IBC Accelerator Media Innovation Programme

An Evolution of the Media-Telco Catalyst Initiative
Supporting collaborative innovation across the Media & Entertainment Ecosystem

Mark Smith – Media-Technology & Telecoms Advisor
11 November 2019
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. 4K/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, studios going D2C to compete with OTTs
- 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 creating greater competition for audience engagement than ever before

Digital transformation requires new approaches to innovation at speed...

IBC Accelerator Projects have been designed to seed, develop and showcase collaborative innovation in media-tech, and across adjacent sectors such as IT, Internet, Telecoms and others.

“The R&D cycle of these projects is estimated to be an impressive 5 times faster than can be achieved in-house, the power of this approach to addressing and solving industry challenges is undeniable”
What are IBC Accelerator Projects?

- IBC Accelerators are fast-track, open innovation projects focused on the broad media-tech sector, developing innovative solutions for the ecosystem.
- Broadcaster & Digital Service Providers are project ‘Champions’ (‘prospective buyers’ of a solution**) who set out the business or technology challenge and 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 designed to be collaborative, directly addressing and solving common, complex business & technology challenges over an intensive 3-6 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*
- A call by IBC for Accelerator Project Challenges & Use Cases is open now until 16 January 2020
Based on the success of the IBC-TM Forum collaboration in 2019

IBC Accelerator Innovation Programme is an evolution of the Catalyst programme developed and showcased at IBC2019, via three key projects:

- 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 Qatar Computing Research Institute
- 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.
Project Presentations & IBCTV Interviews:
Click for Videos (in Presentation Mode)

AI Indexing for Regulatory Compliance & Editorial monitoring

Mobile Newsgathering using AI Powered Compression

5G-enabled Smart Tourism Experience
IBC Accelerator Projects: Terminology & Ground Rules

<table>
<thead>
<tr>
<th>IBC Media Accelerators</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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</thead>
<tbody>
<tr>
<td>Project ‘Champions’</td>
<td>The prospective buyer of the solution developed by the Project</td>
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<tr>
<td></td>
<td>- Sets the business challenge and advocates the solution</td>
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<td></td>
<td>- Open to any company which is a provider of media &amp; entertainment services, e.g. a broadcaster, OTT, production studio, content creator, rights owner or a provider of mobile or fixed telecoms services</td>
</tr>
<tr>
<td>Project ‘Participants’</td>
<td>Vendors, manufacturers system integrators, consultancies and enterprises for example, who design, project manages and provides resources to build the solution:</td>
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<td></td>
<td>- Open to small, medium &amp; large organisations in the media &amp; entertainment ecosystem including sponsors, exhibitors and visitors to IBC2019 and/or 2020.</td>
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<tr>
<td>Qualifications</td>
<td>Accelerator teams must have at least 1 Champion + 4 Participants</td>
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<tr>
<td>Fees</td>
<td>- Participants pay participation fees</td>
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<tr>
<td></td>
<td>- Champions do not pay</td>
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<td></td>
<td>- Fees dependent on organisation size by revenue and event options selected to showcase PoC</td>
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<tr>
<td>Showcases</td>
<td>IBC (Amsterdam, 11-15 September 2020)</td>
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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 IBC Project ‘Kickstart’ event in early February 2020 (details TBC) and subsequent Showcase events

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 IBC Project ‘Kickstart’ event in early February 2020 (details TBC) and subsequent Showcase events
Value Propositions: I use IBC media Accelerators to…

Aspiring Leaders
“...find partnerships and open new opportunities with new technologies and players.”

Trend learners
“...learn new tools, skills and techniques and get involved in driving game changing industry innovation.”

Company Champion
“...get recognition for my company's innovation and develop new client relationships.”

Buyers
“...test new and potential solutions rapidly, especially with disruptive technologies and to work with new suppliers that might lead to future partnerships.”

Technical creators
“...prove new ideas (and new suppliers) much faster and more cost-effectively than I can do in-house.”

Technical Experts
“...show how my company's innovation helps the industry transform.”

Thought Leaders
“...support broader industry evolution and demonstrate alignment between technical initiatives, standards and business strategy”

Collaboration Seekers
“...prove the value of co-creating solutions with other broadcasters and the broader vendor community”

Innovators
“...gain deep understanding of customer requirements, especially in the context of new immersive tech.”

Software seekers
“...discover the latest technical developments and learn more about the industry, especially relating to software such as AI and cloud services.”

Learn more about IBC stakeholder journeys here
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 IBC 2020
- 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 show floor

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 either a 3 or 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
- The teams will meet face to face at IBC’s ‘Kickstart’ Project Days in London where additional expertise can be recruited and the project evangelised

- IBC provides the Accelerator Zone to showcase the projects in Amsterdam as well as other marketing activities to promote the projects.

IBC Accelerator Cycle: September 2019 - 2020

<table>
<thead>
<tr>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
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<th>March</th>
<th>April</th>
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<th>June</th>
<th>July</th>
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<th>September</th>
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<tbody>
<tr>
<td>Idea generation</td>
<td>Matchmaking</td>
<td>Development</td>
<td>Marketing</td>
<td>Presentation</td>
<td>Refinement</td>
<td>Showcase</td>
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**Accelerator Life-cycle**

- Call for Accelerator Challenges. Submission Deadline: 16 January 2019
- Matchmaking Phase brings challenges & project teams together
- IBC Kickstart: project pitches & fusion Early February 2020
- Project in development toward with showcase at IBC 4-6 months Dependent on Project Scope & Team Preferences
- Project meetings & additional team recruitment at MWC 2020 24-27 February 2020
- Accelerator Showcase at IBC2020 11-15 September
IBC Accelerator Pricing 2020
Including Option for TM Forum Showcase

IBC Accelerator Participation Fees (Champions do not pay fees)

- Based on categories, below defined by Participant organisation’s annual revenues
- Full Accelerator Showcases at IBC (Amsterdam, Sep-20) are included with the Participation Fees*
- Champions do not pay Accelerator Participation Fees
- Accelerator Project must have at least 1 Champion + 4 Participants
- Prices may be revised in 2021

<table>
<thead>
<tr>
<th>Annual Revenues (USD)</th>
<th>Category</th>
<th>Accelerator Participation Fee Including IBC Showcase (GBP/ USD)</th>
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<tbody>
<tr>
<td>&gt; $25 billion</td>
<td>A</td>
<td>£14,100/ $18,000</td>
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<tr>
<td>$100 million to $25 billion</td>
<td>B</td>
<td>£9,200/ $11,800</td>
</tr>
<tr>
<td>$25 million to $100 million</td>
<td>C</td>
<td>£7,200/ $9,100</td>
</tr>
<tr>
<td>$1 million to $25 million</td>
<td>D</td>
<td>£4,200/ $5,300</td>
</tr>
<tr>
<td>&lt; $1 million</td>
<td>E</td>
<td>£1,100/ $1,400</td>
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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 played, 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.

**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.

Create

Produce

Publish

Connect

Store

Manage

Monetise

Support

Consume

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

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