IBC Accelerator Programme
Supporting collaborative innovation across the Media & Entertainment Ecosystem

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Digital transformation requires new approaches to collaboration & innovation…

**IBC Accelerators are fast track, open innovation projects…**

- Broadcasters, Studios, Platforms, Games studios, content & rights owners are project ‘Champions’ (buyers) **who set out the business or technology challenge/ use case.**

- ‘Participants’ are technology solutions providers, application/software developers, system integrators or manufacturers, (the sellers) **who provide resources & expertise to develop the solution.**

- Projects are **collaborative in directly addressing and solving common, complex business & technology challenges** over an intensive 5-6 month project timeline.

- Accelerators **demonstrate business value through** an open R&D approach, reflecting the value of industry of standards and best practices.

- Projects culminate in proof of concept showcase demonstrations at IBC in 2020

- Global Visibility/ PR opportunities on the road to, and at IBC across all its media channels
Inaugural Accelerator Projects Delivered in 2019

**AI Indexing for Regulatory Compliance & Editorial monitoring:** A collaboration by project Champions: A collaboration by project Champions, Al Jazeera, AP and RTE, and participants V-Nova, Metaliquid, Tech Mahindra and QCRI

**Mobile Newsgathering using AI Powered Compression:** A collaboration by project Champions, Al Jazeera, AP, RTE, BBC NEWS, BT and participants V-Nova, and Aviwest

**5G-enabled Smart Tourism Experience:** A collaboration by project Champions BBC R&D, Aardman Animations, and participants the University of Bristol (Smart Internet Lab), CCS and Zeetta Networks.
**IBC Accelerator Projects: Terminology & Ground Rules**

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<th><strong>IBC Media Accelerators</strong></th>
<th>Proof-of-concept projects addressing a media ecosystem technology or business challenge (i.e. the prospective buyer of the solution developed by an Accelerator is a media company). Showcased at IBC2020 only.</th>
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| **Project ‘Champions’**   | The prospective buyer of the solution developed by the Project  
  - Sets the business challenge and advocates the solution  
  - Open to any company which is a provider of media & entertainment services, e.g. a broadcaster, OTT, production studio, content creator, rights owner or a provider of mobile or fixed telecoms services |
| **Project ‘Participants’** | Vendors, manufacturers system integrators, consultancies and enterprises for example, who design, project manages and provides resources to build the solution:  
  - Open to small, medium & large organisations in the media & entertainment ecosystem including sponsors, exhibitors and visitors to IBC 2020. |
| **Qualifications**        | Accelerator teams must have at least 1 Champion + 4 Participants |
| **Fees**                  | Participants pay a participation fee, once projects are formed and officially underway  
  - Champions do not pay  
  - Fees dependent on organisation size by revenue and event options selected to showcase PoC See Page 10 |
| **Showcases**             | IBC (Amsterdam, 11-15 September 2020) |
Accelerator Team Member Commitment

**Champion’s Commitment**
- Helping to define & refine the business challenge and ultimately validating that the project addresses a significant organization or industry problem
- Providing business requirements, clarifications and feedback for the use cases within the project
- Validating that the proposed project deliverables will provide value to their organization and the wider industry
- Giving feedback on solutions as they are developed
- Promoting the solutions within their organizations and to the wider industry
- Providing a ‘sponsor’ for the project, and a working level engagement contact (can be the same person)
- Attend at least 80% of meetings
- Attend relevant Showcase events including IBC2020 Showcase, ensuring showcase is resourced across the project

**Participant’s Commitment**
- Develop project plans and timelines
- Develop solution design and executable deliverables including the proof-of-concept demonstration
- Complete the necessary documents (project charters, templates, etc.) as required by the initiative
- Harvest the learning and assets from the Accelerator to create best practices guidance and standards input for the industry
- Work collaboratively with other project team members
- Attend at least 80% of meetings
- Attend relevant Showcase events including IBC2020 Showcase ensuring showcase is resourced across the project
Benefits of Creating or Joining an IBC Accelerator Project

1. **Multiplication of resources (x5)**
   IBC Accelerators serve as extensions to your R&D departments where resources are pooled by participating organisations.

2. **Acceleration of R&D, Fast Collaboration**
   With an R&D cycle considerably faster than most in-house cycles, the power of Accelerator Projects is significant. IBC manages the projects’ cycle ensuring structured programmes are in place. All this comes at a fraction of the cost that you would have incurred internally.

3. **Creativity from a multi-company team**
   Working with some of the brightest minds from outside your company helps get fresh perspectives into the project.

4. **Testing Platform**
   Learn how your solution works with others from the industry or from other sectors in a hands-on environment. Receive real requirements and sincere feedback from other Champions & industry colleagues.

5. **‘Trust’ – A safe place to innovate**
   Explore new concepts: without needing to expend time and energy to form commercial relationships – IBC takes care of the contracts and collaboration tools.
IBC Accelerator Marketing Value Proposition

Accelerator Showcases
- Dedicated Accelerator exhibition booth at IBC2020
- Option to showcase at TM Forum’s Digital Transformation World 2020 event
- Significant branding & promotion at the Showcase events
- Theatre presentations & QA (25 mins) at each event
- Help creating the marketing pitch, presentations & collateral
- Help reaching the right audience at the showcase events
- Showcases aligned to IBC themes across the showfloor

Project featured on IBC online channels, including…
- Video Created at Accelerator ‘Kickstart’ event presenting the project challenge
- Video (at the IBC or TM Forum Showcase events) presenting the results
- Blog posts, webinars & features on IBC365
- IBCTV interviews, Insight Magazine features, Show Daily coverage
- Promotion in newsletters, event marketing, social media

Additional opportunities
- IBC Accelerator Awards at IBC2020
- Publish further blogs, written interviews and articles
- Further post-event digital marketing (e.g. virtual Accelerator showcases, webinars…)
IBC helps with the idea generation process. We also help find champions and participants to fill the teams from among the IBC.

- Accelerator teams work to a 6 month project plan
- An IBC and domain expert supports the team
- Work takes place via regular calls and use of a virtual project workspace hosted by IBC
- Project leads will pitch challenge ideas at IBC’s ‘Kickstart’ Day in London, where initial team formation begins and continues through March. Projects get underway in April, although additional Champion & Participants can be added as the project develops

IBC provides the Accelerator Zone to showcase the projects in Amsterdam as well as other marketing activities to promote the projects. The Accelerator Zone will be located in Hall 14 at IBC 2020

Further details of what’s included in showcases available.
Example IBC Accelerator – Project Use Case Categories

Based on the IABM BaM® content chain classifications

**Innovation in production**
processes, including live production in studio control room or OB and post-production.

**Publishing, play-out and distributing content**
for consumption by audiences incl. linear playout, OTT VOD platforms, (terrestrial, IPTV, cable, satellite & internet distribution.

**Moving Content**, whether real-time (live) or file-based, within and between facilities using broadband, fibre, mobile/wireless connectivity.

**Storing content** throughout its lifecycle, such as on-premise & cloud object storage.

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**Original acquisition and creation** of raw content – live, recorded, in studio or remote production

**Managing and preparing completed content** (audio, video, metadata) for publication and subsequent archive.

**Managing business processes** for content rights and royalties, scheduling linear and OTT services, selling and managing advertising.

**Enabling and powering the Content Chain** including monitoring, testing, communicating, and running compute and facilities.

**Enabling consumption** of content on consumer-facing devices, apps and platforms.

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**Create**

**Manage**

**Monetise**

**Support**

**Consume**
Challenges in today’s media & entertainment ecosystem

New technologies & online platforms are disrupting the media industry, with:

- The shift from hardware to software/ IP for content creation, production & delivery
- A race to deploy new & immersive technologies e.g. 8K, HDR, VR/AR/ MR
- Rapid evolution of insurgent technologies e.g. AI, Blockchain, Cloud, Voice, IoT etc
- Content creation, production & delivery networks evolving e.g. 5G, fibre rollouts
- Established broadcasters, rights owners, studios ramping up D2C strategies
- Escalating battles to create original programming and cost of rights
- Significant and growing levels of piracy, especially in premium sports rights
- Regulatory disparity between broadcasters, telcos, online platforms & players
- Fragmenting audiences across platforms, screens and devices
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