



# TOGETHER AGAIN

## IBC VIRTUAL WORKFLOW TOURS

Topics, timeline, packages, pricing



# SUMMARY

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## THE IBC COMMUNITY HAS A LOVE FOR SERENDIPITY, OF DISCOVERING SOMETHING NEW

- IBC is partnering with a small number of key vendors to deliver an engaging overview of the latest innovations, industry advancements and buyer behaviour to educate the IBC audience on what to expect from the show floor as the industry navigates its way out of the pandemic
- There will be six tours, with two in September as IBC Digital is launched and four in November, as a pre-cursor to the live show in December
- This gives an opportunity for only 36 companies to represent the industry and take advantage of the high levels of engagement and attention this opportunity presents
- Benefit from high-profile promotion and access to a large pipeline of sales leads during the crucial pre-show meeting planning period. IBC attendees have 50 meetings on average at a show, only 3 of which are unplanned!

# TOUR TOPICS



## September

### Sports Production

Following a massive summer of sports including the Tokyo Olympics and UEFA Euro 2020 we explore innovation in production workflows and technology for live sports and esports - from the latest OB trucks to remote production and cloud.

### Streaming video

Touring the tech enabling every aspect of video-over-IP - from contribution to VOD, from FAST Edge. Video encoding, packaging, streaming and players are on the agenda along with the latest in cloud and internet backhaul and contribution.

## November

### Creative Production

Showcasing cutting edge innovation in content acquisition (cameras, lighting, audio), production, post-production and cloud-based collaborative workflows, including the latest AI enabled tools.

### Live & Remote Production

Mapping the fast-changing world of live production, including news, sports and live events. From greater automation to remote production/REMI and the rise of cloud and IP enabling more efficiency and creativity.

### Content Supply Chain

Picking out the emerging tools and techniques for creating an efficient multiplatform content supply chain: the technology, storage and workflows, in the cloud, on-premise and with service providers.

### Content Distribution

As the world of linear and OTT collide, we tour the fast-growing market for online video, CDNs, content security and delivery and cloud playout, user experience and personalization, along with monetisation and advertising.

# WHERE DO YOU FIT IN?



## SPORTS PRODUCTION

- Sports OB trucks and production service providers Service providers
- Live sports production tools
- Specialist sports production capture hardware
- Low-cost sports production kit
- High-end sports production 4K/8K kit
- Remote production/REMI
- Virtual studios and innovative/Covid-related sports production
- Sports-specific streaming platforms

## STREAMING VIDEO

- Content delivery over IP
- Content encoding
- Video processing formats, codecs and hardware
- Content packaging and just-in-time
- CDN providers
- Edge processing
- 5G for video distribution
- Next-gen and hybrid platforms (HbbTV, ATSC 3.0)
- Transmitters

# WHERE DO YOU FIT IN?



## CREATIVE PRODUCTION

- Camera manufacturers
- Camera supports
- Lighting
- Teleprompters
- Audio acquisition
- Post-production tools
- Post-production cloud/collaboration
- Post-production hardware
- Post-production shared storage
- AI-specialists

## LIVE AND REMOTE PRODUCTION

- Live production switchers
- Live production tools
- Core infrastructure
- Remote production infrastructure
- Esports production
- Service providers
- Live graphics/branding, telestration
- System integrators
- Transmitters
- Recommendation and personalisation
- Analytics
- Subscription management

# WHERE DO YOU FIT IN?



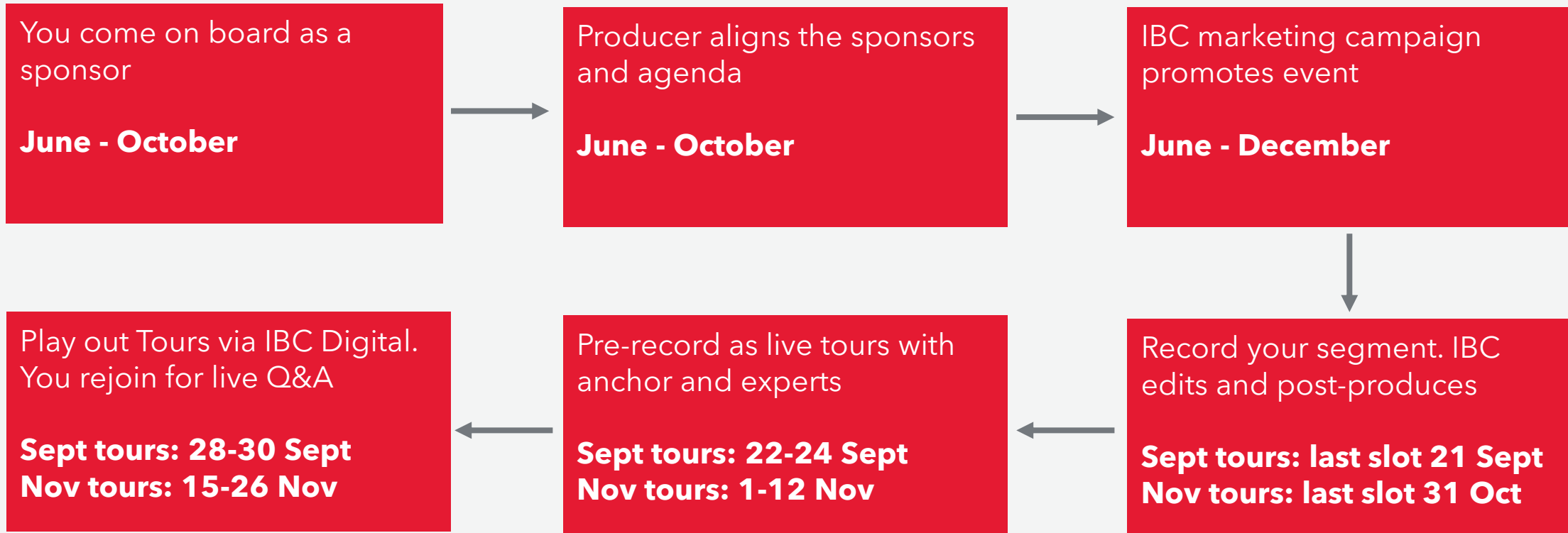
## CONTENT SUPPLY CHAIN

- MAM vendors
- Orchestration
- Service providers
- File-based delivery
- Public cloud providers
- Storage
- Metadata aggregation/augmentation

## CONTENT DISTRIBUTION

- DRM/security vendors
- OTT/streaming platforms
- OTT/streaming players
- UI/UX and apps
- Linear TV and FAST
- Recommendation and personalisation
- Analytics
- Subscription management

# TIMELINE



# SUCCESS



TOUR (2020)	15/09/2020	09/10/2020	28/10/2020	26/11/2020	10/12/2020	04/01/2021	TOTAL
CONTENT CREATION	746	53	47	5	1	8	860
POST-PRODUCTION	654	23	25	7	4	9	722
CONTENT SUPPLY CHAIN	487	18	53	2	0	2	562
DIRECT TO CUSTOMER	472	21	41	3	3	2	545

## VIRTUAL WORKFLOW TOUR EXAMPLE

[www.ibc.org/ibcshowcase/exhibitor-showcase/workflow-tours/post-production](http://www.ibc.org/ibcshowcase/exhibitor-showcase/workflow-tours/post-production)



# PACKAGE AND PRICING

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- Promoted as one of up to six representatives of your chosen industry area, with marketing campaign to IBC2021 registrants (up to 100,000) via email, web, social and affiliate marketing
- Work with content producer on aligning your portfolio with the tour's agenda and developing an engaging session, with briefing calls and support
- Participation in a 60min pre-recorded session, edited and post-produced by IBC
- Join back in for live audience Q&A
- Gain access to leads from pre-registrations and live views immediately after the tour (average 589 in 2020)
- Benefit from continued pipeline of on-demand sign-ups (two weeks and four weeks after), excellent for IBC meeting bookings (average further 82 on-demand leads for total of 672 in 2020)

**£10,000 PER TOUR SLOT**



**THANK YOU**