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 2019 we introduced a number of new features and initiatives, including the first-ever Esports Showcase, the launch of the Next Gen Hub, the introduction of the Social Impact Awards and Young Pioneer Award and the showcase of IBC’s first three media innovation accelerator projects, the Media-Telecom Catalysts.

Our success in meeting the needs of our customer-base is demonstrated by the figures. In 2019 we welcomed 56,390 attendees from 150 countries to the RAI in Amsterdam, 1,700+ exhibitors and 551 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 IBC2020 opens its doors on Friday 11 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.

IBC’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
1992 IBC moves to RAI, Amsterdam
1994 Leaders’ Forum is added to the programme
2000 Big Screen is created
2006 Future Reality Theatre is introduced
2011 IBC launches media-telecoms catalyst programme with TM Forum
2016 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
2020 Startup Innovation Hub launches

IBC Content Everywhere is launched
Experience IBC Year-Round

Exhibition

Reach more than 56,000 industry professionals by exhibiting at IBC2020

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 56,000+ attendees

Become a game changing ‘Champion’ or ‘Participant’ in the next IBC Accelerator Media Innovation programme.

Content Programmes

Strengthen your position by giving thought leadership presentations

Engage with the most senior audience in the media, entertainment and technology industry

IBC Roundtables bring together a targeted group of senior buyers

Meet decision makers from start-ups and established key industry players and generate leads

Build your brand awareness

With in excess of 56,000 attendees, IBC is one of the largest event platforms of its kind in the world today.

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

As the premier event for the media, entertainment and technology industry, reaching professionals from 150 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 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.

“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
### Reach a Global Audience

- **Africa & Middle East:** 12%
- **Asia:** 5%
- **North America:** 4%
- **South America:** 1%
- **Central Europe:** 8%
- **Eastern Europe:** 7%
- **W. Europe & Scandinavia:** 63%

- **Seniority**
  - C-suite, VP, EVP, Director and above: 32.8%
  - Executive or Assistant: 5.2%
  - Student / Intern or Educator: 5.6%
  - Professional Engineer or Developer: 4.1%
  - Entrepreneur / Consultant / Freelance / Independent: 16.3%
  - Editor / Publisher / Journalist / Writer / Photographer: 11.1%
  - Manager or Head of Department: 24.9%

#### 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.
- 80% of IBC attendees are responsible for the final purchasing decisions for their business.
- The world's leading vendors of all sizes 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.
Roger Sherwood
Global Strategy, Media and Entertainment, Cisco

Since 2014, IBC has developed and nurtured a growing part of the exhibition called Content Everywhere, which has allowed new and innovative exhibitors to showcase how the cloud, new delivery mechanisms and increasingly easy access to powerful computing are dividing the creation and management of content for distribution online to all of consumers’ devices and boosting the monetisation and consumption of video content. IBC Content Everywhere is where the worlds of broadcast and broadband converge.

Exhibitors in these growing industry sectors have the opportunity to exhibit within the Content Everywhere areas at IBC2020, populated with the major platform and technology vendors and the destination for content owners, broadcasters and communication service providers, and benefit from access to an exclusive special exhibiting package. This includes presence within a curated programme of free to attend sessions on two live showfloor stages in both Hall 14 and the newly expanded Hall 5.

These stages offer exhibitors the opportunity to explain innovative new technologies, products and services throughout the course of the show and to collect leads from a busy and engaged audience.

The Content Everywhere brand identity attracts a growing loyal audience from exciting industry sectors increasingly more fundamental to the overall content supply chain; exhibiting in this exhibition area offers the numerous advantages of being at the centre of the exhibition alongside your main partners, customers and competitors.

In conjunction with the on-stage speaking opportunity, take advantage of the Content Everywhere package that includes badge scanning lead retrieval devices, complimentary internet access, networking lounges, premium stand build and editorial coverage.

Why partner with IBC Content Everywhere?
- Position yourself as thought leaders and innovators in this emerging industry sector
- Engage and build relationships with professionals involved in this fast-developing market
- Extensive networking opportunities both on your stand and in the dedicated IBC Content Everywhere Networking Lounge
- Global exposure for your brand and recognition for high-level content in the Hub

Core industries
- OTT
- Live Streaming
- Personalisation
- User Experience
- Monetisation
- Adtech
- Big Data
- Cloud Services
- E-commerce

“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
Exhibition

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 show's 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.

Ideal platform to launch your ideas to the wider industry, reaching IBC’s 56,000+ attendees including international press

Combine with multiple media thought leadership opportunities

Why partner with the Future Zone?

Future Zone

“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

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- Combine with multiple media thought leadership opportunities

Why join?

For Champions e.g. Buyers of media solutions:

- Accelerate your R&D, without the need for months of commercial negotiations and contracts
- Multiply your R&D resources and gain fresh expert insights on disruptive technologies
- Work collaboratively with other peers in your field to fast track solutions to common challenges
- Get fresh creative ideas and technology expertise from multicompany, multinational teams
- Use the Accelerators as a safe, trusted and nimble environment to experiment

For Participants e.g. solution providers and vendors:

- Work with champions inside and outside of your usual sales pipeline
- Gain an inside track from learning about and solving the tangible pain points of champions
- Apply your expertise to new use cases and prove the value of your solutions
- Get maximum visibility in the runway to IBC and at the show, with multiple hi-visibility marketing platforms
- Develop your teams with real world challenges, working with cross industry players

Some examples of today’s challenges:

- 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/ XR
- 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 players accelerating D2C strategies

Combining with multiple media thought leadership opportunities

Why partner with the Future Zone?

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- Ideal platform to launch your ideas to the wider industry, reaching IBC’s 56,000+ attendees including international press
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- Ideal platform to launch your ideas to the wider industry, reaching IBC’s 56,000+ attendees including international press
- Combine with multiple media thought leadership opportunities
Following the success of the IBC2019 Esports Showcase Launch, this year’s 2-day event will bring together 400+ attendees, leading industry names, games and technology. The IBC2020 Esports Showcase is set to grow bigger, better and broadcast further!

By aligning your brand with the IBC Esports Showcase, you’ll have access to the industry’s most compelling innovators, strategists and gamechangers. We also collaborate closely with our sponsors to create tailored opportunities and solutions which will help you put your best foot forward into this exciting, innovative and growing audience.

IBC is partnering with The Next Web, a major digital tech media brand with a huge global audience in the startup and emerging tech space, to found the Startup Innovation Hub at IBC2020.

Innovation is often more effective when working with external companies like startups. The time to market for new propositions is shorter and chances of success are higher than many internal R&D projects.

TNW has positioned themselves as an expert on innovation and helping organisations partner with startups and IBC has selected them to work with us on bringing this opportunity to the IBC audience.

In this program, TNW will help you shape your innovation opportunities and find startups and scale-ups for you to collaborate with to innovate fast.

The Startup Innovation Hub will be a 5 day programme at IBC2020 consisting of tech startups on the show floor, daily pitching battles, keynote presentations, facilitated networking and themed challenges.

It allows future-thinking partners, such as yourselves, the opportunity to collaborate with carefully selected startups offering complimentary technologies and services to help develop your competitive advantage. It also helps position your brand firmly at the centre of emerging tech and offers thought leadership opportunities before during and after the show. Partnering with IBC on this initiative will also deliver an end-to-end campaign of content and marketing assets to use in your wider and adjacent campaigns.

Key stats

- 58% new attendees to IBC2019
- Full sessions all day
- 700+ attendees
- A new & growing audience sector
- High levels of interest & engagement
- Big impact & brand awareness

How to get involved

- Speaking opportunities
- Content
- Demo kit
- Networking
- Lead Generation
- Brand Awareness

Previous partners & sponsors:

- ESL
- EVS
- NEP
- City of Amsterdam
- MediaKind
- Lagardere

Why join?

- Explore the tech ecosystem
- Position your brand as an innovation leader
- Boost your partnership outreach
- Tackle innovation opportunities
- Expand your R&D pipeline
- Reach new tech audiences

Previous partners

TNW

In collaboration with

Startup Innovation Hub
Alongside opportunities to raise brand awareness, to network and generate leads, this year IBC have introduced a unique and exciting opportunity for exhibitors and sponsors to hold their own content programmes and sessions in collaboration with IBC.

These events allow sponsors to demonstrate thought-leadership, discuss the challenges, opportunities and issues most important to them, present tech advancements, launch products and announce new partnerships and initiatives.

Ranging from digital events during the year to large showfloor showcases, in each case IBC will work closely with the sponsor to produce the programme and content and generate an engaged audience, aligning their agenda and message with the IBC brand and collaboratively delivering an event, asset or campaign that meets their goals and objectives.

IBC will bring together a targeted group of senior buyers and industry experts during the year for a hosted and curated discussion with each other, IBC and a sponsor. Attendees will benefit from networking with their peers: sourcing new business contacts, getting the inside track from competitors and through group therapy will understand how to face the challenges others are also facing.

A roundtable sponsor will take advantage of IBC’s database and marketing prowess to provide access to new prospects across the value chain, gather feedback from the industry on their new and recent initiatives and establish leadership and collaborative credentials with these senior end-users and experts.

The event will involve the below, provided and sourced by IBC:

- **Audience acquisition**: 6 x sponsor customers and prospects, target groups briefed by sponsor to IBC
- **On-the-day IBC support staff**: 1 x IBC host/moderator, 1 x IBC journalist, 1 x IBC photographer/film crew, 1 x IBC room manager
- **Event curation**: IBC Content Producer to curate an agenda, targeted questions and debate topics. To design a title, description and format for the full event
- **Content creation**: A write-up of the event on IBC365 that maintains the candid conversation but provides a lasting story to widen the reach of the event
- **Experience**: A first-class top table restaurant style room, food, look & feel
- **Delegate management**: including registration, guides, briefing and on-the-day support
- **Lead generation**: Unlimited wider lead gen from interested delegates who cannot attend but want to hear from the sponsor
- **Account management**: Daily support and updates from IBC account manager with weekly briefing calls

**Rate**: £30,000
IBC Executive Forums

The IBC2020 Executive Forums is an exclusive invitation-only programme, bringing together a powerful network of media and entertainment’s most eminent business and technology 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.

Plenary Sessions:
All delegates join plenary sessions during the morning and at the end of the day, focussing on what telecom, media and entertainment businesses must do to do to transform, evolve and thrive. The focus is on identifying successful business and technology strategies and responding to market realities. Interactive sessions featuring expert speakers, keynotes, market intelligence data and case studies allow delegates to deconstruct the industry’s new super alliances, the merits of emerging business models, the imperative for competing with Silicon Valley and delivering the next generation of consumer content experiences.

Delegates will then split out into three specialist tracks to allow delegates to focus on topics most important to their roles:

Direct-to-Consumer Track:
In the era of direct-to-consumer, what does it take to create and maintain a competitive consumer-facing OTT service or content platform? Monetisation models, technology platforms, user experience, device, content partnerships and the critical importance of using consumer data effectively to drive personalised experiences and profitability will all be explored and debated in detail. From niche platforms to the tech behemoths, from subscription to ad-tech driven free platforms, to the role of broadcaster VOD, every aspect of building and operating the next-generation of D2C media will be examined.

Cyber Security and Content Protection Track
The track 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 and Media 5G Innovation Track
This track 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.

IBC2019 Executive Forum Speakers

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 vital purchasing authority
- Network, learn and debate the latest advances in key technology fields affecting the media & entertainment industry

IBC Executive Forums

Jane Turton
CEO, All3Media

Kasia Kieli
EMEA President & Managing Director, Discovery

Chris Whitham
Director, Business Development, Netflix

Morwen Williams
Head of UK Operations, BBC News

Abdel Van der Wal
CEO, Warner Media International

Jim Helman
CTO, MovieLabs
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 campaign surrounding the awards programme
- Aligning with a particular category ensures a strengthened market position within that area
- Year-on-year growth in the number of entries ensures increased exposure for IBC sponsors
- Strengthen relation within the industry through association with a programme designed to reward end users, technical partners and vendors

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.

Past winners include:
- SailGP/Timeline TV, Seychelles
- Ocean Mission/AP, Nokia, ETV Bharat, TPI, Galan Solutions, Chouette Films, Discovery & Eurosport, Medialaan, RTE, BT Sport, IBC R&D, NBA League, ESPN, TV Globo, Groupe Medias TFO, Snell Group, Park Road Post.

In 2019 IBC launched the new categories - 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 strategies.

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 visual and sound.

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 pre and post reception, the ceremony is the ideal place to network with potential clients, leaders in innovation and industry dignitaries.

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.

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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 media-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

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.

It is the only complete resource for exhibitor information that is updated in real time before, during and after 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 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.

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.

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.

Why partner with Insight?

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

IBC TV

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?

- 565,325 Reach
- 271,004 Views
- 251,864 Views

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

“IBC TV is 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.

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.

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.

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.

IBC.org
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
- Alignment with a platform and content that is recognised as the leader in the industry
- The opportunity to align marketing activities across not only IBC365, but also via the exhibition, conference, feature areas and awards, ensuring a cohesive streamlined campaign with maximum reach into high-value clients

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+

150 countries

Industry sector

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Broadcast / Content Provider</td>
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<tr>
<td>Consultancy / Analytics / Research</td>
<td>8%</td>
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<tr>
<td>Content Production / Post Production</td>
<td>10%</td>
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<tr>
<td>Distribution and Delivery</td>
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<tr>
<td>Equipment / Software Manufacturer</td>
<td>8%</td>
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<td>Film Industry</td>
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<td>Financial Services</td>
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<td>Government / Industry Body</td>
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<tr>
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Expanding Audiences

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<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telecom / Cable and Satellite Operator</td>
<td>14%</td>
</tr>
<tr>
<td>VR/AR</td>
<td>2%</td>
</tr>
<tr>
<td>Cloud</td>
<td>4%</td>
</tr>
<tr>
<td>OTT</td>
<td>3%</td>
</tr>
<tr>
<td>Mobile</td>
<td>1%</td>
</tr>
</tbody>
</table>

Global Reach

North America 51%
Central Europe 5%
Western Europe & Scandinavia 7%
East Coast Asia 14%
South America 2%
Africa 7%
Middle East 4%
Eastern Europe 9%
Oceania 1%
Western Europe & Scandinavia 51%
North America 7%
Asia 10%
C Europe 7%
E Europe 8%
N Amer 10%
Middle East 5%
Africa 6%
South America 8%
W Europe & Scandinavia 51%
C Europe 12%
E Europe 14%
N Amer 7%
Asia 10%
Oceania 1%
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>
</tr>
</thead>
<tbody>
<tr>
<td>• Smart TVs • Immersive audio • Access services</td>
<td>• Multipath delivery • IoT and broadcast • GFX and branding</td>
<td>• Audio capture • QC, test &amp; measurement • Voice control</td>
<td>• Cameras • Traffic and subscription management • Lighting</td>
</tr>
<tr>
<td>Webinar OTT</td>
<td>Webinar Multipath delivery</td>
<td>Themed week 5G</td>
<td>Themed week Cyber security</td>
</tr>
<tr>
<td>Themed week - OTT</td>
<td>Webinar - the content enabler</td>
<td>Webinar - immersive content</td>
<td>Webinar - Live Protection</td>
</tr>
<tr>
<td>Webinar Building OTT platforms</td>
<td>Webinar Movers and shakers</td>
<td>Webinar - Esports production</td>
<td>Webinar - IBC2020 preview</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Metadata • Scheduling • Cinema experience</td>
<td>• Audio post • Storage • Cloud playout</td>
<td>• Editing • Compression and codecs • Delivering UHD content</td>
<td>• Grading • Set top boxes • Rights management</td>
</tr>
<tr>
<td>Themed week - User Experience</td>
<td>Themed week - Live</td>
<td>Themed week - Esports</td>
<td>Themed week - 5G and broadcast</td>
</tr>
<tr>
<td>Webinar - User Experience</td>
<td>Webinar - Live</td>
<td>Webinar - Esports production</td>
<td>Webinar - IBC2020 preview</td>
</tr>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>• News production • Multipath delivery • User experience</td>
<td>• Remote production • CDSs • Ecommerce</td>
<td>• Sports production • Audio/video monitoring • Personalisation</td>
<td>• Live events • Localisation • Audio codecs</td>
</tr>
<tr>
<td>Themed week - HDTV efficiency</td>
<td>Themed week - Ad tech</td>
<td>Themed week - immersive content</td>
<td>Themed week IP</td>
</tr>
<tr>
<td>Webinar - Media asset management</td>
<td>Webinar - Delivering admissible ads • Live production CDSs</td>
<td>Webinar - Creating AI experiences</td>
<td>Webinar - End to end IP</td>
</tr>
</tbody>
</table>

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 complement 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.

Achieve year-round exposure with IBC

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.