IBC2023 IN NUMBERS:

- Total attendees: 43,065 (16% increase)
- Exhibitors: 1,250+
- Press & Analyst attendees: 351
- Badges scanned: 170,031
- Conference delegates: 534
- E-Daily’s delivered in 2023: 1,948,513
- Estimated PR coverage reach: 29,992,830
- Media partners: 130+
- Hours of content: 105+
- Number of speakers: 325+
- IBC365 page views in September: 60K
- IBCShow page views in September: 196K

Job roles:
- C-Suite, VP, EVP, Director & Above: 31%
- Manager / Head of Dept: 27%
- Pro Engineer / Developer: 17%
- Entrepreneur / Freelance: 11%
- Student / Intern: 5%
- Executive / Assistant: 5%
- Editor / Publisher / Journalist / Writer / Photographer: 4%
**Attendees from over 170 countries**

**Top 10:**
- Netherlands 21%
- UK 16%
- Germany 10%
- United States 8%
- France 6%
- Belgium 5%
- Italy 3%
- Spain 3%
- Poland 2%
- Sweden 2%

**Region:**
- North America 8.4%
- Asia 8.3%
- Eastern Europe 6.5%
- Africa & Middle East 4.1%
- South America 1.4%
- Western Europe 71.4%

**IBC2023 IN NUMBERS:**

- 1.3M Impressions across IBC Social Profiles
- 129,926 Total video views

**Core business split:**
- Software supplier / Cloud services 14.0%
- Hardware supplier 13.2%
- Broadcaster 12.1%
- Other 10.9%
- Production 10.1%
- Systems integrator 5.7%
- Media distribution 4.5%
- OTT Platform 4.4%
- Post Production 4.4%
- Telecoms 3.6%
- Cinema 3.3%
- Consultancy / Analytics / Research 3.1%
- Equipment hire / reseller 2.8%
- Advertising 2.0%
- Government / Industry Body 1.6%
- Immersive technologies 1.4%
- esports / Gaming 0.5%
- IoT 0.3%
- Financial services 0.3%
- Voice 0.2%
- Mobile 0.2%
IBC2023 KEYNOTE SPEAKERS:

- MARCO TEMPEST
  Creative Technologist, NASA JET Propulsion Laboratory and Founder, MagicLab.Nyc

- SADIE GROOM
  CEO, Bubble Agency, Founder, RISE

- ALEXANDRA HUSSONOT
  CEO - Entrepreneur, Board Advisor, Women In Immersive Tech

- PAUL PASTOR
  Chief Business Officer and Co-Founder, QuickPlay

- JABBAR SARDAR
  Global Sr Director, BBC Studios

- LISA COLLINS
  Managing Director, Doxetal Creative

- ALLEN BROOME
  CEO, Medixand

- SOURYA SHIRAMAN
  President of Streaming, Zurate Retail Group

- EVAN SHAPIRO
  Media Cartographer, CEO, Mina Foundation

- LEAH HOOPER ROSA
  SVP, Head of Streaming, EMEA, Warner Bros. Discovery

- AKWASI AYSAH
  Founder and Creative Director, Omroep Zwart

- WINGE KNIGHT
  SVP Global Inclusion, International Markets, Paramount Global

- IAN NOCK
  Vice Chair, IET Media

- DEX HUNTER-TORRICKE
  Head of Global Communications & Marketing, Google DeepMind

- LEWIS SMITHINGHAM
  EVP of Innovation & Creative Solutions, Media Monks

- BARBARA LANGE
  Principal & CEO, KIBO121

- MARION RANCHET
  Founder, The Local Act Consultancy

- WESA AAPRO
  Creative Technologist and Futurist, YLE

- RALPH LEE
  CEO, BBC Studios

- MARIA INGOLD
  Strategy & Innovation CTO, Mireality

- KISHORE KRISHNAMURTHY
  CTO, ZEE

- SCOTT LAWRENCE
  SVP Verizon Business Global Solutions, Verizon Business Group

- SCOTT YOUNG
  SVP Content and Production, Warner Bros. Discovery Sports Europe

- MARIA RUA AGUETE
  Senior Research Director, Media & Entertainment, Omdia
TOP BRANDS EXHIBITING AT IBC2023:

VIEW THE FULL EXHIBITOR LIST HERE
Things move very quickly. I don’t need to tell people that. It’s really important to put yourself in a place where your imagination might be sparked from many different directions globally. Only at something like IBC can you achieve all of those things in one space over quite a short period of time. 

Fiona Campbell, Controller Youth Audience, BBC iPlayer and BBC Three – BBC

IBC is one of those places where you can just really get together and share ideas, both with manufacturers, but also with other broadcasters. And that for me keeps us relevant and keeps us all talking about the right problems.

Ian Wagdin, Senior Technology Transformation Manager, BBC R&D

You can feel the buzz, both outside coming in, but then actually on the floor. I think there’s just so much opportunity to think about the future in a meaningful way. The connections you can make here with like-minded people and trying to get under the bonnet of all the opportunities of what future technology and industry could bring. There’s no other place like it that I know of. So I’m very excited to see more.

Matt Risley, Managing Director of 4Studio, Channel 4

What’s incredibly important about a large trade show like this is the human interactivity that you get by bumping into people who you would not have bumped into in your home city. Learning about new technologies and new trends in the industry, which again, you wouldn’t have picked up unless you were here.

Eddie Hamilton, Editor A.C.E

IBC is so important because it provides a venue for the community to come together. When you’re able to come together with customers and partners, you’re able to ideate and you’re able to provide diverse perspectives that would normally not be able to come out. That’s good for business and it’s good for the people that we serve.

Samira Bakhtiar, Director, Global Media & Entertainment – Amazon Web Services
IBC2023 DAILY HIGHLIGHTS:
IBC2023 MEDIA PARTNERS:

[Various logos and company names representing media partners for IBC2023.]
IBC is the world’s most inspiring content and technology event. It draws together the global media, entertainment and technology industry for a compelling live experience that enables every attendee to gain critical insights, share expertise and unlock business opportunities. Created ‘by the industry, for the industry’ – a principle established on its founding in 1967 that carries through to today – IBC has continued to evolve with each new trend and technology over its 55-year history. Attracting representatives from 24 countries in its first year, IBC now welcomes exhibitors, speakers and visitors from more than 170 nations.

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13-16 SEPTEMBER, THE RAI, AMSTERDAM
THANK YOU
For enquiries contact sales@ibc.org