

# THOUGHT LEADERSHIP

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## THOUGHT LEADERSHIP

Across both the physical show and IBC365 all year round, IBC continues to work with our sponsorship partners to design content solutions which inform, inspire and educate.

Position your brand in front of a niche audience of **100 CEOs**, a broader audience of **over 1,000 conference delegates** or a more intimate group of targeted roundtable attendees.

IBC's content programmes are designed to provide unique experiences that can position brands as thought leaders across the IBC community and provide **high value marketing assets** to use beyond IBC in order to maximise ROI.

We look forward to working with you in 2021 to deliver your message and help to shape and advance this industry.



### IBC365 SHOWCASE SESSIONS

Demonstrate thought leadership by collaborating with the IBC team on a topic of your choice, **selecting panellists and directing content** to create a powerful marketing asset for use in wider promotional campaigns.

Use the [IBC365 Editorial Calendar](#) to either align your Showcase Session with one of the Themed Weeks or **take full creative control** and build your content programme around a topic of your choice in one of the independent Showcase slots spread across the year.

Following the success of the digital IBC Showcase in 2020, it is now possible to **expand your presence by up to five separate sessions** over the course of a **carefully curated day of content within IBC's 'Showcase Sessions'**.

Each Showcase Session is supported by a dedicated marketing campaign **driving the capture of leads from registrations before, live and on-demand**. You'll receive access to all opted in attendees after the session has taken place.

[VIEW PAST SHOWCASE SESSIONS](#)

### IBC365 CO-HOSTED WEBINARS

Co-hosting a relevant IBC365-led webinar allows you to bring one expert to join a panel of other industry leaders. Each webinar is supported by a dedicated marketing campaign driving the capture of **leads from registrations before, live and on-demand**, and you'll have access to all leads after the webinar takes place.

[VIEW OUR PAST WEBINARS](#)



SHOWCASE SESSIONS	PRICE
SINGLE 40 MINUTE SESSION	£17,500
HALF DAY SESSION - UP TO 3 X 40 MINUTES	£30,000
FULL DAY SESSION - UP TO 6 X 40 MINUTES	£50,000

IBC365 CO-HOSTED WEBINARS	PRICE
CO-HOSTED WEBINAR SPONSORSHIP	£7,500



RECENT HOSTS AND CO-HOSTS OF IBC365 WEBINARS INCLUDE:



### IBC365 THEMED WEEK - SOLE SPONSORSHIP

Sole sponsorship of one of IBC365's themed weeks will position your brand as the dominant thought leader for that section of the industry. This package includes extensive editorial coverage around all the content streams available on the platform.

- **Named as Themed Week Sponsor** with run of site branding and logo across IBC's marketing channels
- **High profile themed week landing page fireplace banner** (see right), during month of themed week
- **Dedicated editorial content:** Executive Interview, case study, industry trends piece, hosted whitepaper or product demo video opportunity, Themed Week's showcase webinar sponsorship

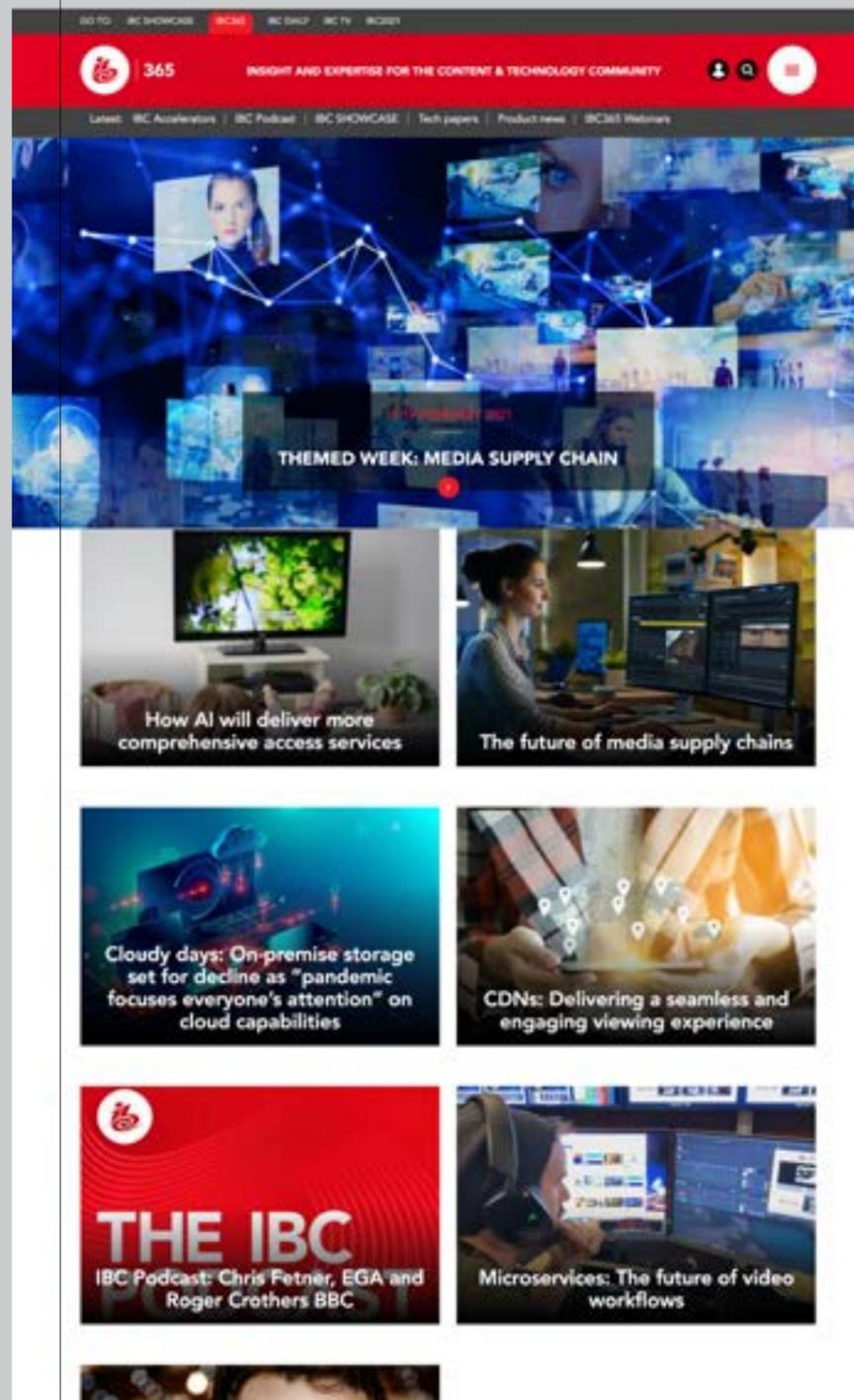
### IBC365 SPONSORED CONTENT

Sponsored content options allow you to catch and maintain the attention of your customers with engaging and relevant content aligning with the overall style and themes that IBC365's 80,000+ subscribers engage with.

SPONSORED CONTENT	PRICE
WHITE PAPERS	£4,000
EXECUTIVE INTERVIEW	£5,000
INDUSTRY TRENDS PIECE	£2,500
CASE STUDY PIECE	£2,500
OPINION PIECE	£3,500

Organic Leads for all sponsored content will be collected and distributed on a regular basis.

### FIREPLACE ADVERT AREA



#### FIREPLACE CREATIVES SHOULD MEET THE FOLLOWING SPECIFICATIONS:

- Minimum width should be 1280 pixels but can be wider
- Minimum height should be 1000 pixels
- Content area (white centre) must be 1024 pixels wide and should be in the middle of the graphic



### IBC365 PODCAST

The popular IBC Podcast takes place fortnightly. Hosted by George Bevir it features discussions with technologists, conversations with creatives, in-depth interviews with industry leaders and provides the inside track on IBC.

Sponsored interview/segment or video opportunities are available. Have a sponsored interview/segment in the IBC podcast or be the main sponsor, with a message at points within each episode.

IBC365 PODCAST SPONSORSHIP	PRICE
<ul style="list-style-type: none"> <li>■ SPONSOR MESSAGE AT BEGINNING, MIDDLE AND END OF PODCAST.</li> <li>■ INTERVIEW SLOT OF TEN MINS ON ONE EPISODE. EITHER WITH A PERSON FROM VENDOR OR A CLIENT CASE STUDY</li> </ul>	£10,000
<ul style="list-style-type: none"> <li>■ COMPANY NAME/LOGO ON PODCAST PAGES/ARTICLES/HOSTING SITES</li> <li>■ SPONSOR LOGO ADDED TO IBC PODCAST ARTWORK</li> </ul>	



### PRODUCT DEMO VIDEOS

Replicate the showfloor buyer/seller experience year-round and **demonstrate your products and services to your prospects in an engaging way**. Product demo videos are a great opportunity for you to really explain your offering clearly, and each video is gated so that organic sales leads are collected and sent to you on an ongoing basis.

VIDEO PROMOTION	PRICE
HOSTED PRODUCT DEMO VIDEO	£4,000



### DIGITAL WORKFLOW TOURS

IBC's Workflow Tours are designed and led by experts from across the media, entertainment and technology industry, giving viewers the opportunity to meet and network with product experts & industry colleagues.

**An experienced industry expert will guide attendees through a curated and themed journey**, focused on some of the most pressing issues in the industry today.

WORKFLOW TOUR	PRICE
DIGITAL WORKFLOW TOUR	£10,000

Each Workflow Tour is supported by a dedicated marketing campaign driving the capture of leads from registrations before, live and on-demand. You'll receive access to all opted in registrations and attendees after the tour has taken place.

## SHOWCASE THEATRE

New for 2021, IBC will be launching the new “Showcase Theatre” in Hall 11. This will be a **250+ attendee, purpose built stage**, offering free to attend sessions that cover strategic content from rapid growth market sectors. The Showcase Theatre will be IBC’s premium onsite platform for generating Content Qualified Leads (CQLs). IBC will promote these sessions extensively online and onsite to capture data. Badges will be scanned at dedicated entry points and data captured through their registration details.

All sessions will be live streamed in order to capture additional leads from IBC’s extended digital audience in 2021 and hosted online as VOD to extend the lead capture even further beyond the show dates.

Opportunities will be available for exhibitors and sponsors to position themselves at the forefront of these topics, working alongside IBC’s own content producers to curate a tailored programme.

You will be able to hold your own thought leadership event, enabling you to promote your company expertise, key executives, technology developments and latest products on an international stage. IBC will support you in the curation of the content, sourcing of speakers and securing an engaged audience.



## NEW FOR 2021 – SHOWFLOOR STAGES

In its return to Amsterdam in 2021, IBC will be launching a series of themed showfloor theatres that provide an inclusive thought leadership and lead generation package to exhibitors as part of IBC’s continued commitment to providing ROI through added value services and features. **Themed theatres for 2021 are:**

### PRODUCTION & POST THEATRE

Covering: Cameras, lenses, microphones, recorders, lighting, editing software, remote production, grading monitors, audio mixing desks, virtual sets, newsroom control systems, shot logging and metadata capture, grading consoles, restoration tools.

### LIVE & REMOTE PRODUCTION THEATRE

Covering: Cameras, vision mixers, audio consoles, live replay systems, virtual sets, GFX, IP, 5G

### DIRECT TO CONSUMER/OTT THEATRE

Covering: On-demand platforms, DRM, CDNs, channel branding, app development, personalisation, programme rights management, ad tech (programmatic, addressable) subscription, data analytics, ecommerce, smart TVs, set top boxes, remote controls, UX and UI design, platform/app development.

### CONTENT SUPPLY CHAIN THEATRE

Covering: Cloud based tools, MAM systems, supply chain management, transcoding, subtitling software, storage, archive, LTO, metadata aggregation, content delivery, data transfer.

These theatres will be showing live exhibitor content from across the industry value chain on **all 4 days of the show**. Leads generated from attendance to these sessions will be distributed to exhibitors as added value “Off-stand Leads” based on relevant technology areas and products/services mix.

The opportunity to participate in panel sessions in the theatres will be available to exhibitors based on investment in stand space. All exhibitors will benefit from the leads generated through these sessions. **A limited number of exclusive, sponsored sessions will also be available** to exhibitors for expanded lead generation and thought leadership potential.

## CASE STUDY

### BUILDING THE FUTURE OF VISUAL EXPERIENCES, TOGETHER BROUGHT TO YOU BY INTEL AND IBC

In 2019 IBC and Intel hosted the ‘Visual Cloud Conference’ bringing together thought leaders to drive industry dialogue around the future of streaming media and other visual cloud services.

- 345 attendees from 450 registrations
- 8 Panel and demo sessions
- Full afternoon session from 1pm – 6pm
- Live streamed in 360 4K video



## SHOWCASE THEATRE SPONSORSHIP PACKAGE

Hold your own thought leadership focused event and IBC will support you in the curation of the content, sourcing of speakers and securing an engaged audience.

### Lead generation

- Targeted audience acquisition in consultation with sponsor
- Onsite Attendees
- Online Registrations
- VOD Viewers post show

### Collaborative Audience Acquisition

- IBC to create an invitation and RSVP process for the event in collaboration with sponsor
- IBC and sponsor to invite a targeted list of delegates to secure agreed number of pre-show registrations

### Content and editorial support

- Programme curation
- IBC Content Team to work with the sponsor to brainstorm on topic ideas, sessions formats and programming
- IBC Content Producer to write the programme, including session titles, descriptions, timings and design session formats
- IBC to manage all speaker liaison and on-site management

### Marketing and promotion

- Marketing and promotion: Executive Interview in IBC Daily

### Speaker Acquisition

- IBC to assist in securing/briefing chairs & speakers with a dedicated Content Producer to collaborate on event content

### Onsite and logistical support

- Signage around the stage area
- Tech package for session
- Hostesses to direct guests, scan on entry, seat audience
- Delegates scanned on entry, leads provided to sponsor
- Post conference networking event (Full day)

### Post show

- IBC provide all leads to sponsor
- IBC and sponsor debrief meeting
- IBC365 write-up with sponsor

**PROMOTE YOUR COMPANY EXPERTISE, KEY EXECUTIVES, TECHNOLOGY DEVELOPMENTS AND LATEST PRODUCTS ON AN INTERNATIONAL STAGE**

SHOWCASE THEATRE SPONSORSHIP	PRICE
HALF-DAY SHOWCASE THEATRE EVENT	£65,000
FULL-DAY SHOWCASE THEATRE EVENT	£100,000
SINGLE SESSION SHOWCASE THEATRE EVENT	£25,000

## SHOWFLOOR STAGES SPONSORED SESSION

- Lead Generation – Exclusive access to leads via onsite attendees and online VOD views
- 60-80 seat capacity
- Dedicated marketing campaign pre, during and post show to drive attendance & leads.
- Exclusive speaking opportunity on your chosen showfloor theatre - Production & Post Theatre, Live & Remote Production Theatre, Direct To Consumer/OTT Theatre, Content Supply Chain Theatre
- Sessions to be filmed and hosted online via IBCTV VOD
- Exclusive Access to scanned leads from your theatre session
- Dedicated theatre marketing and promotion before, during and after the show including logo on dedicated theatre pages on the IBC website

SHOWFLOOR STAGE	PRICE
SPONSORED PACKAGE	£10,000



## CONFERENCE SPONSORSHIP

The world of media, entertainment and technology is constantly changing and as it does the nature of the issues, complexities and opportunities for vendors and operators evolves.

Conference programming for 2021 will be designed to reflect an ever evolving environment with unique new challenges as the industry seeks a way out of the Pandemic. The IBC 2021 conference will be a must attend programme for traditional broadcasters and new entrants alike.

## IBC CONFERENCE SPEAKING OPPORTUNITIES

Join one of the IBC Conference's sessions as a panellist, alongside other experts and end-users sourced by the IBC content team.

- Panel Speaking Slot (Strictly limited availability)
- "In association with" branding around that session, pre during and post show
- VOD asset post show

PACKAGE	PRICE
IBC CONFERENCE SPEAKING OPPORTUNITIES	£15,000

There are also a number of high-profile branding opportunities around the conference including:

- Conference Opening Drinks
- Speaker Room Sponsor
- Executive Lounge Sponsorship
- Networking Lunch or Drinks Sponsor

[Please contact sales@ibc.org for options.](mailto:sales@ibc.org)

### THE IBC2021 EXECUTIVE FORUM

The IBC2021 Executive Forum is an exclusive invitation-only programme, bringing together a powerful network of media and entertainment's most eminent business and technology leaders to engage in open debate, discussion and problem solving.

Designed to connect the highest calibre of guests and to grow people's business network the programme facilitates **collaborative conversation**, lively debate and peer-to-peer networking. With no press permitted, delegates can speak freely, addressing critical issues and highlighting their concerns in an open and inspiring environment.

It is the only way for vendors to **demonstrate thought leadership** to an exclusive top tier audience, with unique networking opportunities in front of IBC's premium audience is to partner with the IBC Executive Forum. Packages incorporate: Headline Sponsor, Platinum Sponsor and Round Table opportunities.

**Content/Discussion Themes:**

**GETTING THE NEXT 10 YEARS RIGHT**

What must the telecom, media and entertainment business do to transform, evolve and thrive?

**REIMAGINING LEADERSHIP**

How can companies identify new adjacencies beyond core activities to drive future revenues?

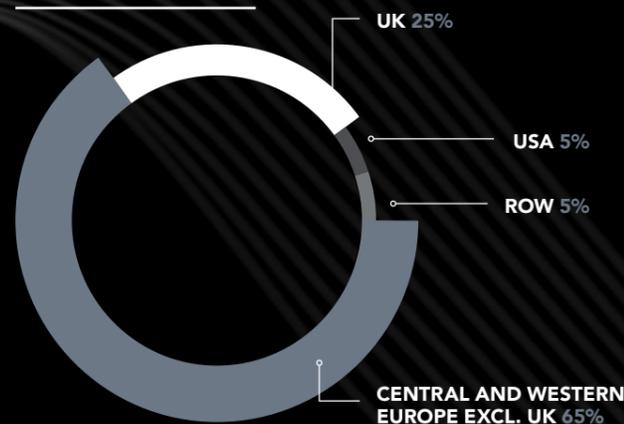
**THE ECONOMICS OF CONTENT**

What are the merits of emerging business models to deliver the next generation of consumer content experiences?

**A NEW ERA OF RESPONSIBLE BUSINESS**

How can the industry build an ecosystem for social good and long term success?

**GEOGRAPHICAL AUDIENCE PROFILE**



**BREAKDOWN OF TYPES OF COMPANIES**

- **BROADCASTERS** e.g. BBC, ITV, Bauer Media, Discovery
- **CABLE COMPANIES** e.g. BT, Sky, Virgin Media
- **NETWORK PROVIDERS** e.g. NBC, Fox, MTV, ESPN
- **OTT COMPANIES** e.g. Facebook, Google, Apple, Hulu
- **SATELLITE PROVIDERS** e.g. Eutelsat, Telenor, Horizons
- **TELCO/MOBILE OPERATORS** e.g. Vodafone, Telefonica, EE, Orange, KPN, T-Mobile



**33% VISITORS**  
C-suite, VP, EVP, Director and above



**30,000+**  
Senior decision makers

## THE IBC2021 EXECUTIVE FORUM

Demonstrate thought leadership with networking opportunities in front of IBC's premium C-level audience. Sponsorship packages are strictly limited on a 'first come, first served' basis.

SPONSORSHIP PACKAGE	PRICE
<b>HEADLINE SPONSOR (EXCLUSIVE OVERALL SPONSOR FOR THE ENTIRE FORUM)</b>	£45,000

- Prime brand positioning (pre, during and post event)
- Welcome Address
- Keynote Speaking Opportunity
- 4 x Guest Passes
- Logo on Lanyards
- Exec Interview on IBC365
- Thought Leadership Piece in IBC Daily
- Access to attendee data (subject to GDPR opt in)

SPONSORSHIP PACKAGE	PRICE
<b>PLATINUM SPONSOR</b>	£25,000

- High Level branding pre, during and post event
- Panel Speaking Opportunity
- Access to Attendee Data
- 3 x Guest Passes
- Exec Interview on IBC365



## ROUND TABLES

IBC will bring together a targeted group of senior buyers and industry experts during the year for a hosted and curated discussion with each other, IBC and a sponsor.

A roundtable sponsor will take advantage of IBC's database and marketing prowess to provide access to new prospects across the value chain, gather feedback from the industry on their new and recent initiatives and establish leadership and collaborative credentials with these senior end-users and experts.

### The event package includes:

- Lead generation
- Audience acquisition
- Content creation
- Logistics Support Onsite

SPONSORSHIP PACKAGE	PRICE
<b>ROUND TABLES</b>	£30,000