



IBC Review 2022

What's Next for the Future of Content?

Panel Chair: Nadine Dereza



Nadine Dereza

TV, Radio & Online Presenter

About IBC



- IBC is an independent and authoritative international organisation serving the global **Media, Entertainment & Technology** industries.
- **For over 50 years**, IBC has run the world's biggest, most influential annual event for the industry, it's a main event in our calendars!
- In 2022, IBC was back at the RAI in Amsterdam, and attended by 37,071 people from over 170 countries, with 1,200 exhibiting companies.
- **6 leading international bodies** form the ownership behind IBC, representing both Exhibitors and Visitors, these include IEEE, IABM, IET, RTS, SCTE and SMPTE





Mehboob Siddiqui

Client Partner, NTT Data UK



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Russell Trafford-Jones

Chair, IET Media Technical Network



Muki Kulhan

Innovation Co-Lead, IBC



IBC ACCELERATOR MEDIA INNOVATION PROGRAMME 2022

#accelerators2022

WHERE INNOVATION HAS NO LIMITS

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The Accelerator Framework for Media & Entertainment Innovation



IBC created the Accelerator programme to support the media & entertainment technology sector with a framework for **agile, fast track and collaborative innovation.**

Some key Business & Technology challenges & opportunities explored...

- the **transition to software and IP** across the content supply chain
- the evolution of immersive & experiential tech e.g. **XR, VR, AR, Spatial Audio, 8K**
- new, creative and remote production & distribution opportunities with **5G**
- the boom in **D2C platforms** and original content
- trust and regulatory disparity between **traditional media and online**
- **accessibility, diversity and inclusion** across all areas
- the rapid evolution of new media e.g. **AI, Cloud, Blockchain, Voice, IoT, Web 3.0**

IBC's Accelerators take on 'bite size' challenges to develop innovative solutions to common pain points, with invaluable, 'hands on' R&D experimentation.

For Champions e.g. Buyers of Media Solutions:

- Accelerate R&D without months of commercial negotiations & contracts
- Multiply resources, with fresh expert insights on disruptive technologies
- Explore POC solutions in a safe and trusted environment
- Be a thought-leader, drive new industry strategies and new media workflows
- Win a prestigious IBC Accelerator of the Year Award!



For Participants e.g. Vendors & Suppliers of Solutions:

- Work with Champions inside and outside of usual sales sightline
- Gain inside knowledge exploring tangible pain points of Champions
- Apply expertise to new use cases and prove the value of your solutions
- Develop POCs and teams with real world challenges, cross-industry
 - Invaluable PR & Marketing exposure, visibility & engagement year-round
- Win a prestigious IBC Accelerator of the Year Award!



2021 IBC Accelerator Project of the Year

Award Winner: 5G LBXR
(Location Based eXtended Realities)



IBC Accelerators 2019-2022



Eight Projects: Champions & Participants in 2022



5G & the Arena of the Future for XR Events:

Champions - Vodafone, ESL/Weavr, Hado, Warner Bros. Discovery, DAZN, Olympic broadcasting Services, Kings College, London, University of Surrey, Production Park, Participants: AMD, Microsoft, Net Insight, Noitom, ProMod Esports Productions, uniqFEED, and ICVR.

5G Remote Production (In the Middle of Nowhere):

Champions: BBC, BT Sport, BT Media & Broadcast, RTÉ, TV2, Olympic Broadcasting Services, Paramount and Warner Bros. Discovery, University of Strathclyde, Scotland 5G Centre, Neutral Wireless Participants: AMD, Microsoft, Net Insight, Zixi, HAIVISION, Singular.Live, Nulink, AWS, Vislink

Cloud Based Live Events, Analytics and Low Latency Protocols

Champions: Olympic Broadcasting Services, DAZN, BT Sport, BT Media & Broadcast, BBC, ITV, Warner Bros. Discovery, TV2, Paramount. Participants: AMD, Microsoft, Zixi, Net Insight, Singular.Live, THEO Technologies, Native Waves, Media Kind, Tag Video Systems, Grass Valley

Cloud Localization Blueprint:

Champions: Warner Bros. Discovery, The Pokemon Company International, ITV Participants: Fabric, Rightsline, Iyuno-SDI, SDVI, AWS, Vidispine, Codemill, EIDR, LMT

Next Generation news studio:

Champions: TV2, BBC News, Production Park, Warner Bros. Discovery, BBC, Reuters; Participants: NxtEdition, Singular.Live, White Light

6DOF Audio-Led Narrative and Music Experiences in the Metaverse:

Champions: BBC, Paramount, Kings College London
Participants: Magic Beans, TuneURL, White Light

Volumetric Video for Broadcasting, Metaverse Production and RT3D Assets:

Champions: RTÉ, FOX Sports, Hochschule Luzern, Trinity College Dublin, DAZN, Connected Ideas Ltd., Unity Technologies, ETC/University of Southern California, Production Park
Participants: Noitom, Volograms

Media Content Sharing, Monetization and Micropayment Systems via Blockchain:

Champions: DAZN, Barco Digital Cinema
Participants: Tata Elxsi, Eluvio

IBC Accelerator Zone & Innovation Stage 2022



IBC Accelerator Highlights 2022





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Jonathan Chappell-Seetayah
IP Broadcast Project Engineer, Timeline TV
RTS Young Technologist of the Year 2022



Neal Romanek

Editor in Chief, FEED magazine



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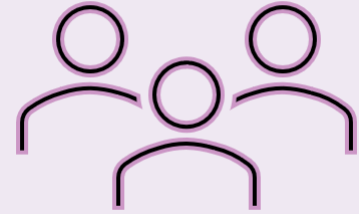
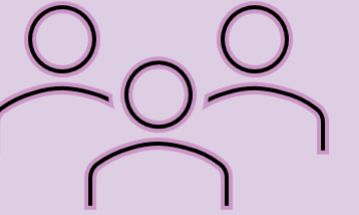
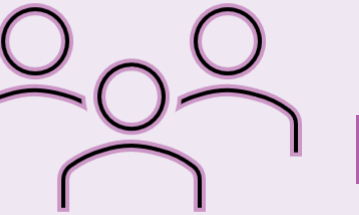


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QUESTIONS

Date	Topic
<p>Friday Lunch Lecture, 28th Oct, 2022</p> <p> In person lecture.</p>	<p>The Wider Threat of Nuisance or Malicious Non Cooperative Drones</p>
<p>Wednesday evening 9th Nov, 2022</p> <p> In person lecture.</p>	<p>An exciting topic! Details to be confirmed</p>
<p>Friday Lunch Lecture, 25th Nov, 2022</p> <p> In person lecture.</p>	<p>HydroFLEX Decarbonising UK Railways</p>



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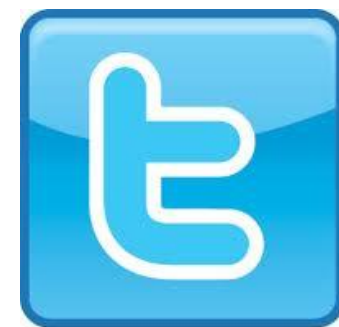
Adapting scripted TV formats to different national audiences
Wednesday 26 October 5pm | RTS London YouTube Channel

www.rts.org.uk

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