



IBC EXECUTIVE FORUM
Leaders

SPONSORSHIP OPPORTUNITIES
10 September 2020
RAI Amsterdam

show.ibc.org

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Welcome note

Executive Forums Invitation-only programmes

There are very rare opportunities for senior executives from the broadcast, media and entertainment industry to come together and candidly discuss the myriad of technology, commercial and consumer challenges they face.

The IBC Executive Forum stands apart as an established invitation-only event for C-level business and technology leaders of the world's leading content companies. They come to share their knowledge and experience and to shape their future strategy.

IBC, established for more than 50 years as the world's leading meeting place for broadcasters, creates an environment where business and technology issues are discussed in depth. Sessions are closed and no press are invited. Delegates are encouraged to be open and honest about the real challenges facing their organisations and the solutions they are developing in response.

Across plenary sessions and specialist interest tracks, more than 250 carefully selected global executives actively engage in discussion and debate, guiding their investment priorities for content, facilities, technology and operations.

Industry thought leaders and innovators have the opportunity to become one of a small number of Executive Forum sponsors, providing the opportunity to join the debate, interact directly with delegates and position brands, technology and services that address our industry's challenges.

We look forward to working with you to place your brand and message as we help shape and advance our industry.

Robert Ambrose
Consulting Editor, IBC Content Programme

IBC Executive Forums

The IBC2020 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. With no press permitted, delegates can speak freely, addressing critical issues and highlighting their concerns in an open and inspiring environment.

Plenary Sessions:

All delegates join plenary sessions during the morning and at the end of the day, focussing on what telecom, media and entertainment businesses must do to do to transform, evolve and thrive. The focus is on identifying successful business and technology strategies and responding to market realities. Interactive sessions featuring expert speakers, keynotes, market intelligence data and case studies allow delegates to deconstruct the industry's new super alliances, the merits of emerging business models, the imperative for competing with Silicon Valley and delivering the next generation of consumer content experiences.

Delegates will split out into three specialist tracks to allow delegates to focus on topics most important to their roles:



Direct-to-Consumer Track:

In the era of direct-to-consumer, what does it take to create and maintain a competitive consumer-facing OTT service or content platform? Monetisation models, technology platforms, user experience, device, content partnerships and the critical importance of using consumer data effectively to drive personalised experiences and

profitability will all be explored and debated in detail. From niche platforms to the tech behemoths, from subscription to ad-tech driven free platforms, to the role of broadcaster VOD, every aspect of building and operating the next-generation of D2C media will be examined.



Cyber Security and Content Protection Track

The track will focus on the protection of the content supply chain, from keeping blockbuster films and TV shows secure during the various points of edit across the globe, to protecting the rights of billion dollar sporting and live events. We'll review how the sporting world is tackling

piracy and protecting intellectual property rights, and look at specific cases where successful enforcement programmes have been deployed across multiple markets, assisting licensees with activation of their rights and promotion of the competition.



Telco and Media 5G Innovation Track

This track will discuss the changing digital landscape as 5G becomes a reality across the entire ecosystem and the shift towards using data to manage assets and resource efficiently continues. The impact is widespread and varied; from watching content on your mobile device to

in-vehicle entertainment, from making your home smarter and safer to embedding IoT solutions across smart city initiatives and technologies, where a plethora of enabled networks communicate with each other, the possibilities are endless.

Delegate breakdown

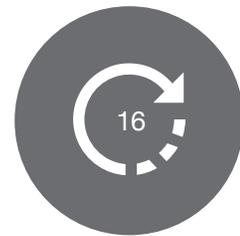
Event overview



Day

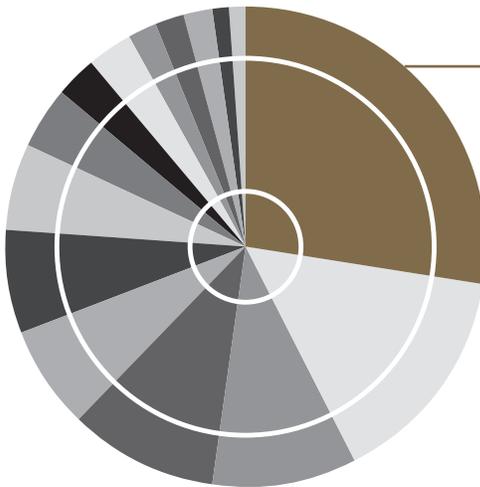


C-level guests



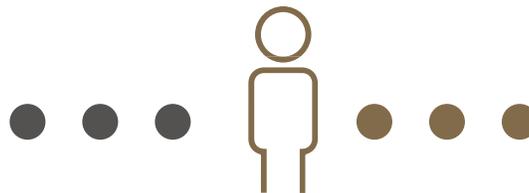
Sessions

Industry sector



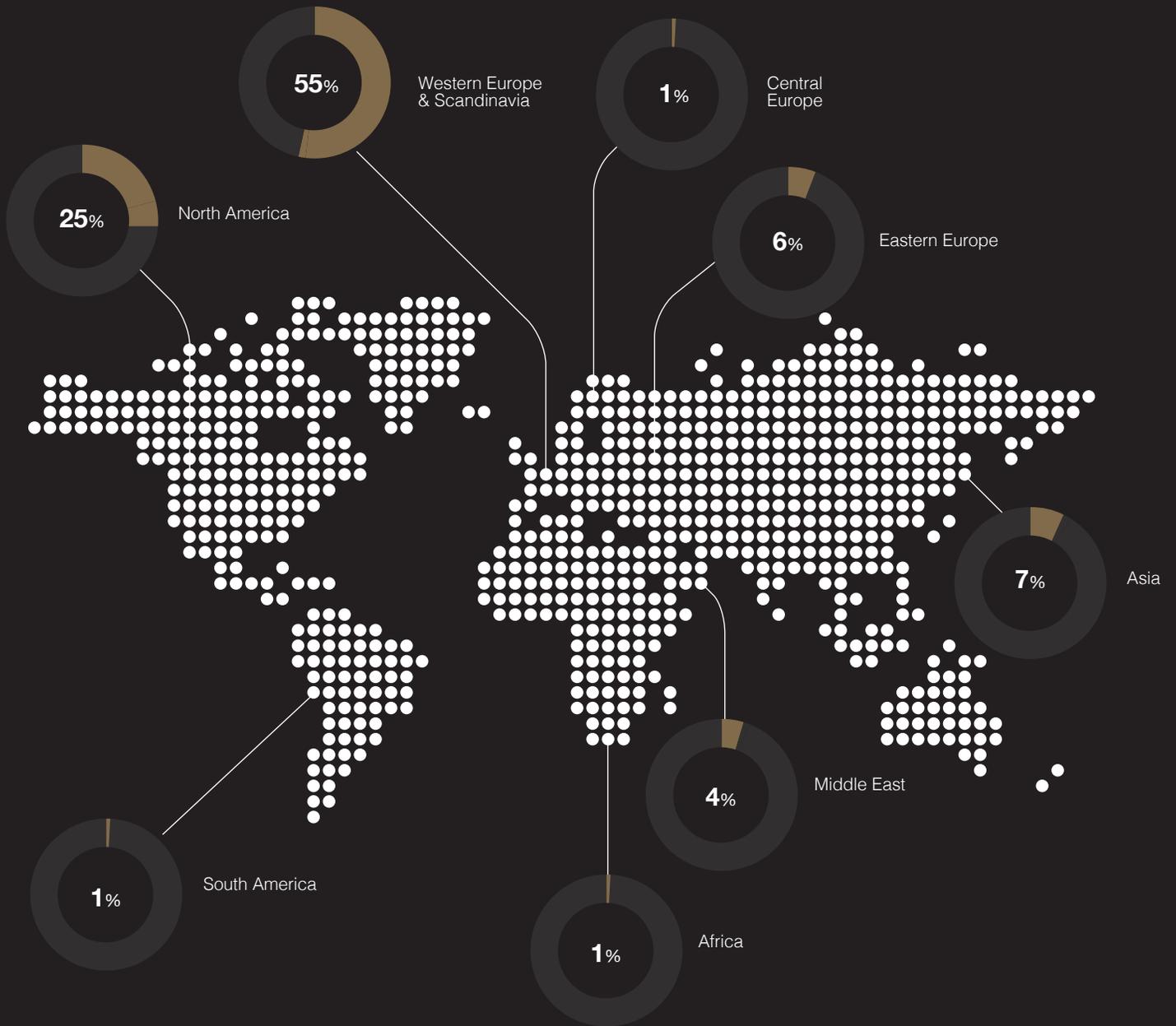
Broadcaster	28%
Software supplier / Cloud services	15%
OTT Platform	10%
Telecoms	10%
Media distribution (cable, satellite, terrestrial, IP)	7%
Consultancy / Analytics / Research	7%
Production	6%
Advertising	4%
Cinema	3%
Systems Integrator	3%
Government / Industry Body /	
Educational organisation	2%
Immersive technologies (VR, AR & MR)	2%
Post Production	2%
Mobile	1%
Voice	1%

Delegates



“I found the discussions fantastic and came away with lots of ideas about our future initiatives.”

Roger Morris. Managing Director, Elstree Studios



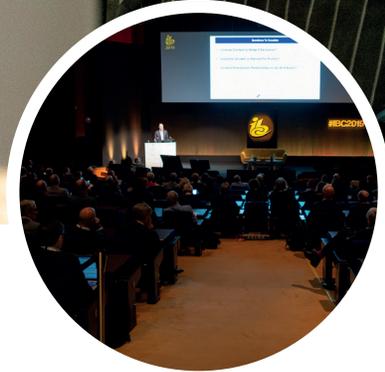
2019 companies in attendance included:



Sponsorship Opportunities

Sponsoring one of our tracks allows you to position your company as an industry thought leader, benefit from high-profile undiluted brand exposure, access IBC's C-level audience of industry decision makers and is the only way for you to participate in these events. A range of fixed sponsorship packages are available designed to give your brand maximum exposure before, during and after the event. Alternatively please speak to our Sales Team about the bespoke opportunities available which give you the flexibility to best meet your requirements.

	Headline Partner (1 available)	Platinum Sponsor (1 per Forum available)	Gold Sponsor (1 per track available)	Silver Sponsor (1 per track available)
Branding & Promotion				
Logo on official delegate lanyards	●			
Logo on holding slides on screen	●	●	●	●
High impact branding across the event including welcome desk and networking area	●	●	●	●
Logo on marketing materials pre-event	●	●	●	●
Inclusion in official IBC e-invites to 3,000+ potential executive delegates	●			
Thought Leadership				
Thought leadership plenary presentation to all delegates	●			
Standalone thought leadership piece within chosen track		●		
Panel speaking opportunity within chosen track			●	
Content & Editorial				
Thought leadership piece in the IBC Insight Magazine mailed to 10,000 senior delegates	●			
IBC TV interview during the show, broadcast on screens around the event and available on-demand	●	●	●	
Access to exclusive section of IBC365 online content platform and community alongside Executive Forum delegates	●	●	●	●
Executive interview on IBC365 (also published within Executive Forum exclusive section)	●	●	●	●
Opinion piece, case study or industry trends article on IBC365 (also published within Executive Forum exclusive section)	●	●	●	●
Opportunity to host a roundtable during the roundtable session	●	●	●	
Event Access				
Speaker pass for event speaker	●	●	●	●
Delegate passes for sponsor representatives	● (3 per track, 9 total)	● (4 in track)	● (3 in track)	● (2 in track)
Guest invitations for a client or partner	● (1 per track, 3 total)	● (1 in track)	● (1 in track)	● (1 in track)
Access to scanned delegate information (subject to GDPR opt in)	● (to all tracks)	● (for track)		
Total investment	£75,000	£35,000	£25,000	£15,000



Executive Forum Official Networking Event

- Premier sponsor of the end of day networking drinks event which gathers all attendees together to network
- Short introductory speech
- Opportunity to have interactive experiential branding in the room
- Branding at reception and around the room
- Branding on invite for delegates to the event

Total Investment: £25,000



Lunch Sponsor

- Premier sponsor of the Executive Forum lunches
- Prominent branding around the room
- A thank you announcement from the host to the sponsor
- Opportunity to include a gift on the tables

Total investment: £25,000



Gift for delegates

- Gift handed out to all C-Level delegates at point of collecting badge
- Business card to be given to receive gift (so leads can be captured)

Total investment: £15,000

Why partner with the Executive Forums?

- Gain exclusive access to IBC's C-Level audience of industry decision makers
- Help to shape the future direction of the industry
- Participate in the event programme, aligning your brand with key industry issues and thought leadership
- Build relationships with and target those with real purchasing authority
- Network, learn and debate the latest advances in key technology fields affecting the media & entertainment industry



Contact

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