Welcome note

Executive Forums
Invitation only programmes
For more than 50 years, IBC has been the one event where the world’s leading broadcasters meet to share knowledge and experience. From the first IBC in London in 1967, a strong, insightful conference has always been at the heart of the event.

Today, with technological, commercial and consumer changes charging ahead, it is more important than ever that every aspect of a topic is investigated. To set the strategic agenda IBC hosts a day of Executive Forums, attendance of which is by invitation only, to C-level executives from around the world. The 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.

The result is that IBC Executive Forums see curated debates about the issues uppermost in the corporate minds of the leading organisations. Across the three forums, 300 C-level delegates will actively engage in open and frank discussions.

Your route to joining our C-level executives is to become one of a very small number of Executive Forum sponsors, allowing you to reach this C-suite audience. By aligning your brand with these invitation-only events you will gain access to over 300 C-level delegates and position your company as a thought leader for the real issues facing our industry.

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

Imran Sroya
Director, IBC
Introduction

IBC Executive Forums
The Executive Forums combine 3 dedicated programmes.

Leaders’ Forum:
The business of innovation
The Leaders’ Forum will discuss how to innovate and form positive partnerships, delving into what businesses need to do to transform, evolve and thrive. We’ll review the latest opportunities and issues, all set against the ever-changing media environment. Intimate expert panels, keynotes and case studies will deconstruct the industry’s new super alliances, discussing specific deals, the merits of different funding models and how media companies can fill the talent gap by borrowing from Silicon Valley and beyond to go direct to consumer.

Cyber Security Forum:
Innovation in content protection
This year, the Forum 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 & Media Innovation Forum:
Reshaping the digital landscape
The Forum 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.

The IBC Executive Forums deliver excellent and targeted information sessions on cutting edge industry issues and the opportunity to meet and network with senior industry executives.

Bridget Fair, CEO, FreeTV Australia
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
Event overview

Day 1

300 C-level guests

22 Sessions

Delegate breakdown

Industry sector

- Broadcaster / Content Provider: 46%
- Consultancy / Analytics / Research: 10%
- Content Production / Post Production: 6%
- Distribution and Delivery: 1%
- Equipment / Software Manufacturer: 1%
- Film Industry: 6%
- Financial Services: 1%
- Government / Industry Body: 3%
- Technology / Service Provider: 6%
- Cloud / Enterprise IT: 2%
- Mobile: 2%
- OTT: 6%
- Telecoms / Cable and Satellite Operator: 9%
- VR, AR and Mixed Reality: 1%

Delegates

100% of delegates are end users

100% of delegates are VP, EVP, C-Suite or above

“An excellent opportunity to network with peers and hear the challenges in our industry.”

Gunnar Guðmundsson, CTO, RUV Iceland
2018 companies in attendance included:
Sponsoring one of our forums 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.

## Packages & opportunities

<table>
<thead>
<tr>
<th>Sponsorship Opportunities</th>
<th>Headline Partner</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
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<tbody>
<tr>
<td><strong>Branding &amp; Promotion</strong></td>
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<tr>
<td>Logo on official Executive Forum delegate lanyards</td>
<td>✔️</td>
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<tr>
<td>Logo on holding slides on stage</td>
<td>(all three Forums)</td>
<td>(for chosen Forum only)</td>
<td>(for chosen Forum only)</td>
<td>(for chosen Forum only)</td>
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<td>High impact branding around room of chosen Forum</td>
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<tr>
<td>Logo on all IBC marketing to Executive Forum delegates before the event</td>
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<tr>
<td>Logo on Executive Forums welcome desk</td>
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<td>Inclusion in official IBC e-invites to 3,000+ potential executive delegates</td>
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<td><strong>Content &amp; Editorial</strong></td>
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<td>Welcome speech at Executive Forums opening breakfast</td>
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<td>Lunchtime welcome speech to all Executive Forum delegates</td>
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<td>Standalone thought leadership piece within chosen Forum</td>
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<tr>
<td>Speaking opportunity presenting research to delegates</td>
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<td>A panelist slot within a relevant session of chosen Forum</td>
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<td>Sponsor research made available to delegates post show</td>
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<td>Research published as a whitepaper on IBC365, generating a pipeline of leads</td>
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<td>Thought leadership piece in the IBC Insight magazine mailed to 10,000 senior delegates</td>
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<td>IBC TV Interview during the show, broadcast online and on screens around the event and available on-demand</td>
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<td>Executive Interview on IBC365</td>
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<tr>
<td><strong>Event Access</strong></td>
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<td>Speaker pass for event speaker</td>
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<td>Delegate passes for sponsor representatives to attend the Executive Forums</td>
<td>(6 total, 2 per event)</td>
<td>(2 total, for chosen event only)</td>
<td>(2 total, for chosen event only)</td>
<td>(1 total, for chosen event only)</td>
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<td>Guest invitations for a client or partner</td>
<td>(3 total, 1 per event)</td>
<td>(1 total, for chosen event only)</td>
<td>(1 total, for chosen event only)</td>
<td>(1 total, for chosen event only)</td>
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<td>Access to scanned delegate information (subject to GDPR opt-in)</td>
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<td><strong>Total investment</strong></td>
<td>£75,000</td>
<td>£30,000</td>
<td>£25,000</td>
<td>£20,000</td>
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The format allows a sharp focus on key industry challenges, with candid conversations and exchanges of insight, against the wide angle of the general IBC Conference. There’s great value from this intimate setting at the core of a much broader conversation.

Heaton Dyer, Strategy Executive, Canadian Broadcasting Convention
Additional Sponsorship Opportunities

Networking Drinks Reception
• Sponsor of the networking drinks reception that takes place at the end of the day. This networking drinks reception is attended by delegates from all three Executive Forums.
• Short introductory speech
• Opportunity to have interactive experiential branding in the room
• Branding at reception
• Branding on delegate invite

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