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# IBC ACCELERATORS 2021

Virtual, Dynamic, Collaborative Innovation

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January 2021

**W:** [show.ibc.org/accelerators](http://show.ibc.org/accelerators)

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**DEADLINE FOR SUBMISSIONS:  
26<sup>th</sup> February 2021**

[show.ibc.org/call-for-innovation](http://show.ibc.org/call-for-innovation)

# The Accelerator Framework for Media & Entertainment Innovation

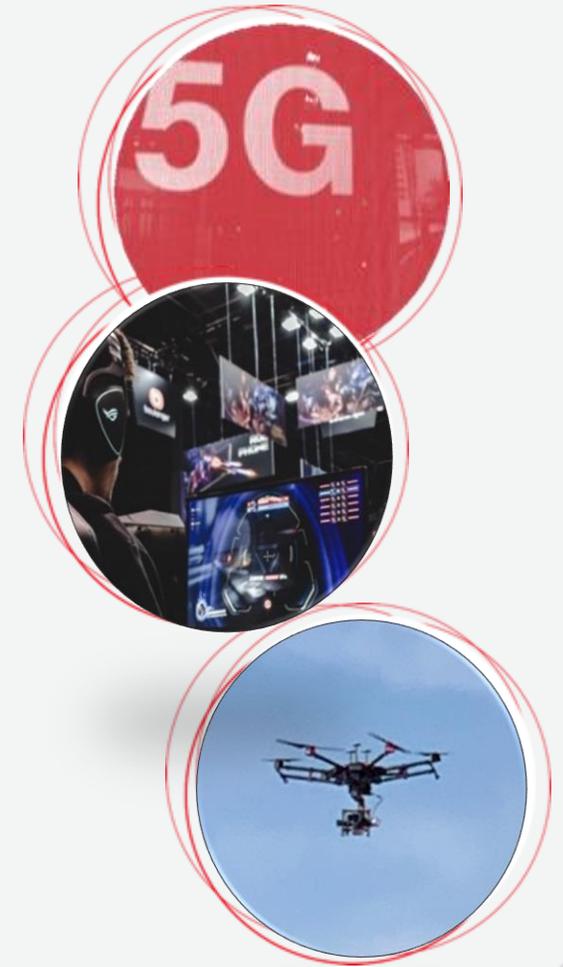


IBC created the Accelerator programme in 2019, to support the media & entertainment technology sector with a framework for **agile, collaborative** and **fast-track innovation**. The programme is designed to address a wide range of business and technology challenges disrupting the sector, for example:

- the transition to software and IP across the content supply chain
- the rapid evolution of new technologies e.g. AI, Voice, IoT, Cloud etc.
- potential for immersive & experiential tech e.g. VR/AR/ XR, 8K etc
- the onset of 5G and a vast array of new creative, production & distribution opportunities
- a boom in direct to consumer platform plays and an original content
- regulatory disparity between traditional & online platforms and the value of trust
- fragmenting audiences across platforms, screens and devices
- accelerated remote & distributed production strategies as a result of the corona crises

The **IBC Accelerators** take on 'bite size' challenges in a project based, multi-company approach, developing innovative solutions to common pain points, with invaluable 'hands on' experimentation.

The programme was hailed in 2020 by more than **sixty leading media organisations** as a new and highly valuable approach to collaboration, with teams working together to develop viable solutions to complex media challenges in just a few months!



# Overview: Project Roles & Process



## Accelerator Challenges & Project Teams:

- Set by Champions, project challenges address and aim to solve common, business & technology problems
- Projects teams comprise both Champions & Participants with specialist technology expertise to solve the challenge
- Teams develop solutions over an intensive 4-5 months project timeline, with weekly or bi-weekly online meetings
- Solutions demonstrate value of industry standards & best practices, with an open R&D approach
- Projects culminate in 'Proof of Concept' Showcase demonstrations and discussion forums at IBC in 2021



## Project Champions:

- Broadcasters, studios, platforms, content providers - the potential buyers/ end users of products & solutions
- Champions define business or technology challenge and help develop the project use cases.
- There can be multiple Champions (or co-Champions) of a project, but the minimum requirement is one.
- Champions do not pay fees to lead and support projects, but expected to provide time and supporting resources
- Champions can take part in as many projects as they wish



## Project Participants:

- Vendors, manufacturers, developers, systems integrators - companies which sell products and solutions
- Working collaboratively, participants help design the solution with the guidance of Champions
- There must be a minimum of four Participants working on a project, maximum is ten within any one project
- Participants fees are applicable (see page 14 'project fees) and can participate in as many projects as they wish



# Accelerator Team Member Commitment



## Champions' Commitment:

- Help to identify potential Co-Champions and Participants, working with IBC to engage and recruit to the project
- Define project objectives, scope and deliverables, working collaboratively with Co-Champions and Participants
- Help identify use cases, agree project plans, establish workstreams and provide guidance as project develops
- Provide resources with specific expertise for the duration of the project or specific phases and facilities for testing, meeting, demonstrations, where agreed & appropriate
- Validate that the proposed solution provides value to their organisations and the wider industry
- Attend at least 80% of weekly or bi-weekly 1hr meetings (at the project team's discretion) and relevant showcase events including of course IBC2021 activities either physically or virtually

## Participants' Commitment:

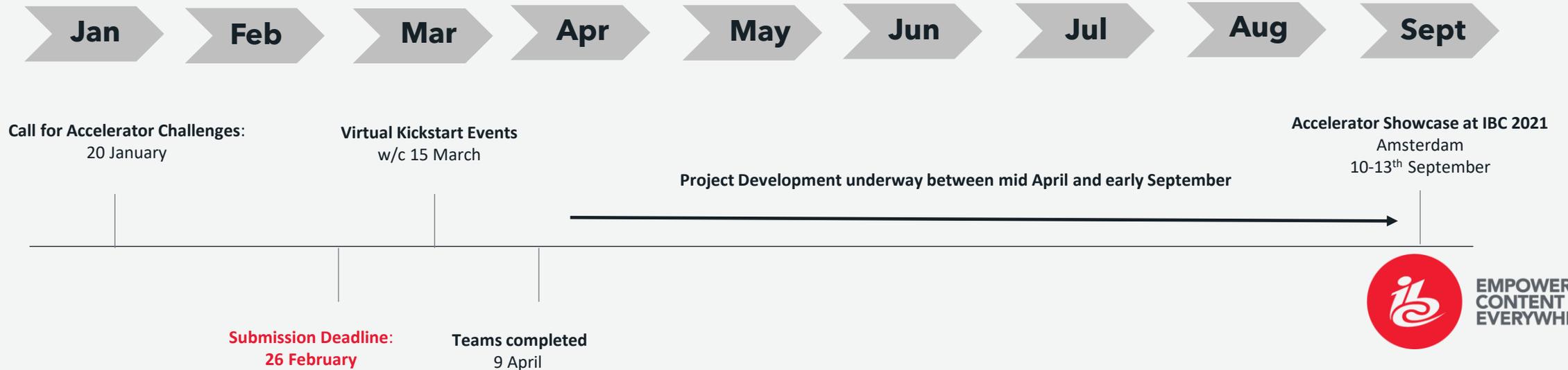
- Work with Champions and other vendors to develop project aims, scope, plans and timelines
- Develop solution/product design & deliverables including the proof-of-concept demonstration
- Complete the necessary documents (project charters, templates, etc.) as required by the team
- Provide resources with specific expertise for the duration of the project or specific phases and facilities for testing, meeting, demonstrations, where agreed & appropriate
- Work collaboratively with other project team members
- Attend at least 80% of weekly or bi-weekly 1hr meetings (at the project team's discretion)
- Attend relevant showcase events including IBC2021 activities either physically or virtually

# Accelerator Timeline 2021



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

Accelerator Cycle



- Challenge submissions via IBC.org website
- IBC helps with challenge concepts
- Supporting recruitment of champions and participants to complete teams
- Challenges & teams to be approved by IBC

- Kickstart event in 2021 will be a virtual - details TBC
- Challenge ideas pitched and supporting team members recruited
- Accelerator teams work to a 4-5 month development cycle
- Project teams typically meet once a week or bi-weekly online
- Max 10-12 projects to be selected for development in 2021

- Projects will be showcased physically at IBC show in Amsterdam, depending on feasibility in 2021
- IBC Accelerator Zone at RAI to showcase the projects
- All projects will also be showcased virtually as well, with project discussions and PoC demo videos online

# IBC Accelerator Kickstart Event



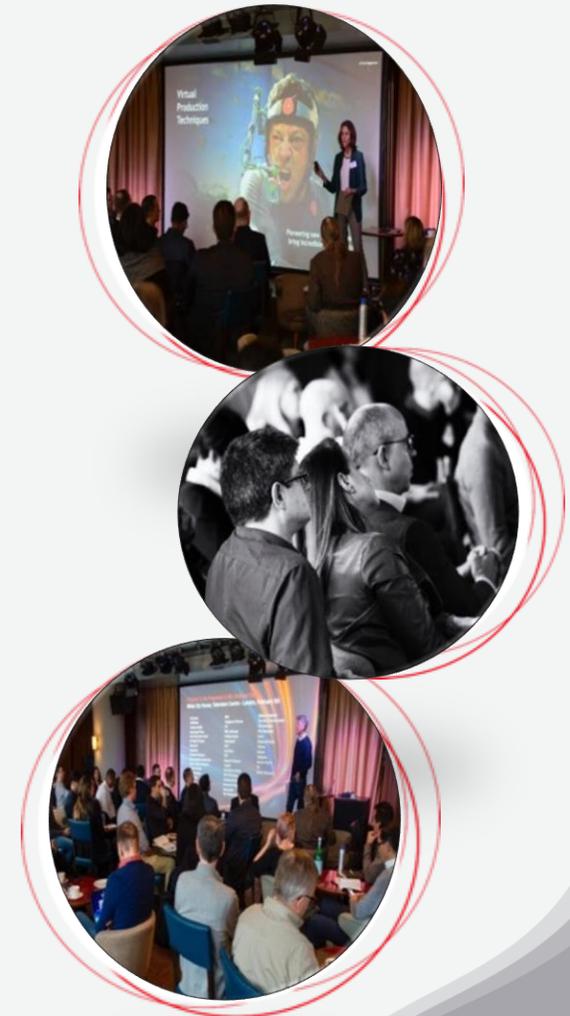
## The Springboard for Project Development

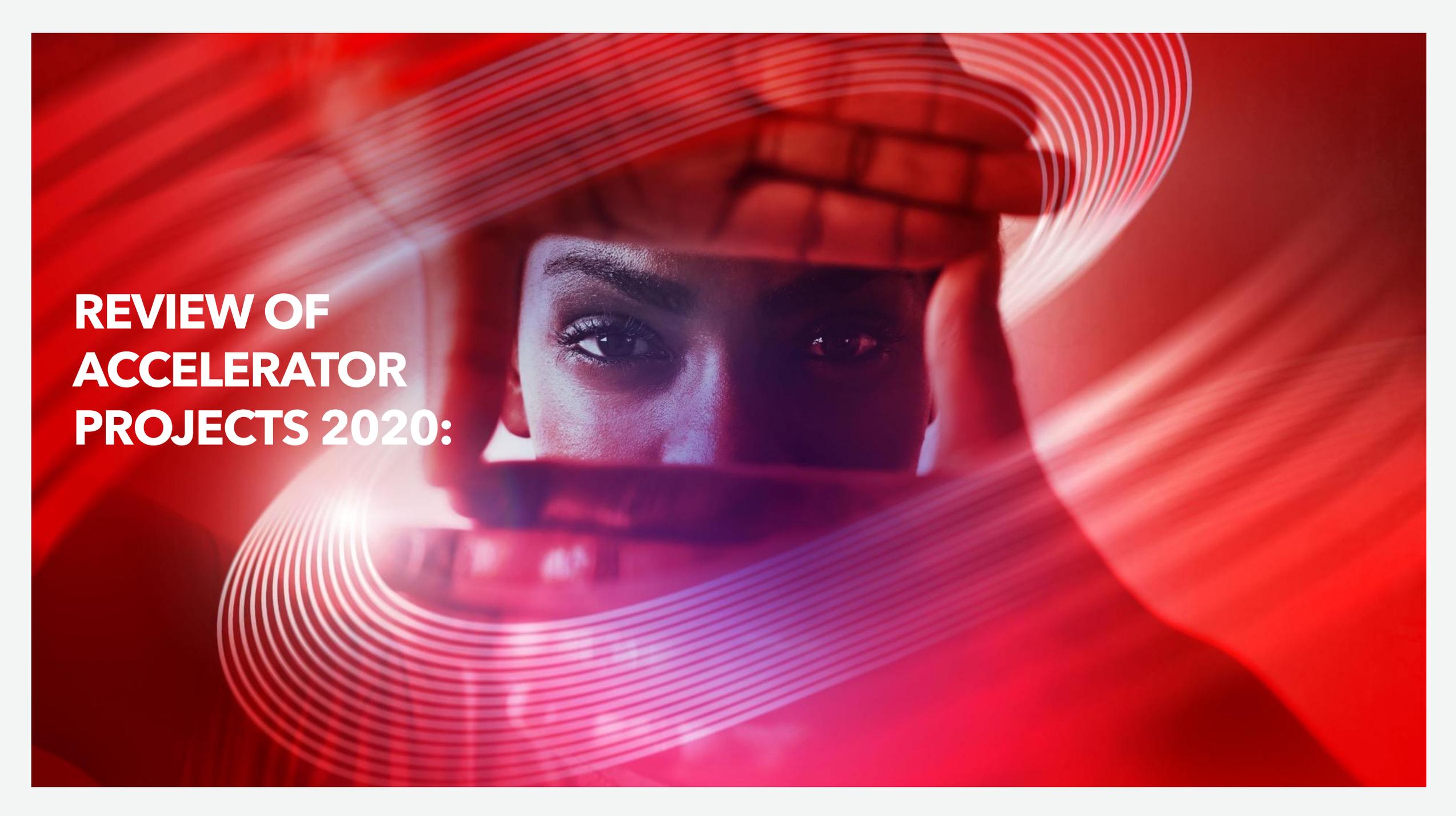
IBC's Kickstart event in February brings together Champions and Participants from across the media ecosystem to pitch challenges, share insights and discuss potential solutions. This innovation focused event culminates in the formation of crack project teams ready to start development in 2021....

- In February 2020, more than sixty executives from leading media & entertainment organisations came together in London to present and hear pitches, to discuss and get involved in challenges for Accelerator projects. Watch the Kickstart Day video from 2020 [here](#)
- The formula was an overwhelming success, with the foundations for eight key projects originated, developed and subsequently delivered over the course of 2020.
- IBC is planning a virtual Kickstart event in March 2021 where challenges will be pitched alongside discussion sessions and interviews with industry leaders and Accelerator Champions & Participants

## Get your Pitch Together!

- Challenges for the Kickstart Event should be submitted using the Challenge Submission form at See: <https://show.ibc.org/call-for-innovation> **by Friday 26<sup>th</sup> February 2021**
- Following approval of your submission, the team will be in touch regarding full details of the event, to help you prepare your pitch, begin outreaching to prospective team Co-Champions and Participants.



A woman's face is the central focus, framed by a circular pattern of white lines that resemble a stylized eye or a lens. The background is a vibrant red with a subtle brick pattern. The overall aesthetic is modern and tech-oriented.

**REVIEW OF  
ACCELERATOR  
PROJECTS 2020:**

# Accelerator Champions, Participants & Partners 2020




# IBC Accelerator Project Champions 2020



Eight Accelerator projects were delivered in 2020, championed by world leading M&E organisations:

- **5G Remote Production** - BBC, Al Jazeera, BT Sport, EBU, ITV, TV2, SVT, Yle, ViacomCBS, Olympic Broadcasting 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
- **AI- Enabled Live Content Moderation for UGC** - Al Jazeera, Reuters, AP, ETC (USC)
- **5G Centralized Streaming for LBE AR/VR** - Park Playground, Telenet (Liberty Global).



# Accelerator Showcases 2020



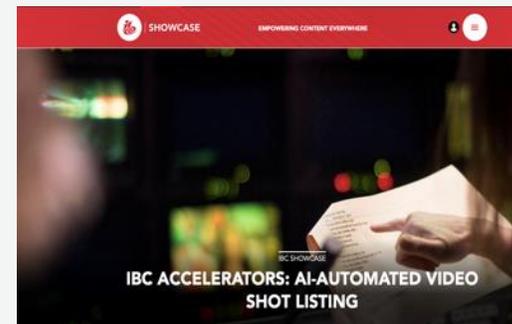
You can see highlights of all the Accelerator Proof of Concept demonstrations and discussions on IBC Showcase at: [www.ibc.org/ibcshowcase/programmes/accelerator-programme](http://www.ibc.org/ibcshowcase/programmes/accelerator-programme)



5G Remote Production



Live Content Moderation



AI Automated Shotlisting



Live Interactive Music Talent Show



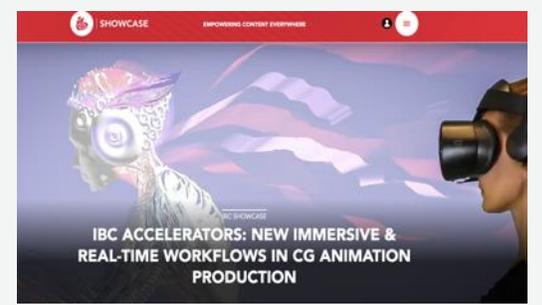
Usable VFX Archive



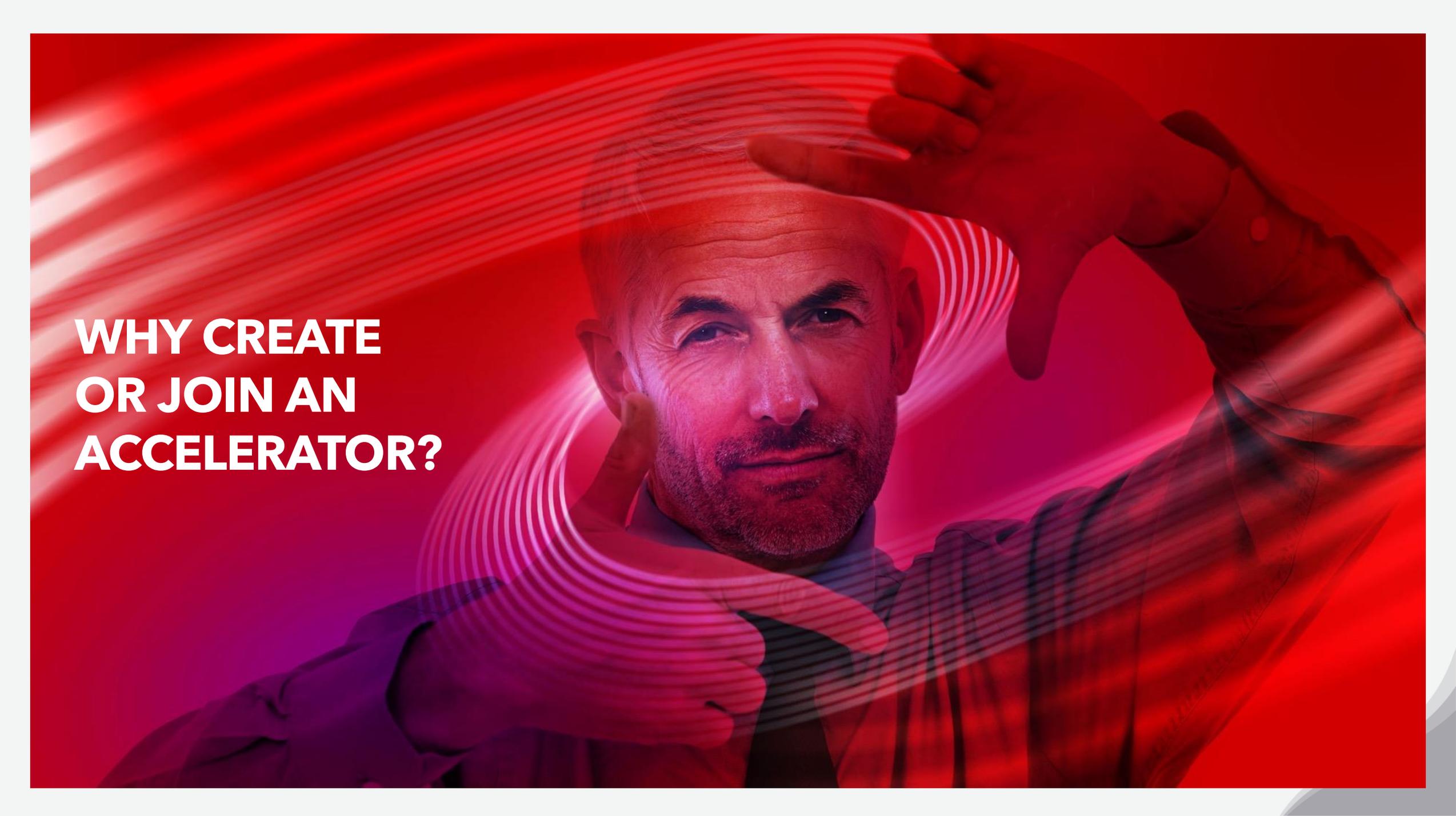
5G Location Based VR



TV Delivered as Objects



CG Animation Production

A man with a beard and short hair, wearing a dark suit jacket, light blue shirt, and dark tie. He is looking directly at the camera with a neutral expression. His hands are raised, with fingers spread, framing his face from the top and sides. The background is a vibrant red with a pattern of white, concentric, slightly blurred circles that create a sense of depth and movement. The overall mood is professional and focused.

**WHY CREATE  
OR JOIN AN  
ACCELERATOR?**

# Benefits of Creating or Joining an IBC Accelerator Project

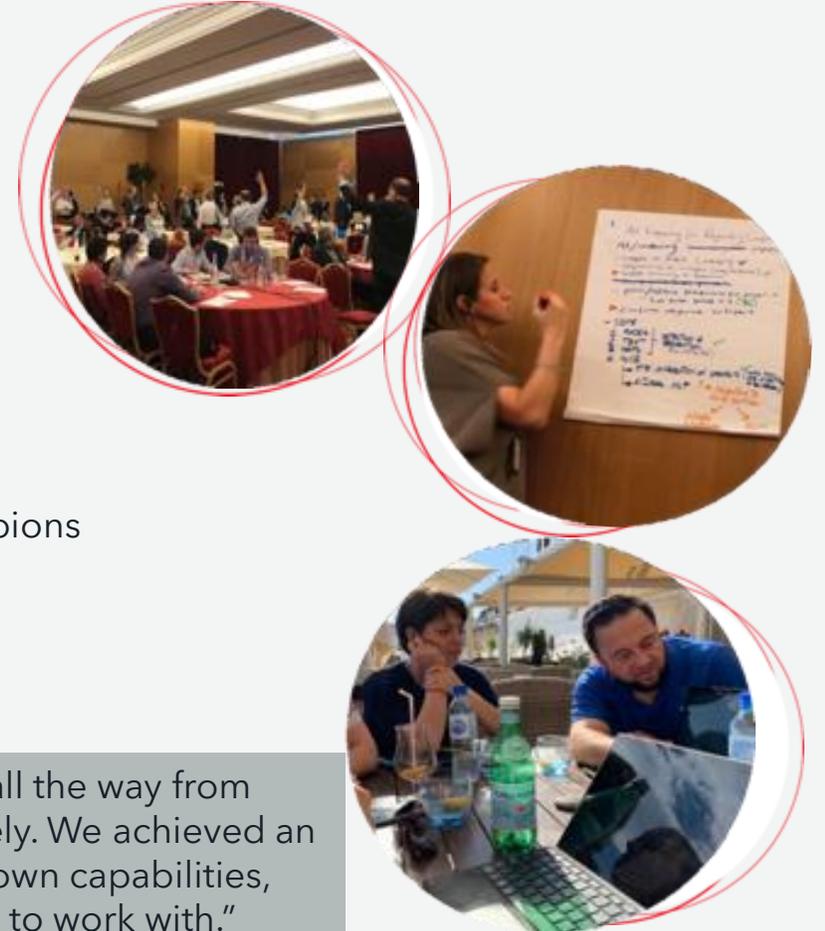


## For Champions e.g. Buyers of Media Solutions:

- 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 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 250k+ IBC media technology 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 had a collection of world class AI expertise and great minds working on the project, all the way from California to Singapore, UK and Ireland to Italy, and all working collaboratively, yet remotely. We achieved an enormous amount in just a few months. It’s been a tremendous way to push forward our own capabilities, especially for areas that aren’t necessarily ‘off the shelf’. A wonderful experience and team to work with.”  
Grant Totten, Head of Emerging Media Platforms, Al Jazeera Media Networks.

# Accelerator Value Proposition:



- **Dedicated IBC project support:**

Providing IBC programme management across the project cycle, assisting and facilitating 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).

- **Significant IBC Marketing of the Accelerator Programme & Projects:**

- **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 challenge, including commentary from 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

- **Projects featured at IBC 2021**, whether virtual, physical or hybrid in 2021, the IBC Accelerator programme will feature prominently across IBC platforms and sessions, including show floor showcases, theatre presentations and virtual live streamed sessions

- **Additional opportunities** to disseminate the project development & outcomes, at other key industry events through the year to be confirmed.





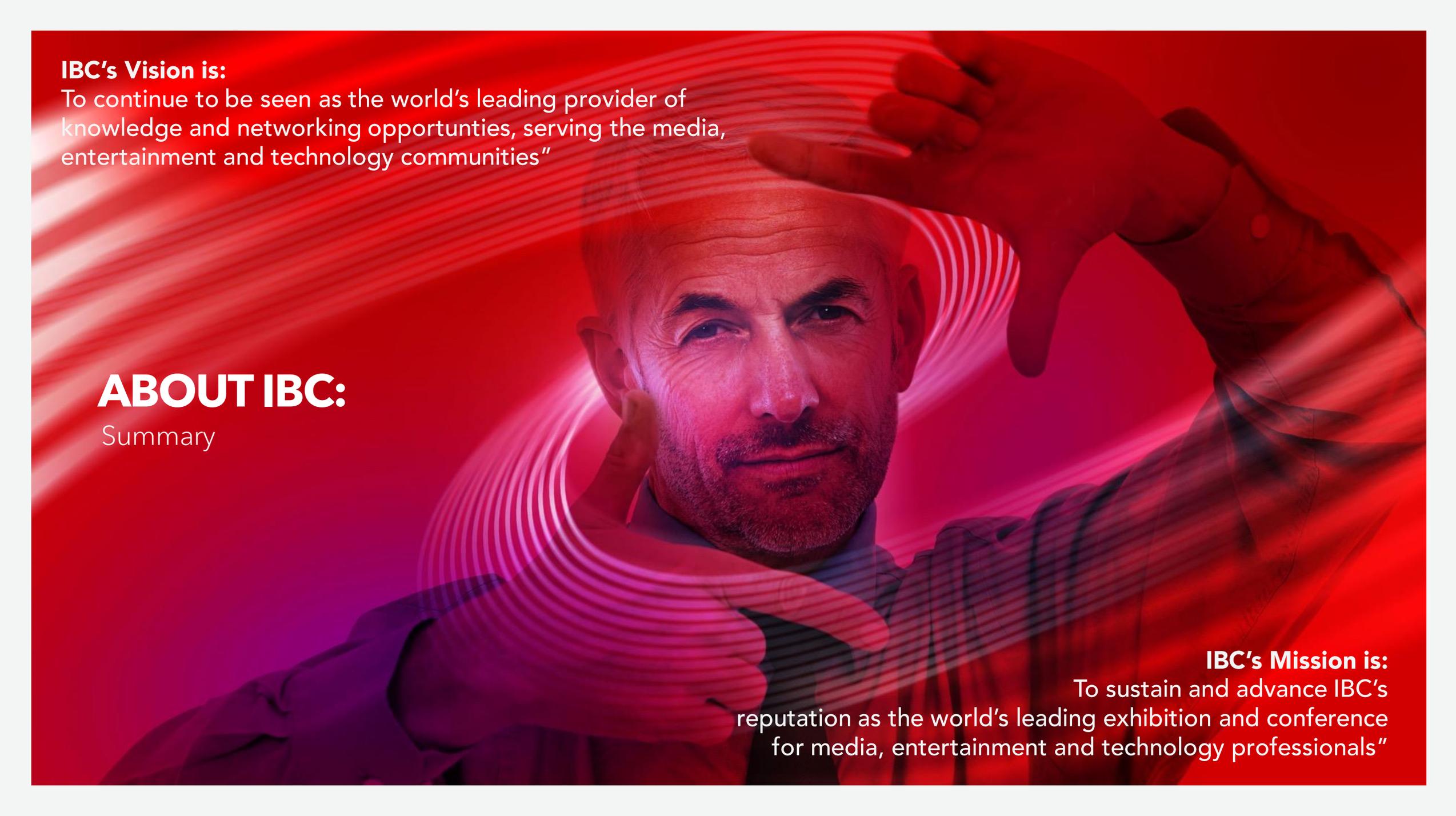
# IBC Accelerator Participation Fees 2021

## IBC Accelerator Participation Fees (Champions do not pay fees)

- Fees for project participation are defined by Participant vendor's annual revenues, as per categories below
- Participation fees cover a number of aspects of the programme, notably IBC's facilitation and management of projects, team recruitment, collaborative tools, project by project marketing, PR and showcase events.
- Fees are based on a hybrid Accelerator showcases - combining physical & virtual showcase events at IBC21
- Accelerator Projects must have a minimum of one Champion and four Participants to make a viable project team, to be approved to go forward.
- Champions do not pay fees, but provide guidance and advice to support projects based on perspectives as buyers, as well as resources, as required and appropriate
- Fees are per project participation, and may change for 2022



<b>Participant's Annual Revenues (USD)</b>	<b>Category</b>	<b>Participant Fee (GBP/USD)</b> Hybrid Event Showcase
< £1million	A	£4000/ \$5500
£1million to £100million	B	£8000/\$10900
£100 million to £250 million	C	£11,000/\$15000
£250 million+	D	£15,000/\$20400



**IBC's Vision is:**

To continue to be seen as the world's leading provider of knowledge and networking opportunities, serving the media, entertainment and technology communities"

**ABOUT IBC:**

Summary

**IBC's Mission is:**

To sustain and advance IBC's reputation as the world's leading exhibition and conference for media, entertainment and technology professionals"

# Who is IBC?



## BACKGROUND

- IBC is an independent and authoritative international organisation, serving the global Media, Entertainment & Technology industry.
- For over 50 years IBC has run the world's biggest, most influential annual event for the Media, Entertainment and Technology industry.  
It is simply the must-attend event in the Media, Entertainment and Technology industry's calendar.
- IBC's event in Amsterdam attracts more than **56,000+** attendees from **150** countries around the world, exhibiting more than **1,700** of the world's key technology suppliers and showcasing a debate-leading conference. The economic value of the IBC event to the City of Amsterdam is around **€150M** each year.
- IBC365 is the global online community platform providing opinion, market insight and business knowledge from a wide range of industry experts within the global media, entertainment & technology Industry.
- **6** leading international bodies form the ownership behind IBC, representing both Exhibitors and Visitors, these include:



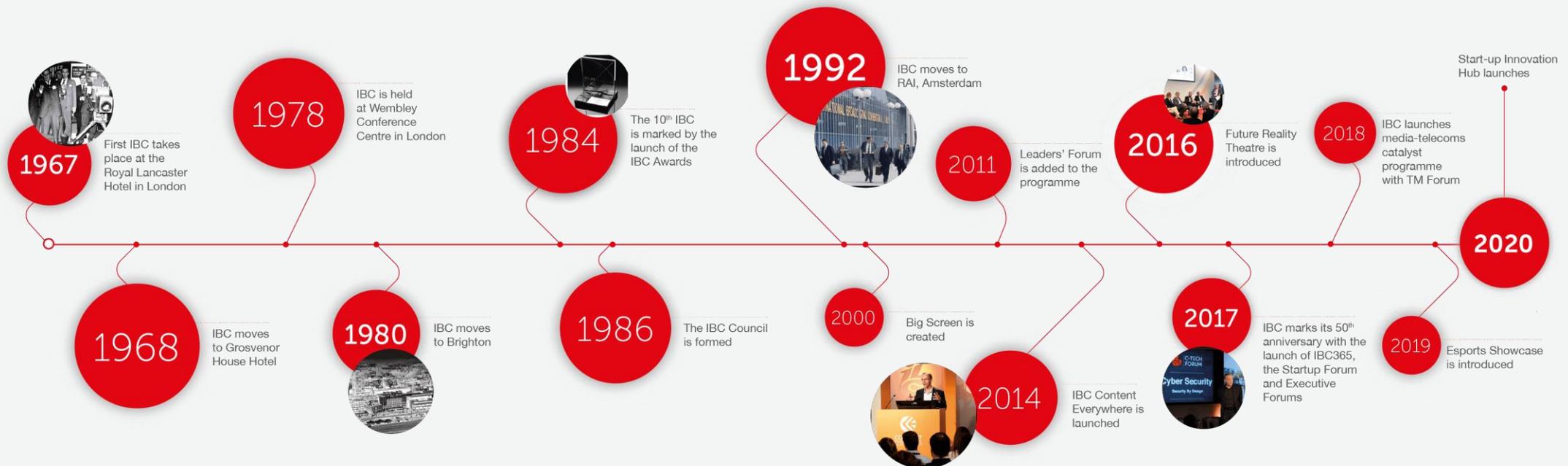
# History



## IBC's EVOLUTION

Established **'by the industry for the industry'** in 1967, IBC has continued to evolve over its **53-year history** serving the development of the Media, Entertainment & Technology industry.

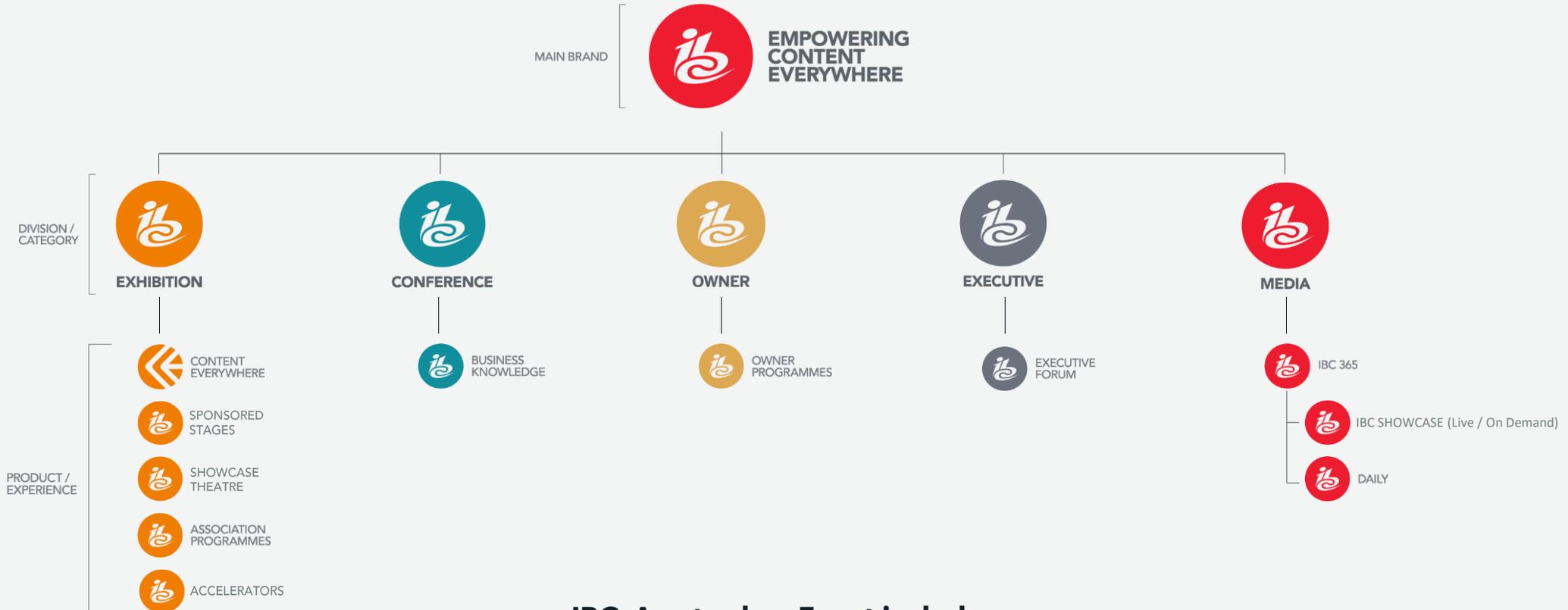
During this time new technologies have continued to emerge in a changing and converging world, that have influenced the development of IBC's organisation and the evolution of the IBC event.



# IBC, Amsterdam



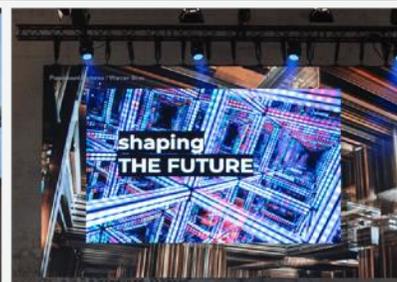
## 2021 SHOW:



### IBC, Amsterdam Event includes:

Content Programmes / Features / Exhibition / Media

# IBC, Amsterdam



# IBC COMMUNITY:

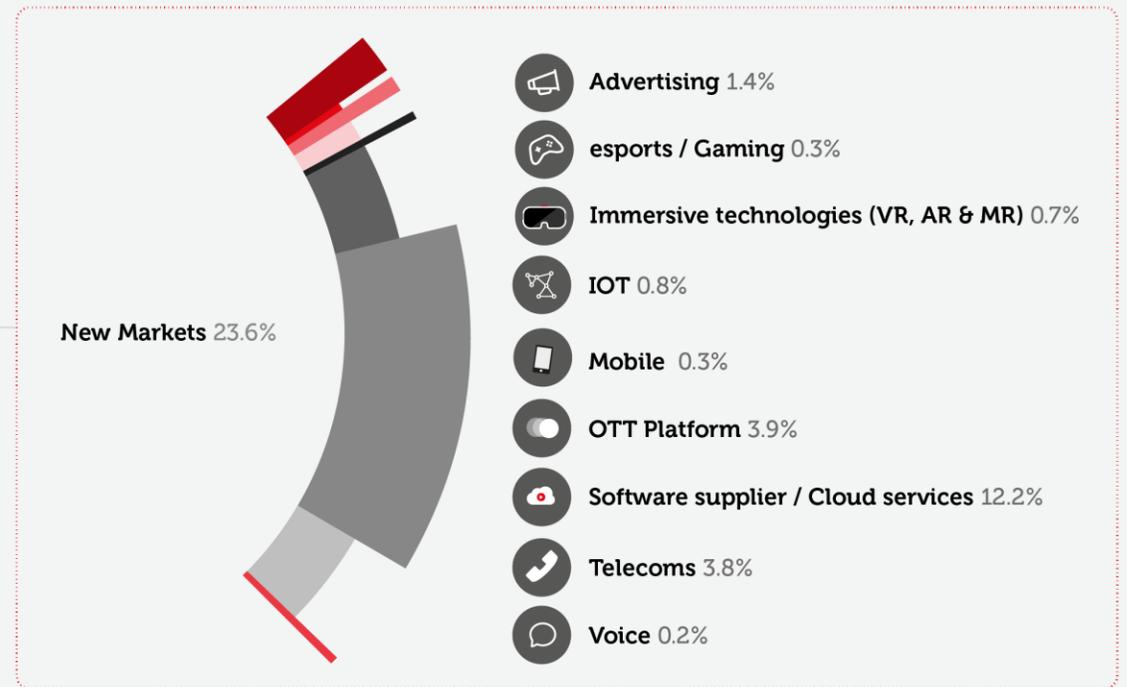
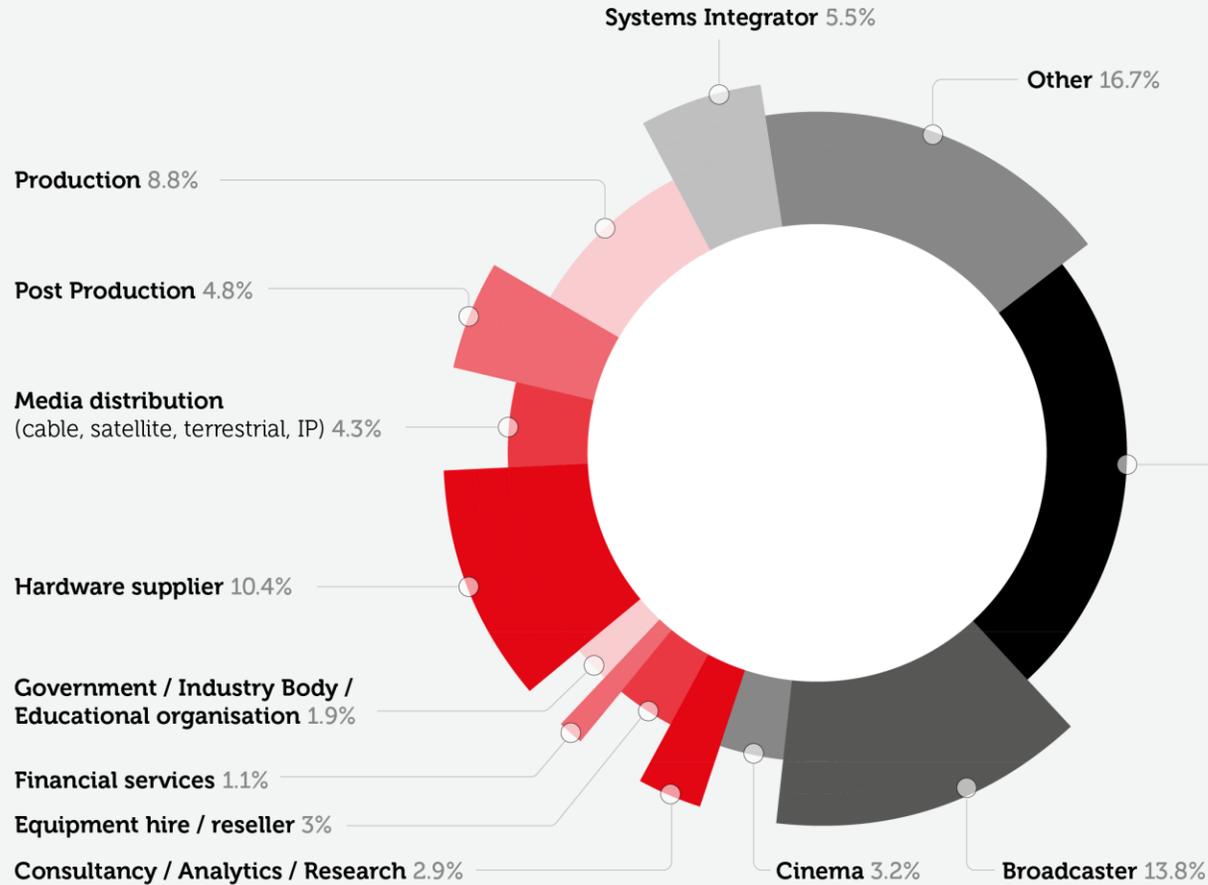
Key Statistics



# Industry Sectors



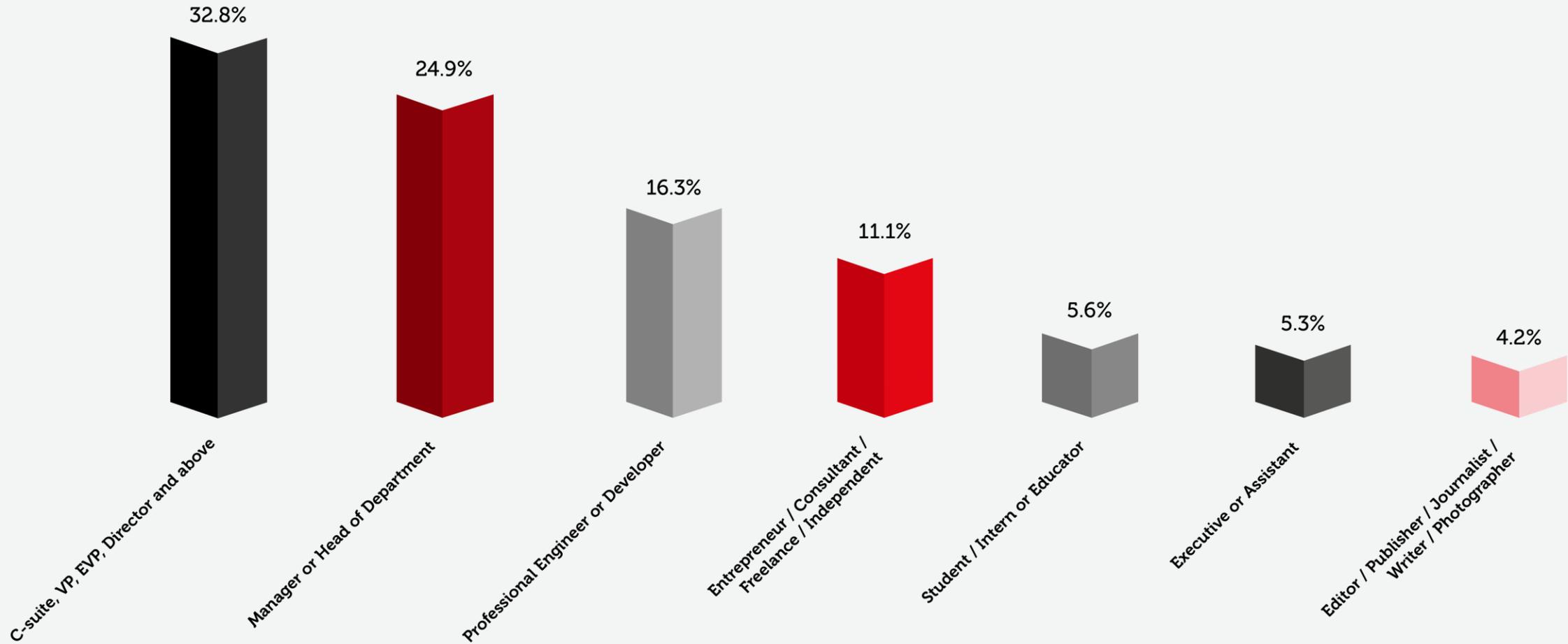
## PROFILE



# Level of Seniority



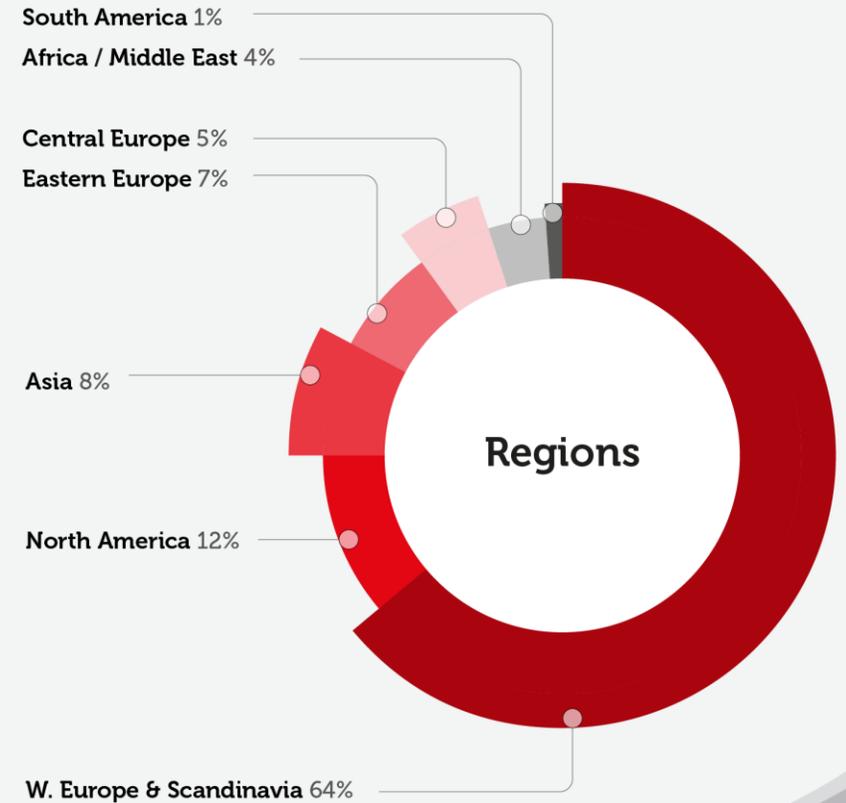
## PROFILE





150  
Countries

## Top 10 Countries



# Attendance



**1,700+**  
Exhibitors



**30,000+**  
Senior decision makers



**551**  
Press



**420**  
Speakers



**150**  
Countries

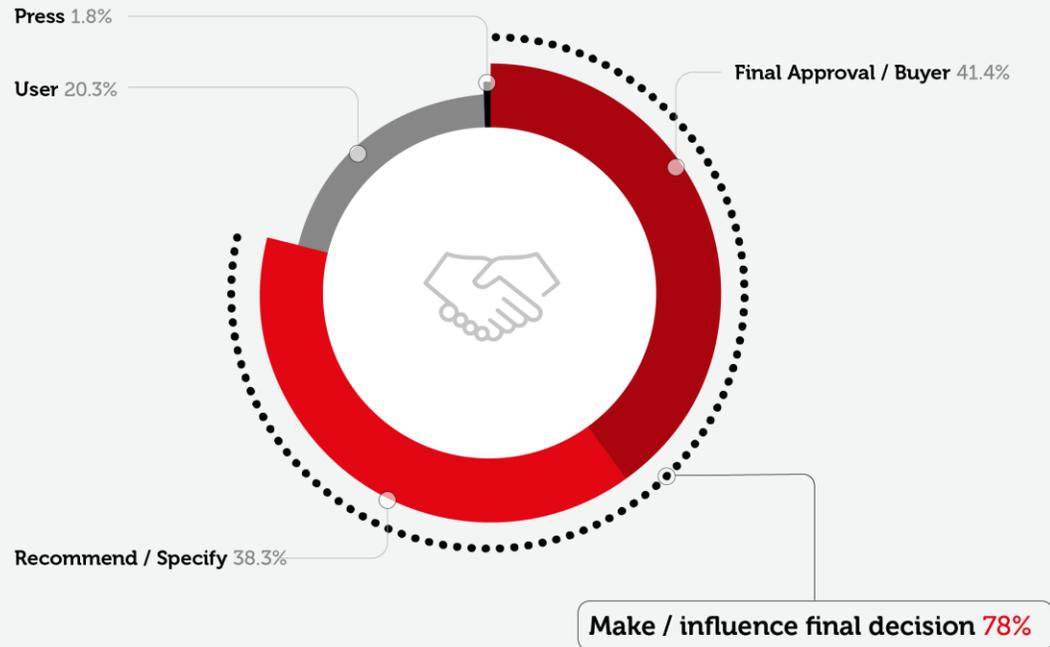
# Global Sales Value



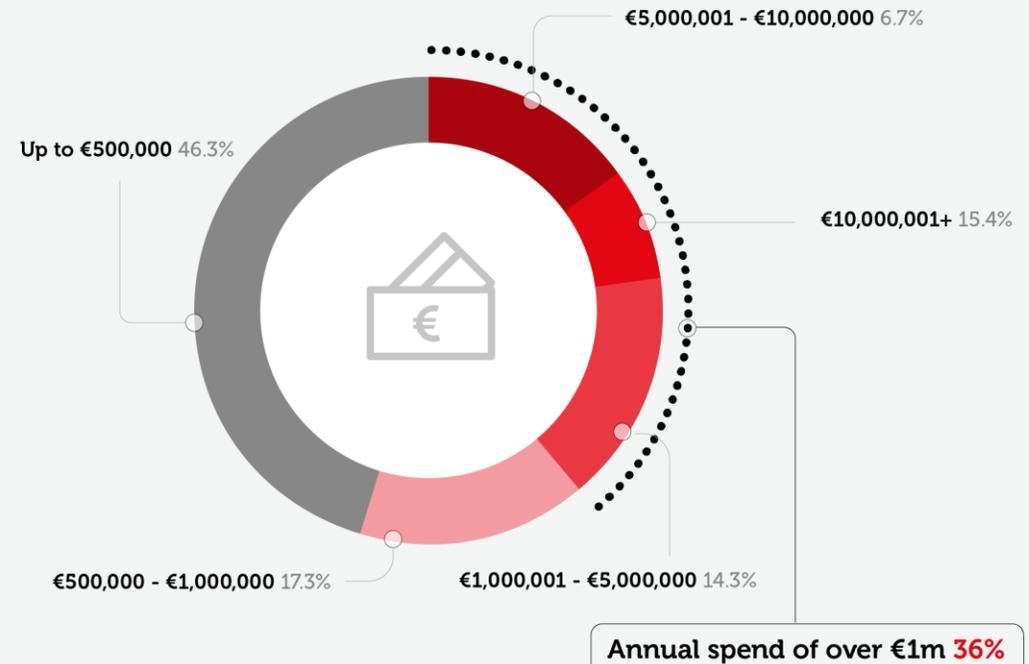
The global value of broadcast media tech sales is **USD\$50 Billion+** (source IABM).  
The vast majority of these sales can be traced to **IBC** and NAB Shows.

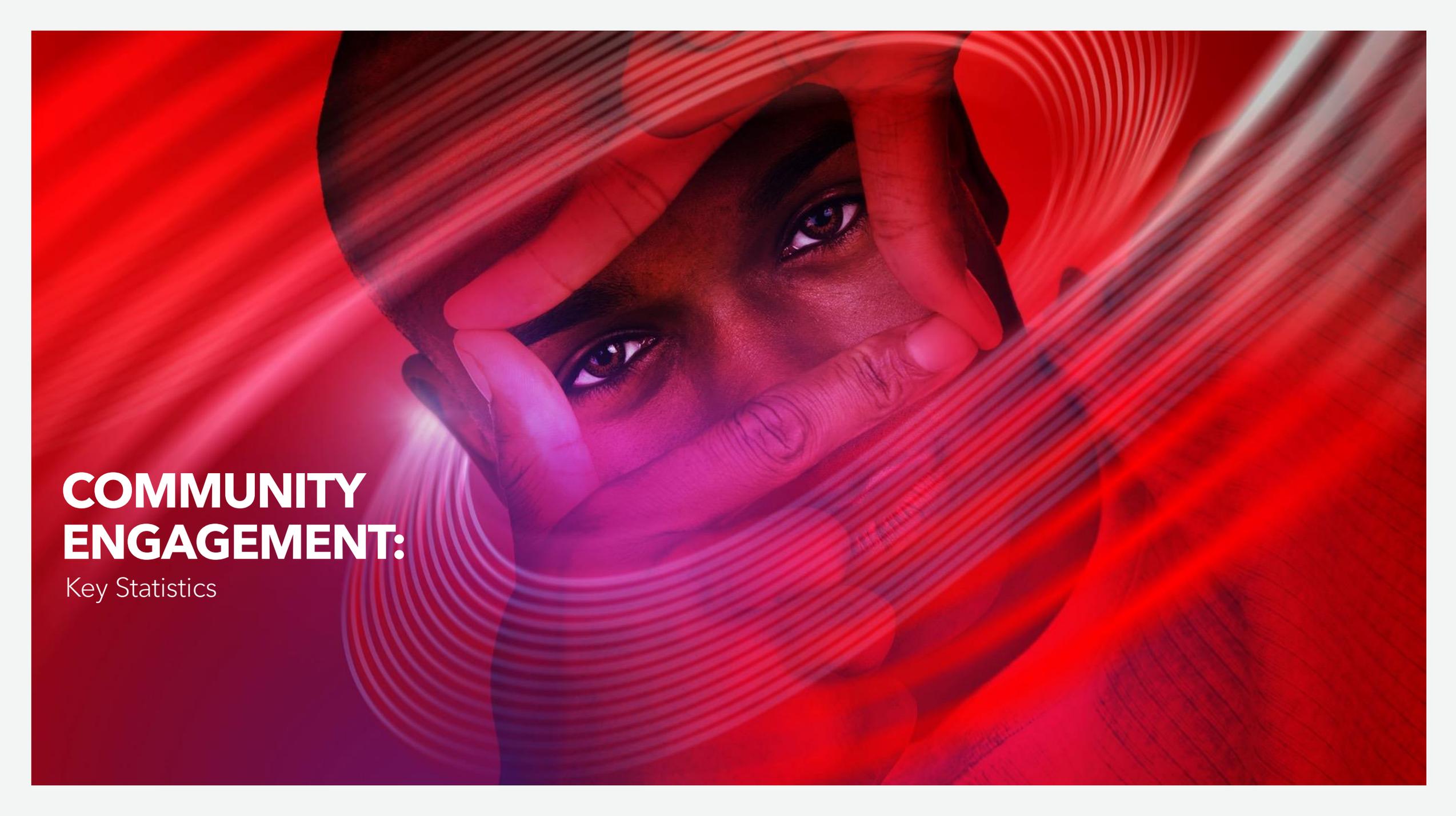
## IBC CUSTOMER PROFILE

### PURCHASING AUTHORITY



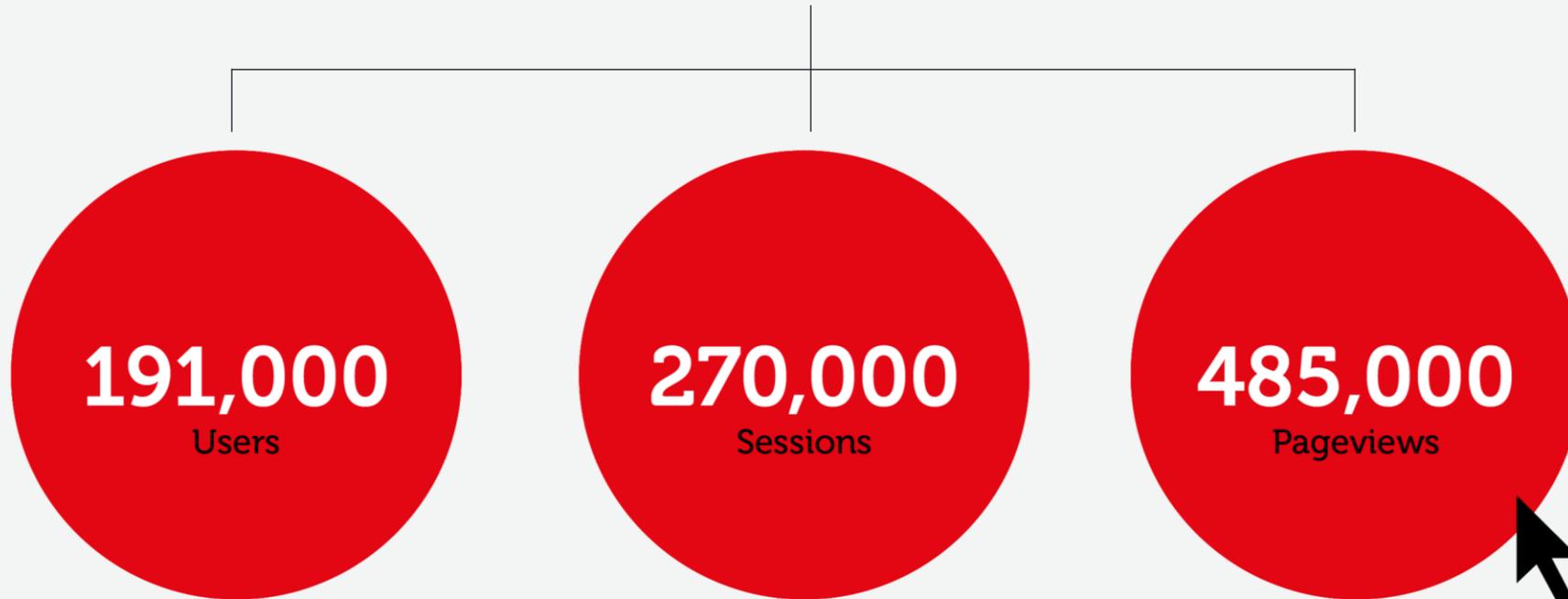
### COMPANY SPEND



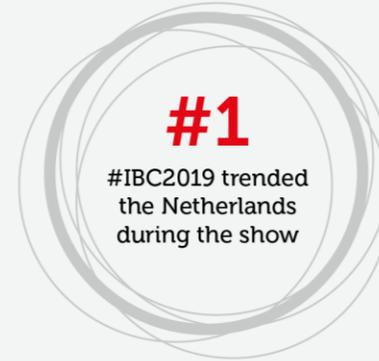
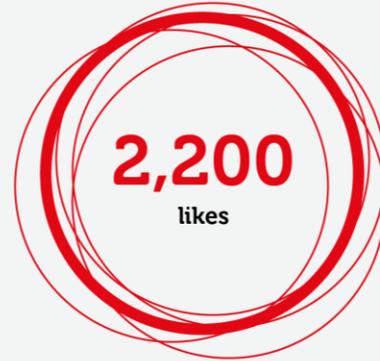
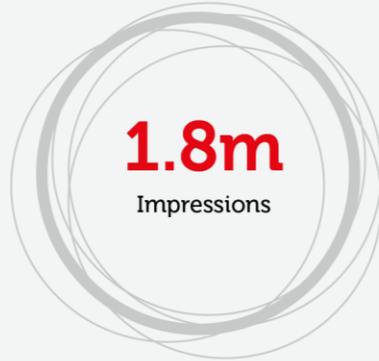


# COMMUNITY ENGAGEMENT:

Key Statistics



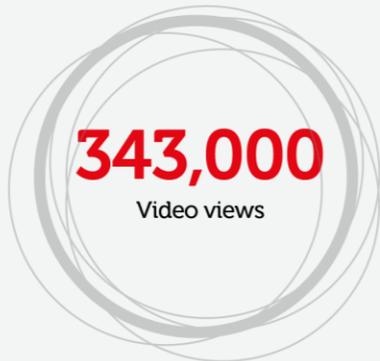
# Social: During Event



30,000  
Followers



41,800  
Followers



4,000  
Followers



9,200  
Followers

# Media / Press Engagement



## ONLINE MEDIA (IBC COMMUNITY WEBSITE)

 365

  
**72,000**  
Subscribers

  
**170,000**  
Active users  
during September

  
**365**  
Stories  
(including IBC daily online)

  
**57,000**  
Story views

  
**598,562**  
Emails delivered

\* 2019 FIGURES

## PRINT MEDIA (IBC EVENT NEWSPAPER)

the **ibc** daily

  
**1,576**  
Articles

  
**44,172**  
Copies printed

  
**25,000**  
Digital version viewed

  
**573,287**  
E-Daily e-newsletters delivered

## TV/VOD (IBC EVENT LIVE SHOW & VOD)

**ibc**tv

  
**407,000**  
Video views

  
**1,000,000**  
Reach

  
**191,789**  
Minutes watched

## PRESS/MEDIA (IBC PARTNERSHIPS & DISTRIBUTION)



  
**551**  
Qualified press  
attended on site

  
**3,131,653**  
Press distribution reach

  
**159**  
Media partners



**THANK YOU.**

[www.ibc.org](http://www.ibc.org)