

RAI, AMSTERDAM, 15-18 SEPTEMBER 2023

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# THE FUTURE OF MEDIA AND ENTERTAINMENT

A VISITOR'S GUIDE TO IBC2023



**IBC2023**

# WELCOME TO IBC2023

IBC2023 in September covers 13 halls, with over 1,000 exhibitors and it attracts more than 44,000 attendees, so planning ahead is vital.

Each year is a reflection of the unique set of industry trends faced by the broadcast, media and entertainment industries and this year is no exception. With an overall theme of 'Transforming Media. Changing Expectations', IBC2023 brings the creative, technology and business communities together to collaborate, learn and unlock new opportunities.

**IBC2023**  
15-18 SEPTEMBER  
RAI Amsterdam



- 13 halls
- 1,000+ exhibitors
- 40,000+ visitors from over 170 countries

## IBC AWARDS

Celebrate the spirit of co-operation and collaboration.

## IBC ACCELERATORS

Solving the biggest media and entertainment business and technology challenges.

## IBC CONFERENCE

Gain an exclusive inside track on the industry's future.



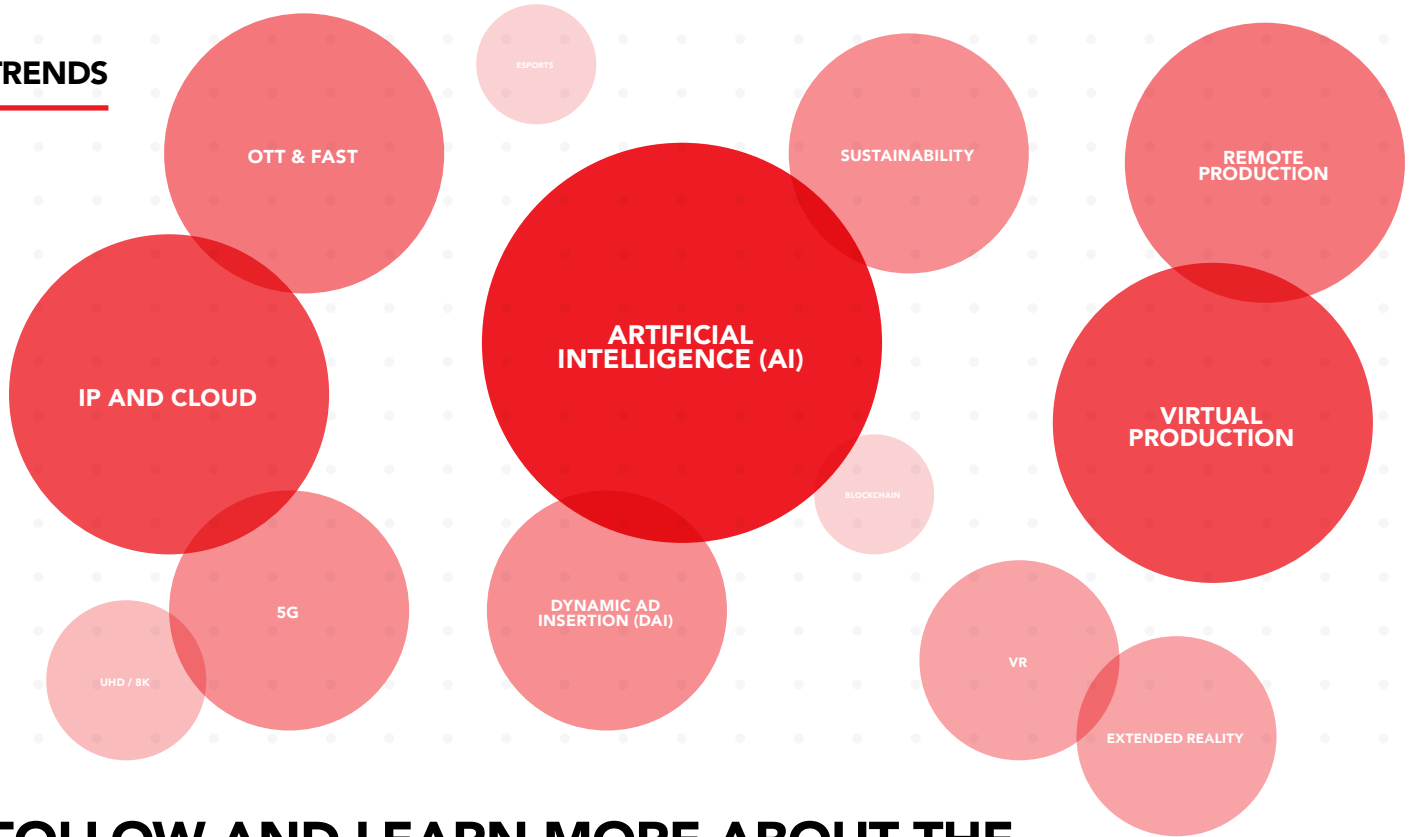
## CHANGEMAKERS

Discover the people changing the culture of our industry and pushing the boundaries of creativity and technology.

## SHOWFLOOR CONTENT

Free-to-attend sessions on the Innovation stage (Hall 3), Showcase theatre (Hall 12) and two Content Everywhere stages (Hall 5).

## TRENDS



# FOLLOW AND LEARN MORE ABOUT THE LATEST TRENDS

THE BROADCAST, ENTERTAINMENT AND MEDIA INDUSTRIES HAVE NEVER BEEN SO EXCITING, INCREASINGLY TRANSFORMED AND REDEFINED BY NEW TECHNOLOGIES.

### ARTIFICIAL INTELLIGENCE (AI)

Artificial Intelligence (AI) and Machine Learning (ML) are already deeply embedded in a host of modern media production scenarios from auto-checking technical video standards to optimising ad placement. What's next? Find out at IBC2023.

### IP AND CLOUD

The cloud offers unprecedented opportunities in areas such as scalable storage, content management and distribution, digital workflows, and real-time collaboration. But for as many problems as the cloud solves for M&E companies, it also creates new challenges that need to be overcome.

### VIRTUAL PRODUCTION

Once the preserve of the Hollywood blockbuster, improvements in technology and plummeting costs have created a burgeoning market for virtual production studios. See how they are pushing the boundaries of real-time, photo-realistic virtual set rendering at this year's show.

### OTT & FAST

Streaming has enjoyed explosive growth. According to Richard Jakemen, Samsung's European Head of Smart TV, Mobile and Gaming Business Development, there are "an ever-increasing number of main broadcasters wanting to be a part of FAST... There is an evolution, and it is moving quickly."

### SUSTAINABILITY

Sustainability is one of the central concerns for media and tech businesses, not to mention customers. The challenges of approaching sustainability and the ongoing journey to reach carbon neutral goals will be a core theme running through IBC2023. Register for the show to find out more.

**OTHER TECHNOLOGIES AT IBC2023... DYNAMIC AD INSERTION (DAI), REMOTE PRODUCTION, EXTENDED REALITY, 5G, UHD/8K, ESPORTS, BLOCKCHAIN, VR**

# MEET THE MOST INNOVATIVE THINKERS

Designed to help you navigate your way to success during extraordinary times, the IBC Conference sets the global agenda for the media and entertainment industry. Here are just a few of the innovative thinkers and industry experts speaking at the [IBC Conference](#) this year.



**RALPH LEE**  
CEO, BBC Studios Productions

BBC Studios Productions via its units, labels and invested indies, produces more than 2,500 hours of high-quality, distinctive programmes each year that cover everything from comedy and drama, factual and factual entertainment, to entertainment and music.

*Find him 'In conversation' on September 16th at IBC2023.*



**NATALYA TATARCHUK**  
Distinguished Technical Fellow and Chief Architect, VP, Wētā Tools

Natalya Tatarchuk is a graphics engineer and a rendering enthusiast at heart, currently focusing on driving the state-of-the-art rendering technology, graphics performance and character content creation in her role as a Distinguished Technical Fellow and Chief Architect, VP, Wētā Tools at Unity. *Listen to her talk 'Bringing Wētā Tools to Real-time' on September 16th at IBC2023.*



**VALERIO MOTTI**  
VP FAST Channels, Fremantle

Valerio Motti is Fremantle's VP FAST Channels, responsible for developing and managing the strategy for their Free Ad-supported Streaming TV business. He most recently worked at ShortsTV, where he led the launch of all new FAST channels and OTT services on all major CTV and OTT platforms.

*Don't miss the panel 'Thriving in the FAST Lane' at IBC2023 on 15 September.*



**PHIL WISER**  
Executive Vice President & Global Chief Technology Officer, Paramount

Phil Wiser is an industry-leading technology and digital media entrepreneur and executive. He serves as Executive Vice President and Chief Technology Officer of Paramount, leading the global technology strategy, shared services, operations and transformation of the combined company.

*Join him for the panel discussion 'Building Your Future Tech Stack' on September 15 at IBC2023.*

# WHY SHOULD YOU GO TO IBC?

As Europe's biggest broadcast exhibition, IBC is always packed with the biggest names in the broadcast, media and entertainment industries. But like any trade show, IBC means different things to different attendees and they leverage its influence in a multitude of ways.

# 1

## BOOSTING BRAND AWARENESS

Whether you're an exhibitor, a delegate or a visitor, showing up to IBC in Amsterdam says that you mean business. It's an exercise in visibility, where a striking exhibition stand, a good product demo, a chance meeting, or even a free pen can boost the awareness of your brand.

A trade show like IBC2023 is a great leveller – everyone under one roof, big and small, marketing budgets and SEO temporarily irrelevant. For exhibitors, their perfect customer will eventually walk by. For visitors, meanwhile, there's the opportunity to discover something new beyond the recognisable brands and search-topping market leaders.

## 2 PRODUCT DEMONSTRATIONS

One of the key benefits of going to a trade show is to evaluate products and services first-hand, so many exhibitors offer demos to show them off. It's also the ideal place to launch new products. The world's media is already focused on the five-day show and IBC offers an unparalleled opportunity to maximize media exposure. Not only that, but launching at a show allows potential customers to get up close to a product, assess it, even try it for themselves.





## WHY GO TO IBC?

### 3 THE IBC CONFERENCE

Of course, IBC isn't all about networking and product launches. It's a show that's about ideas, innovation and the people driving change. An outstanding line-up of speakers will be talking about the current state of broadcasting, representing the firms and organisations that are shaping today's media landscape.

[Register for your pass here.](#)

### 4 ACCELERATOR MEDIA INNOVATION PROGRAMME

IBC created the [Accelerator programme](#) in 2019, to support the media & entertainment industry with a framework for agile, collaborative, and fast-track innovation with a unique multi-company project-based approach to solving complex media and entertainment business and technology challenges. Some of 2023's projects include 5G Motion Capture for Live Performance and Animation and Gallery Agnostic Live Media Production.

### 5 TECHNICAL PAPERS

IBC Technical papers present original, novel research on solutions to a variety of real-world problems faced by the international broadcast and digital media industry. Successful submissions will be showcased as part of the IBC2023 Conference programme. To view previous Technical Papers, [click here](#).

### THE IBC AWARDS

The annual [IBC Awards](#) celebrate the spirit of cooperation and collaboration. These include: the Innovation Awards, which recognises excellence in technological and creative innovation; and the Social Impact Awards, championing company initiatives/campaigns that have made a positive social, ethical or environmental impact.



# MAKE THE MOST OF A VISIT TO IBC2023

**There will be so many delegates and exhibits at IBC2023 vying for your attention, you could easily get lost wandering the stands.** To make your time count, you'll want to focus on checking out the stands, exhibits and sessions that are most relevant to you. Trade show networking should start before you even go to the show.

For this, it helps to plan out some (rough) objectives before you go, making sure you know what's on and where to find it. The [IBC2023 Exhibitor List](#) is the ideal place to start. It's a list of every exhibitor attending the show with Featured Listings highlighting some of the key attendees. In fact, the IBC show website provides a wealth of helpful resources to make navigating IBC2023 easier.

[Official show news \(IBC Daily\)](#)  
[Interviews, insight and analysis \(IBC365\)](#)  
[IBC2023 Exhibitor List & floorplan](#)  
[IBC2023 Content Agenda](#)

Of course, IBC2023 offers much more beyond the show floor. Look out for other networking opportunities at the shows you visit. These might include: mixers, panels, discussions, networking events (like breakfasts and lunches) and after-show parties. Don't wait for people to come to you.

In terms of business networking, you get out what you put in. This is particularly relevant when it comes to assessing the ROI of going to IBC2023. For little effort leads to little reward. So, try to approach a trade show with enthusiasm and a

determination to make a certain number of new contacts before you leave. Take more business cards that you think you need and consider a 'leave-behind' asset. This leaflet or brochure or branded freebie can (a) remind people who you are and (b) show people more about what you can do.

Finally, [here's a tip](#) from behavioral investigator Vanessa Van Edwards: "Your last impression is just as important as your first impression." Again, with over 1,000 exhibitors at IBC2023, time can be precious. So, the way you leave a conversation at a show is just as important as how you start one.

"The art of the lasting impression," says Edwards, "is all about giving someone clear exit cues. Especially if you have someone who wants to talk and talk and talk, subtlety is not going to work for you. After many years of conference-going and many failed exit attempts, I have learned the direct approach is always respectful and appreciated. I created this Exit Formula: Genuine Compliment + Follow-up Item + Handshake = Lasting Impression."

**Discover game-changing innovations, explore new business models and meet the most influential decision-makers. Grow your network and make new connections at IBC2023.**

**REGISTER FOR YOUR PASS TODAY**

# WHAT PEOPLE ARE SAYING ABOUT IBC

Going to IBC is a fantastic opportunity to take the temperature of the industry, as well as an opportunity to hear the latest thinking within the industry and to share ideas. Here's what attendees said about IBC2022.

"A lot may have changed over the past three years but IBC's status as Europe's premier media and technology show remains intact"

**BRITISH CINEMATOGRAPHER<sup>[1]</sup>**

"We were super excited to attend IBC2022 in Amsterdam after three long years! This time not only as a platinum IBC media partner covering the show floor but also as an exhibitor with our very own stand."

**CINED<sup>[2]</sup>**

"IBC holds a special place in our hearts because it keeps the power of connection in the hands of the people."

**XYTECH SYSTEMS<sup>[3]</sup>**

"The IBC Show 2022 was a great edition for CyanView, we saw a lot of familiar faces and also made interesting new connections with customers and partners."

**CYANVIEW<sup>[4]</sup>**

"With headline speakers featuring the likes of Walt Disney's Markus Gross, and a packed agenda of thought leadership presentations, panels, masterclasses, demos and more, IBC2022 served up plenty of food for thought."

**CUBE<sup>[5]</sup>**

"We were thrilled to be back at IBC in 2022, meeting with industry peers and partners in person again."

**BT BROADBAND<sup>[6]</sup>**

Got your ticket? Registration for IBC2023 is FREE and the Visitor Pass gives you access to the entire IBC exhibition. For all registration options, including upgraded Delegate and Premium passes, click the link to the right.

**REGISTER FOR YOUR PASS TODAY**

[1] <https://britishcinematographer.co.uk/event-review-ibc-2022/>

[2] <https://www.cined.com/our-entire-ibc-2022-coverage-at-a-glance/>

[3] <https://www.xytechsystems.com/blog/five-reasons-we-loved-ibc2022/>

[4] <https://www.cyanview.com/ibc-2022-gallery/>

[5] <https://cube.video/blog/ibc2022-trends-and-takeaways>

[6] <https://www.mediaandbroadcast.bt.com/insights/ibc-event-2022.html>