IBC’S OVERALL AUDIENCE

REACH
- 250k+ Qualified database totals 250,000+
- 91k Over 91,000 social media followers
- 2.5m 2.5 million e-bulletins sent each year

SENIORITY/DECISION MAKING
- 33% C-suite, VP, EVP, Director and above
- 79% make or influence final decision
- 36% have an annual spend of €1,000,000+

GEOGRAPHY
A TRULY GLOBAL AUDIENCE, REPRESENTATION FROM OVER 150 COUNTRIES.

INDUSTRY SECTORS
- Broadcasting / Content Providers 16%
- Media Distribution 13%
- Post Production 14%
- Experiential 13%
- Other 16.7%

TOP 10 COUNTRIES:
- Netherlands 19%
- France 5%
- China 3%
- United States 10%
- Italy 2%
- Germany 10%
- Spain 2%
- Russia 2%
- Belgium 4%
- United Kingdom 15%

2.5 million e-bulletins sent each year
Over 91,000 social media followers
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91k
2.5m

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IBC365 – FOCUSED ON INDUSTRY TRENDS & KNOWLEDGE

82k+ subscribers to IBC365

2.1m+ Page views (2,134,566) in 2020 (1st Jan – 31st Dec 2020)

53k+ Engagement based on E-Bulletin sends = 53,000+ per week

23k+ IBC website traffic averages 23,603 active users per week

UNDER 35

47% of people who read IBC365 are under 35

34% of the IBC365 audience is female
IBC DAILY – FOCUSED ON INDUSTRY DEVELOPMENTS, NEW TECHNOLOGY

LATEST

MBC Group chooses WHAT'S ON to manage on-demand and linear services
19 February 2021 | By Jo Kudduk

MBC Group, the largest media company in the Middle East & North Africa, has chosen Mediapixx's WHAT'S ON to replace its current broadcast management systems and manage all its on-demand services and linear channels in a unified process.

Logic media solutions new sales partner for hi human interface system
18 February 2021 | By Jo Kudduk

Broadcast Solutions and Logic media solutions have entered into a close sales partnership, with Logic now responsible for distributing the Hi Human Interface Control System for broadcast and media in Germany.

Archivaire releases Pure VMware Backup version 3.0
14 February 2021 | By Jo Kudduk

Data management software developer Archivaire has released version 3.0 of Pure VMware Backup. Pure is designed to simplify backup and restore of virtual machines in the VMware vSphere environment.

Batelco partners with Vienea to enhance its OTT services
14 February 2021 | By Jo Kudduk

Vienea has created a new user experience and interface for Batelco TV, the largest telecommunications company in Bahrain. The new Batelco TV app is now available on the operator’s legacy Android Open Source Project set-top boxes.

ARRI Lighting strengthens product management team
13 February 2021 | By Jo Kudduk

Markus Klessen and Don Reid have joined ARRI, strengthening the business unit specializing in lighting systems.

Actus Digital partners with The Weather Channel to drive workflow efficiency
13 February 2021 | By Jo Kudduk

The Weather Channel television network is using Actus Digital’s broadcast monitoring platform to perform a wide range of mission-critical tasks.

Virt XR now available through Flexible Access
13 February 2021 | By Jo Kudduk

Virt XR (Extended Reality) has been launched to give in-studio and outdoor broadcasters enhanced creative potential in visual storytelling capabilities and sports analysis, including virtual, augmented, mixed and extended reality graphics and video wall control.

CREATE & PRODUCE

Batelco partners with Vienea to enhance its OTT services
19 February 2021 | By Jo Kudduk

MANAGE

MBC Group chooses WHAT'S ON to manage on-demand and linear services
19 February 2021 | By Jo Kudduk

1,576 articles

44,172 copies printed in 2019

25,000 digital versions viewed

E-Daily sent to all show pre-registrations

20% The average E-Daily open rate is 20%

341,667 E-Daily newsletters delivered
IBC SHOWCASE

15,000 registrations and counting

20,051 unique users
(8 – 11th Sep)

7,752 video leads

433,820 viewed video minutes
IBC SHOW*

*Figures based on 2019 Show

56,390 attendees
1,700+ exhibitors
420 speakers on all stages across all of the IBC exhibition halls
551 press
IBC SHOW ONSITE EXPOSURE
DURING THE SHOW

SOCIAL MEDIA REACH
DURING THE SHOW

1.8m twitter impressions

2,200 likes on twitter

#IBC2019 TRENDED
at no. 1 position across the Netherlands during the show

4.4m reached on Facebook

343,000 Facebook video views

237,600 Facebook post engagements
WEB TRAFFIC
2019 STATS DURING THE SHOW:
191,000 users
270,000 sessions
485,000 pageviews

NOW PLAYING: VIDEO
2019 STATS DURING THE SHOW:
407,000 video views
1,000,000 reached
191,789 minutes watched

LEADS | 2019 STATS DURING THE SHOW
328,000 Showroom views in the show planner
250,000+ Badge scans

PRESS 2019 STATS
3,131,653 press distribution reach
169 media partners
**IBC EXECUTIVE FORUMS**

This is based on the audience profile before and the same topics, with more of a European focus given the likely Covid-19 impact on long haul VIP travellers.

C-level attendees including: CEOs, CTOs, CIO and COOs and Management Board representatives (non-exec and exec level), Presidents, Managing Directors, Director where this is the most senior designation for the HQ

**GEO/DEMOGRAPHIC:**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>25%</td>
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<tr>
<td>UK excl.</td>
<td>65%</td>
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<tr>
<td>USA</td>
<td>5%</td>
</tr>
<tr>
<td>ROW</td>
<td>5%</td>
</tr>
</tbody>
</table>

**BREAKDOWN OF TYPES OF COMPANIES:**

- **Broadcasters**
  - BBC
  - Discovery
  - Bauer Media Group

- **Cable Companies**
  - BT Sky
  - Virgin

- **Network Providers**
  - Eutelsat
  - Telenor

- **OTT Companies**
  - Facebook
  - Google

- **Satellite Providers**
  - Telefonica

- **Telcos/Mobile Operators**
  - Vodafone
  - EE