloud etc
- A race to deploy new & immersive technologies e.g. 8K, HDR, VR/AR/ MR
- Content creation, production & delivery networks evolving e.g. 5G, fibre rollouts
- Established broadcasters, rights owners, studios ramping up D2C strategies
- Escalating battles to create original programming and cost of rights
- Significant and growing levels of piracy, especially in premium sports
- Regulatory disparity between broadcasters, telcos, online platforms & players
- Fragmenting audiences across platforms, screens and devices
- Global pandemic has accelerated strategies to develop remote & distributed production

The **IBC Accelerator programme** and framework has been developed to address specific 'bite size' challenges and opportunities within some of these 'big picture' industry challenges.

Through a fast-track (3-4 months) open R&D approach, IBC provides a critical framework for collaborative and remote development of solutions to specific business and technology challenges identified by broadcasters, studios, content providers and other media & entertainment sector service providers, as 'Champions'.

Project Champions come together to recruit and inspire teams including solutions providers & vendors as project 'Participants' to focus on challenges that cannot usually be solved by one organisation, working in isolation.



Digital Transformation Requires New Approaches To Innovation...



IBC Accelerators are fast track, collaborative and open innovation projects...

Champions:

- Broadcasters, Studios, Platforms, Rights Owners, Games Platforms – the product or solution buyers - who set out the business or technology challenge/ use case.

Participants:

- Technology solutions providers, application/software developers, system integrators or manufacturers – the sellers of a product or solution - who provide resources & expertise to develop the solution.

Accelerator Challenges:

- Are collaborative, directly addressing and solving common, complex business & technology challenges over an intensive 3-6 months project timeline, depending on complexity and scale of the challenge.
- Demonstrate business value through an open R&D approach, reflecting the value of industry of standards and best practices.
- Culminate in proof of concept showcase demonstrations across a variety of virtual and physical platforms in 2020 and early 2021



"Our main aim is to start to shape what a future TV service looks like. Right now, we have linear services and on demand services, that each have very different attributes – hardware vs cloud; shared vs personalised, centralised vs distributed and so on. The Accelerator will help us work out how we can take the best of both worlds and merge them to help shape future services."
Tim Davis, Principal Architect, ITV.

Benefits of Creating or Joining an IBC Accelerator Project



Why join?

For Champions e.g. Buyers of Media Solutions:

- Accelerate R&D without months of commercial negotiations and contracts
- Multiply R&D resources and get fresh expert insights on disruptive technologies
- Work collaboratively with peers in to fast track solutions to common challenges
- Get fresh creative ideas & tech expertise from multicompany, multinational teams
- Accelerators are a safe and trusted environment to experiment
- Visibility as a thought leader across the 200k+ IBC M&E ecosystem

For Participants e.g. Solutions Providers & Vendors:

- Work with champions inside and outside of usual sales sightline
- Gain an inside track from learning about and solving the tangible pain points of champions
- Apply expertise to new use cases and prove the value of your innovation & solutions
- Get maximum visibility across the IBC community with multiple marketing platforms
- Develop teams with real world challenges, working with cross industry players



“We absolutely recognise that there’s a lot of potential of what we could do within the production environment using 5G. As content creators, we don’t really fully understand it yet. Through this IBC Accelerator Project, we want to come up with a shared understanding of how we might deploy 5G; what we can actually do now; might be able to do next and then what we could do later.”

Ian Wagdin, Senior Technology Transfer Manager, BBC.

Accelerator Team Member Commitment



Champion's Commitment:

- Help define the use case and validate that the project addresses a significant organisation or industry problem
- Provide business requirements, clarifications and feedback for the use cases within the project
- Validate that the proposed project deliverables will provide value to their organisation and the wider industry
- Giving feedback on solutions as they are scoped and developed
- Promote the solutions within their organisations and to the wider industry
- Provide a 'sponsor' for the project, and a working level engagement contact
- Attend at least 80% of meetings and relevant showcase events including IBC2020 Virtual Showcase, ensuring showcase is resourced across the project

Participant's Commitment:

- Develop project plans and timelines in conjunction with the Champions and other team members
- Develop solution design and executable deliverables including the proof-of-concept demonstration
- Complete the necessary documents (project charters, templates, etc.) as required by the initiative
- Harvest the learning and assets from the Accelerator to create best practices guidance and standards input for the industry
- Work collaboratively with other project team members
- Attend at least 80% of meetings and relevant digital showcase events ensuring presence in PR & sessions about the project



IBC Accelerator - Value Proposition



Dedicated IBC Project & Collaboration to Support Development:

- IBC provides programme management across the project cycle, assisting the team with the development of the project, including recruitment of required expertise and marketing/visibility of the Accelerator projects from April to September (responsibility for the technical project management rests with the Champion project lead and assigned team members).
- A dedicated Innovation lead and programme manager will support the team with project coordination and administrative resources, collaborative workspaces, recruitment of appropriate Champions & Participants from across the IBC community, to ensure onboarding of specialist team expertise.



Significant IBC Marketing of the Accelerator Programme & Projects:

- **Projects featured across IBC online channels, including:** Joint virtual project presentations/ Q&A hosted as part of a digital 'Showcase' activities of IBC in September 2020.
- **Dedicated online Accelerator project web page** on IBC website – Highlighting objectives, scope, progress and news relating to the individual accelerator projects in one place.
- **Accelerator Feature Video** presenting the aims, challenges, opportunities and progress of the project in solving the to be produced in August/ early September, including commentary from all team members
- **Inclusion in editorial coverage, webinars, podcasts & features on IBC365 and on IBCTV and Edaily.** Further promotion in IBC newsletters, IBC Week marketing and social media with regular individual project news and updates across IBC social channels
- **Additional opportunities** to disseminate the project development & outcomes, both virtual & physical (through subject specific identified events taking place) to be confirmed.





IBC Accelerator Participation Fees 2020

IBC Accelerator Participation Fees (Note: *Champions do not pay fees*)

- Fees for project participation are based on categories below, defined by Participant vendor's annual revenues (Champions do not pay fees).
- Virtual Showcase events are included with the Participation Fees.
- Accelerator Projects must have at least one Champion and four Participants to make a viable project team
- Fees have been adjusted to account for not having a physical showcase of the project at IBC in 2020. Prices may be revised in 2021.
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Annual Revenues (USD)	Category	Accelerator Participation Fee Including IBC Showcase (GBP/ USD)
> \$25 billion	A	£9,200/ \$11,800
\$100 million to \$25 billion	B	£7,200/ \$9,100
\$25 million to \$100 million	C	£4,200/ \$5,300
< \$1 million to \$25 million	D	£1,100/ \$1,400

Accelerator Participation fees cover a number of aspects of the programme, notably IBC's management of project development, collaborative tools and events as well as marketing, PR and editorial to give visibility of the projects, use cases and PoCs across its 200k+ strong media & entertainment community.

Important Note About IBC 2020 Cancellation

Although IBC2020 has sadly been cancelled, the IBC Accelerator programme continues to help broadcasters, studios and media & entertainment organisations collaborate to drive innovation throughout the year. By providing an environment for remote/virtual multi-company R&D, the Accelerators have come into their own in the current crises.

While there won't be a physical presentation of the Accelerator Proofs of Concepts in Amsterdam, the projects will feature prominently across IBC's 'Showcase' sessions being developed for 8-11 September 2020. See www.ibc.org/ibcshowcase for more details.





IBC Accelerator Project Champions 2020

There are eight Accelerator projects underway in 2020, Championed by world leading Media & Entertainment organisations:

- 5G Remote Production – BBC, Al Jazeera, BT Sport, ITV, TV2, SVT, Yle, ViacomCBS, Olympic Broadcast Services
- Television Delivered as Objects – ITV, BBC, Yle, Unity
- AI-Automated Video Shot-listing – AP, Al Jazeera, ETC (USC)
- Usable VFX Archive – MovieLabs, Paramount, Universal, Sony Innovation Studios, Unity
- AI-Backed Interactive Talent Show – Warner Music, Viacom/ MTV
- Animation Production Pipelines with Immersive & Real-Time Tools – Sky, Cartoon Network, Sky, Unity, Epic Games
- Citizen Journalism/ Live Content Moderation for UGC – Al Jazeera, Reuters, AP, ETC (USC)
- 5G Centralized Streaming for LBE AR/VR – Park Playground, Telenet (Liberty Global).





**THANK
YOU**

Sub-head