Welcome note

As CEO of IBC I’ve been in a privileged position to see first-hand some of the monumental changes that the electronic media industry has undergone over the past decade. When I first took on this role in 2007, HD broadcasts were still in their infancy, Netflix had just launched its first streaming service in the USA, and the iPad was still nearly three years in the future.

IBC though has always made sure it is at the heart of the industry and we have worked hard to ensure that we have reflected the rapid and transformative developments. In 2011 we launch the Leaders’ Forum, in 2014 Content Everywhere; in 2016 the Future Reality Theatre; and during our 50th anniversary year in 2017 we launched the Startup and Executive Forums.

Our success in meeting the needs of our customer-base is demonstrated by the figures. Last year we welcomed 55,884 attendees from 150 countries to the RAI in Amsterdam, 1,700+ exhibitors and 564 members of the press. The conference, meanwhile, attracted 330 influential speakers and 1,700 delegates.

IBC is constantly evolving, but one of its constants is that it remains one of the best ways to reach a senior decision-making audience with real purchasing power. 40% of IBC attendees are responsible for the final purchasing decisions for their business, ensuring that your messaging is always in front of the right people at the right time.

As IBC continues to grow, next year will undoubtedly bring yet more innovation to the market and more innovation to the show. Myself and the team look forward to welcoming you to Amsterdam when IBC2019 opens its doors on Friday 13 September.

Michael Crimp
CEO, IBC
A Converging World

The worlds of media, telecoms, cloud, mobile, entertainment and technology continue to converge and overlap. Broadcasters and content owners are required to serve programmes to an ever-increasing array of OTT and on-demand platforms and devices. As such, networks, carriers and operators are vital for this delivery.

Cisco predicts that over three quarters (78%) of the world’s mobile data traffic will be video by 2021.

OTT offerings including Netflix, Amazon Prime and others are set to grow their revenues by 50–100% between 2016 and 2021 in most European markets, driving new innovation in the industry and demand for new services to power these platforms.

With the growth of OTT and the launch of IPTV where programmes can be produced across the internet, cloud services are increasingly being used to provide cost effective and reliable solutions.

IBC is seeing these expanding audiences (telecoms, OTT, cloud, mobile, AR/VR) grow significantly as the worlds converge and IBC expands.

IBM’s Evolution

1967 First IBC takes place at the Royal Lancaster Hotel in London

1968 IBC moves to Grosvenor House Hotel

1978 IBC is held at Wembley Conference Centre in London

1980 IBC moves to Brighton

1984 The 10th IBC is marked by the launch of the IBC Awards

1986 The IBC Council is formed

Mobile

OTT

Cloud

VR/AR

Telecoms
Background

IBC moves to RAI, Amsterdam

Leaders’ Forum is added to the programme

Future Reality Theatre is introduced

IBC launches media-telecoms catalyst programme with TM Forum

IBC marks its 50th anniversary with the launch of IBC365, the Startup Forum and Executive Forums

1992

IBC moves to RAI, Amsterdam

2000

Big Screen is created

2011

Leaders’ Forum is added to the programme

2014

IBC Content Everywhere is launched

2016

Future Reality Theatre is introduced

2017

IBC marks its 50th anniversary with the launch of IBC365, the Startup Forum and Executive Forums

2018

IBC launches media-telecoms catalyst programme with TM Forum

2019

Industry sector

Technology / Service Provider 18%

Broadcaster / Content Provider 17%

Financial Services / Government / Industry Body 2%

Future Reality

Film Industry 9%

Consultancy / Analytics / Research 5%

Equipment / Software Manufacturer 23%

Content / Post Production 7%

Distribution and Delivery 5%

New Markets 14%

Cloud 4%

Mobile 1%

OTT 3%

Telecoms 5%

VR / AR 1%

Financial Services / Government / Industry Body 2%

Distribution and Delivery 5%

Content / Post Production 7%

Industry sector

Technology / Service Provider 18%

Broadcaster / Content Provider 17%

Financial Services / Government / Industry Body 2%

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New Markets 14%

Cloud 4%

Mobile 1%

OTT 3%

Telecoms 5%

VR / AR 1%
Experience IBC Year-Round

Exhibition

- Reach up to 55,000 industry professionals by exhibiting at IBC2019
- Use IBC to launch new products and services to a relevant and guaranteed audience
- Expand your reach with multiple sponsorship opportunities throughout the event
- Network with existing and potential clients

Features

- Target specific segments of the industry
- Align your brand with key and emerging trends
- Take advantage of speaking and branding opportunities to enhance your visibility to IBC’s 55,000 attendees

Content Programmes

- Strengthen your position by giving thought leadership presentations
- Engage with the most senior audience in the media, entertainment and technology industry
- Meet decision makers from start-ups and established key industry players and generate leads
- Build your brand awareness

Media

- Reach your target audience via multiple media platforms
- Publicise thought leadership papers with a targeted email campaign and web presence
- Contribute to high-level content in the form of editorial
- Strengthen your presence as an event exhibitor, with simultaneous presence in media platforms
- Advertise in the IBC Daily, distributed directly to all IBC attendees
Exhibition
13-17 September 2019

As the premier event for the media, entertainment and technology industry, reaching professionals from 170 countries and across all industry sectors, IBC offers a truly unique platform for clients to market their products and services to the people that they want to talk to.

IBC consistently attracts world-class technology and a senior, decision-making audience with real purchasing power, offering our clients direct access to their target audience.

IBC clients and partners understand that our exhibition appeals to industry professionals looking to search for and evaluate the technologies and services they need to advance their business and remain competitive. Whether exhibiting, sponsoring or creating a partnership, you can be assured that with 40% of attendees responsible for the final purchasing decisions for their business, your messaging is reaching your target audience.

With in excess of **55,000 attendees**, IBC is one of the largest event platforms of its kind in the world today.

“It is the only truly global gathering of the entire media industry. We see all of our customers, our business partners, other vendors and our friends in the industry from across the entire ecosystem.”

**Anne-Louise Buick**, Global Head of Marketing and Communications, Ericsson Media Solutions
Exhibition

Reach a Global Audience

- 64% of visitors are C-Suite or above
- 79% of visitors make or influence final decision
- 39% of visitor’s companies have an annual spend of €1,000,000+

Seniority

- 32% C-level, VP, Director and above
- 26% Manager of Team or Department
- 20% Professional Engineer or Developer
- 17% Entrepreneur, Consultant, Freelance, Independent
- 10% Executive or Assistant
- 6% Student, Intern, Educator
- 5% Editor, Publisher, Journalist, Writer, Photographer
- 4%
Why partner with the IBC Exhibition?

- High-level content that evolves with the market and is aimed at people our sponsors want to talk to
- The largest event of its kind in Europe, with a truly global footprint
- 40% of IBC attendees are responsible for the final purchasing decisions for their business
- The world’s leading and largest vendors choose the IBC platform to target new clients, develop existing relationships and ensure their message gets across effectively in the marketplace
- Consistent growth in the number of attendees and new visitors means vendors are not networking with the same people year on year
- Operational excellence means that all sponsors and exhibitors are fully supported throughout the process – from initial discussion through to set-up and after-care support
IBC Content Everywhere

170 Exhibitors

20+ Hours of content in the Hub over 4 days
“Silicon Valley is coming! Google have a huge presence here this year, Facebook, Amazon - the web players of this space are really starting to figure out how they can get into media and distribution.”

Roger Sherwood
Global Strategy, Media and Entertainment, Cisco
The Future Zone is one of our most popular and exciting feature areas, bringing together the latest ideas and incredible technologies straight from leading R&D labs onto the show floor. The Future Zone is one of the shows main anchors, housing some of the most disruptive, innovative and fascinating technologies that will shape the future of our industry.

Our industry is evolving and we are witnessing more disruption now than ever before. The Future Zone is at the heart of these changes and only the most promising and exciting tech is on display. Align your brand with the Future Zone to establish yourself as forward-thinkers and industry innovators.

Why partner with the Future Zone?
- Our industry is evolving and we are witnessing more disruption now than ever before. The Future Zone is at the heart of these changes and only the most promising and exciting tech is on display. Align your brand with the Future Zone to establish yourself as forward-thinkers and industry innovators.
- Ideal platform to launch your ideas to the wider industry, reaching IBC’s 55,000 attendees including international press.
- Tech displayed this year will drive and influence the industry for years to come.
- Combine with multiple media thought leadership opportunities.

“IBC is the best option to foresee the future of our industry. It is the perfect showcase to experience new products and services.”

Carlos Miranda, CTO, Dish Mexico
Mobile App

The multiplatform mobile solution designed specifically for IBC allows attendees and exhibitors to easily access event information, connect with each other and enhance their IBC experience. Featuring a new networking function, sponsors now have more branding opportunities and further reach into their core prospects.

About the Mobile App

- Networking function enables clients to network with and arrange meetings both before and during the event. Perfect for arranging one-to-one meetings, or just to reach out to the people you want to connect with
- Conference schedule allows users visibility into the full agenda and offers the ability to create a personalised schedule
- Exhibitor feature gives clear information on all exhibitors, including location at the event and full logo visibility
- Maps feature enables attendees to easily and conveniently navigate their way through the event

Map Your Show

The IBC website houses the official exhibitor directory, floor plan and show planner used by attendees to find new products and services while planning their visit to the show. Map Your Show provides exhibitors with the opportunity to upgrade their listing to increase their visibility and share content, generating leads throughout the year and directing attendees to your stand at the show.
The world of media, entertainment and technology is constantly changing and as it does so the nature of the issues, complexities and opportunities for vendors and operators evolves. Content at the IBC Conference is refreshed each year, in line with the industry represented. In addition to discussions on trends affecting traditional broadcasters, our audience also wants a greater understanding of how emerging markets such as OTT, VR, AI and IP will impact on the industry. Conference programming into 2019 has been designed to reflect this fluid environment. This ensures continued attendance by our core audience, as well as attracting new attendees from across the full media technology spectrum and from new industry verticals.

Why partner with the IBC Conference?

- Reputation for high-level content that reflects the industry and attracts the most senior audience in the media, entertainment and technology industry
- Meet senior decision makers from start-ups and established key industry players
- Forge new partnerships and build relationships with existing contacts
- Streamed content allows sponsors the option to tailor their presentation to a particular demographic

Themed Tracks
Themed ‘tracks’ enable attendees to identify the content most relevant to their needs. Sponsors can utilise this approach to ensure that their speaker content is aimed at the right demographic, leading to a more sophisticated and targeted marketing approach.

IBC Conference: The Ultimate Thought Leadership Platform

13-17 September 2019

The world of media, entertainment and technology is constantly changing and as it does so the nature of the issues, complexities and opportunities for vendors and operators evolves. Content at the IBC Conference is refreshed each year, in line with the industry represented. In addition to discussions on trends affecting traditional broadcasters, our audience also wants a greater understanding of how emerging markets such as OTT, VR, AI and IP will impact on the industry. Conference programming into 2019 has been designed to reflect this fluid environment. This ensures continued attendance by our core audience, as well as attracting new attendees from across the full media technology spectrum and from new industry verticals.
Conference Demographics

Key statistics

- Days: 5
- Delegates: 1,700+
- Speakers: 330
- Sessions: 100+
- 70 hours of thought-leading content

Industry sector

- Broadcaster / Content Provider: 33%
- Cloud / Enterprise IT: 4%
- Consultancy / Analytics / Research: 8%
- Content Production / Post Production: 6%
- Distribution and Delivery: 2%
- Equipment / Software Manufacturer: 5%
- Film Industry: 3%
- Financial Services: 1%
- Government / Industry Body: 6%
- Mobile: 1%
- OTT: 6%
- Technology / Service Provider: 17%
- Telecoms / Cable and Satellite Operator: 7%
- VR, AR and Mixed Reality: 1%

Purchasing authority

- 81% of delegates influence final purchasing decision
- 18% of delegates are end users

Seniority

- C-Level or above: 16%
- VP, EVP, Director: 24%
- Manager or Head of Department: 33%
- Professional Engineer or Developer: 10%
- Other: 17%

“For the last three decades IBC has been instrumental in my exposure to the latest broadcast technology and future investments.”

Radi Alkhas, CEO, Jordan Media City
“A lot of people come here not only to meet and talk about technologies and products but they also come to learn. I think that is a key differentiation, the level of the conference in particular is very high.”

Glodina Connan-Lostanlen, Chief Marketing Officer, Imagine Communications
Speaker Hall of Fame

Ang Lee
Film Director

Neil Mohan
Chief Product Officer, YouTube & SVP, Google

Maria Ferreras
Vice President Business Development EMEA, Netflix

Lord Puttnam
CBE

will.i.am
International Recording Artist, Technologist, Entrepreneur

Deborah Rayner
Senior Vice President of International Newsgathering, TV and Digital, CNN International United States

Sir Peter Jackson
Film Director, Screenwriter and Film Producer

Lily Cole
Founder, impossible.com

James Cameron
Director, Producer, Writer

Kim Jackson
Co-Founder & President of Entertainment, SingularDTV

Tim Davie
CEO, BBC Studios

Kelly Day
President, Viacom Digital Studios
IBC Executive Forums

The IBC2019 Executive Forums are exclusive invitation-only programmes, bringing together a powerful network of media and entertainment’s most eminent leaders to engage in open debate, discussion and problem solving. Designed to connect the highest calibre of guests and to grow people’s business network, the IBC Executive Forums provide a programme that facilitates collaborative conversation, lively debate and peer-to-peer networking. With no press permitted, delegates can speak freely, addressing critical issues and highlighting their concerns in an open and inspiring environment.

The only way for vendors to join this exclusive, invitation-only event and network with strictly C-Suite delegates is to partner with the Executive Forums.

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.
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
Awards

For over 40 years, IBC has been at the forefront of rewarding the personalities and organisations making exceptional contributions to the media, electronic and technology industry. By entering and supporting these awards, our clients have received international recognition and made their brands synonymous with excellence.

The IBC Awards recognise and reward excellence and innovation across a wide variety of areas, celebrating everything from creative collaborations between technical partners and end users, innovative thinking and research in our technical papers and exceptional stand design on the exhibition show floor to special honours awarded at the Judges discretion. IBC are also pleased to announce that two new categories have been introduced for 2019 - the Young Pioneer Award and Social Impact Award.

With such a diverse spread of categories available, clients can align themselves with an area relevant to their current marketing strategy.

Past winners include: Dolby Laboratories, Film Directors James Cameron and Ang Lee, NASA, Sir David Attenborough and Sesame Street co-founder Joan Ganz Cooney.

The Awards Ceremony
The prestigious Awards Ceremony is held on the Sunday night of IBC in the RAI Auditorium, which is transformed during IBC to a state-of-the-art cinema featuring the very latest in cinema and sound technology. This provides the best platform and audience for our entries and supporters to receive the recognition they deserve. Held in this exceptional venue, with a champagne reception and canapés, the ceremony is the ideal place to network with potential clients and industry dignitaries.

IBC Awards

- 40 Judges
- 12 Categories
- 300+ Entries
- 600 VIP’s in the audience
- 3 Innovation Awards
Why partner with the IBC Awards?

- Widely recognised as the most prestigious awards for the media, entertainment and technology industry
- Global exposure through the active marketing programme surrounding the award programme
- Aligning with a particular category ensures a strengthened market position within that area
- Year-on-year growth in the number of entries means increased exposure for participants
- Strengthen relationship within the industry through association with a programme designed to reward end users, technical partners and vendors
Big Screen

Designed to IBC’s specifications and featuring the very latest in cinema technology, this world-class auditorium is a centrepiece of IBC. Housed in the impressive RAI Auditorium with a state-of-the-art cinema projection and sound installation, the four-day programme consisting of dedicated conference sessions and exclusive movie screenings, examines and demonstrates the hottest topics, themes, and insights surrounding the art, science, and business of cinema from capture through to exhibition.

“IBC is the place to maintain existing relationships and make new connections, and to see new technologies in the broadcast industry.”

Mirad Isakovic, CTO, Al Jazeera Balkans

Why partner with the Big Screen?

- World-class content, with a programme of dedicated sessions and exclusive movie screenings, attracting senior-level motion-picture professionals
- State-of-the-art cinema projection and sound installation available only at IBC
- Engage and build relationships with professionals involved in this market
Exhibition

Produced on site during IBC, IBC TV is packed with comment, news, interviews and opinions. The output is a mix of live broadcasts and packages of reports on the exhibition, feature areas and conference, including every keynote session streamed live. This content is then made available on IBC TV VOD, allowing the industry to watch IBC TV on demand throughout the year.

Why partner with IBC TV?

- Unparalleled link to exceptional content, expert opinion and professional insight
- Target your audience throughout the year with a reach of over 560,000

IBC TV

565,325
Reach

271,004
Minutes

251,864
Views
The IBC Daily is handed directly to attendees, providing them with the latest announcements and breaking news directly from the conference and show floor. The editorial and advertising combination in the IBC Daily works to maximise your business at IBC and ensure your message is seen by your customers.

The IBC Daily Preview has been reimagined as Insight to ensure that the IBC audience and wider media, entertainment and technology industry are provided with more thought leadership and in-depth industry insights than ever before.

Circulated in print to 10,000 senior IBC attendees and digitally available to the full IBC audience, advertising in the Insight edition gives you exposure to IBC’s attendees well in advance of the show, allowing you to reach your target audience before you arrive onsite in Amsterdam.

Insight includes features, debate and discussion points and introduces readers to the themes that will be explored at IBC, as well as interviews with some of the world’s most influential media business thinkers.

Why partner with the IBC Daily?

- Drive business to your stand to maximise opportunities that can be converted into revenue
- Reach 10,000 senior attendees & the wider IBC audience in advance of the show
- A unique marketing tool, handed directly to attendees
- Partner with the best editorial team in the industry to ensure your message is tailored to your audience
- The IBC Daily is successful, respected, well-read and will help maximise your investment in the show

“A great place for new information and to experience the world of broadcast technology across the globe.”

Anshul Khullar
Vice President, Star TV India
Effective advertising campaigns require 100% confidence that the medium of choice matches the target audience profile. The market perception of the chosen brand must align with the advertiser’s strategic position and achieving geographic reach is vital.

The industry entrusts its campaigns to IBC365 – a much needed expansion to IBC as an important once-a-year experience – that will keep dialogue going after the event and allow the IBC community to connect and collaborate throughout the year. IBC365 provides original, curated and sponsored content and our product portfolio offers unrivalled opportunities for thought leadership, brand awareness and lead generation.

**The IBC365 Community**
Since launching, IBC365 has generated over 55,000 subscribers, 1,800,000 page views and delivered 2.5 million e-bulletins.

This is your opportunity to engage with your industry all year round – to demonstrate thought leadership, to strengthen your position in the sector and to develop new business opportunities.

IBC continues to be “by the industry for the industry” and engagement with the IBC365 platform allows you to develop and promote your own content to IBC’s core audience of 55,000 attendees as well as new players in the market.

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Reach a Senior Audience

- **26%** of subscribers are C-level or above
- **81%** of subscribers make or influence final decision
- **35%** of subscribers’ companies have an annual spend of €1,000,000+

**Global Reach**
- **150 countries**
- **7%** North America
- **2%** South America

**Why partner with IBC365?**
- Year-round engagement with your target audience allows you to generate qualified leads throughout the year and ensure deeper customer engagement
- A distribution platform reaching the right people at the right time
- A diverse product portfolio allows you to select the platform that suits your requirements and to drive your sales and marketing strategy year-round

**Product Portfolio**
- Online Banner Advertising
- E-Bulletin Sponsorship
- Content Themes
- Webinars
- Advertorial
- Whitepapers
- Video Hosting
- Bespoke Packages
Industry sector
- Broadcaster / Content Provider: 25%
- Consultancy / Analytics / Research: 8%
- Content Production / Post Production: 10%
- Distribution and Delivery: 5%
- Equipment / Software Manufacturer: 8%
- Film Industry: 10%
- Financial Services: 1%
- Government / Industry Body: 2%
- Technology / Service Provider: 14%
- Other: 1%

Expanding Audiences
- Telecoms / Cable and Satellite Operator: 6%
- VR/AR: 2%
- Cloud: 4%
- OTT: 3%
- Mobile: 1%
IBC365 Editorial Calendar

The below editorial calendar should serve as a guide for some of the vendor-specific content that will be covered each month on IBC365.

In addition to the features listed below, IBC365’s editorial coverage includes in-depth features that provide context and analysis of key industry issues. Interviews with industry leaders and thought leadership articles deliver insight into the strategies shaping the industry while regular behind-the-scenes articles explore the tools and techniques used to craft and deliver the biggest TV productions and film releases.

## IBC365 Editorial Calendar: year-round opportunities to engage with the IBC audience

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
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</table>
| • Monitors and measurement  
• Managing metadata  
• Immersive cinema  
• Media asset management | • Cameras and lenses  
• AI in broadcast  
• Immersive audio  
• Production technology | • Studio control systems  
• Object-based broadcasting  
• PVRs and STBs | • Equipping Obs  
• Cyber security: safeguarding assets  
• Satellite delivery |

**Themed week**
- Telco and media convergence

### Webinar
- Esports goes mainstream

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<tr>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
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</table>
| • Camera round-up  
• Live content streaming  
• Immersive audio | • Producing live sport  
• Audio post production  
• Combining satellite and OTT | • Capturing audio  
• Media asset management  
• Compression and codecs  
• Voice search | • Grading systems  
• Rights and distribution  
• Advances in AR  
• IBC2019 preview |

**Themed weeks**
- User Experience  
- Production Craft

### Webinars
- Voice search and discovery  
Creating UHD and HDR content
- Live Production
- Creating edge sports technology
- OTT  
Building tomorrow’s OTT platform
- AI

### Webinars
- IBC2019 preview

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<tr>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
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</table>
| 13-17 September 2019 | • Vision mixers  
• CDNs  
• IoT and broadcast | • Test and measurement  
• Delivering UHD content  
• Cinema display technology | • Creating shortform content  
• Detecting piracy  
• UX and design |

**Themed week**
- IP
- Ad tech
- Immersive content
- IoT

### Webinars
- IBC2019 review  
Delivering addressable advertising
- Building tomorrow’s OTT platform
- The adoption of AR
- What smart cities mean for media

## Contact us for more information

Bespoke marketing opportunities are available before, during and after the show, including themed weeks and premium packages. For more information contact the IBC Sales Team at sales@ibc.org to start planning your year-round campaign.
Achieve year-round exposure with IBC

IBC is the world’s most influential media, entertainment and technology show, giving you access to over 55,000 professionals and potential clients from across the industry.

To compliment the opportunities available to you at the show itself, BC has designed multiple year-round promotional opportunities ensuring that you receive exposure 365 days a year and offering you a unique platform to market your products and services to a targeted audience.

There are multiple marketing opportunities and bespoke themed packages available, all of which can be customised to meet your specific marketing objectives and ensure you achieve the right level of exposure for your business.

IBC has a dedicated themed week each month focused around a particular industry trend, with different content types working across multiple platforms to address the latest topics in a varied and engaging way.

Our themed packages are built collaboratively and incorporate many of the promotional opportunities listed here to take advantage of these themed weeks. This allows sponsors to best leverage the extra focus and attention delivered by the dedicated IBC marketing and promotion and result in diversified and effective approach to thought leadership and brand exposure.

Contact our Sales Team at sales@ibc.org to find out more.