**IBC Daily: Added value editorial guidelines**

The IBC Daily is a vital part of IBC; it is the first thing IBC delegates read for news, analysis and what is hot at the show, and it delivers results for exhibitors and advertisers. This year, the IBC Daily will be available to all as a fully digital publication.

In addition to advertisements, we are also offering the choice of an exhibitor opinion article or Q&A in the IBC Daily as a value-added editorial package for advertisers.

**Option 1 - Opinion article**
An opinion article attributed to your CEO or other senior executive describing the 'state of the industry' from your company's perspective. Rather than being a sales pitch, this article should provide industry insight and context for readers of the IBC Daily. Points you may like to address:

- What are the challenges facing the media and entertainment industry and how is your company responding to them?
- What are the major technology drivers for the media and entertainment sector?
- What are your business priorities for the year ahead?
- What are the main areas of growth is your company looking to address during IBC and over the coming 12 months, and what will this mean for the products/services you provide?
- What are the key opportunities for your customers in the media and entertainment market?
- How is your company helping its customers to address those opportunities?
- What long-term impact will Covid-19 have on the media and entertainment sector?
- How important is IBC to your company and what role does it play in helping you to engage with the media and entertainment sector?

**Word count** Please provide a maximum of 500 and words and no less than 450 words.

**Option 2 - Q&A**
Please answer any five of the eight questions below. The answers must be attributed to a company employee (eg CEO or senior executive).

1. What are the biggest challenges facing the media and entertainment industry?
2. How is your company helping its customers to address the challenges faced by the media and entertainment industry?
3. What do you think are the main drivers in your market sector?
4. What are the main areas of focus for your company during IBC2021?
5. Which trends or themes do you expect to emerge during IBC2021?
6. What are your priorities for the next 12 months?
7. What sets your company apart as a technology leader?

**Word count** Please provide a maximum of 450 words and no less than 350 words.
Submission: Opinion articles and Q&A
When submitting your opinion article or Q&A, please include:

- Company name
- Company website
- IBC stand and hall number
- The author’s full name and job title
- A high-res photo (jpeg format) of the author

Please return this, with your company name and hall and stand number in the email subject line, to: ibcdailyeditorial@ibc.org

Deadline: Monday 1st November 2021

Any contributions received after this date will not be guaranteed inclusion in the IBC Daily

To speak to us about wider editorial and promotional opportunities in the IBC Daily or wider IBC portfolio, please contact sales@ibc.org