IBC2019 journey for Technical Experts
To help you plan your visit to IBC2019, we have created a proposed journey for you, with suggested content sessions to attend, showfloor feature areas to visit and exhibitors to see.

Owners & Associations
Owners session
07:45 - 08:45
Forum

IABM: Seeing clearly in the cloud – strategies for business transformation
Morwen Williams, Head of UK Operations - BBC News
Tim Shoulders, President - Grass Valley, a Belden Brand
Bhavik Vyas, Head of M&E Global Partnerships and Alliance - Amazon Web Services (AWS)

Big Screen Conference
10:45 - 11:45
Sponsored Content E102

Defining a new chapter of ultimate video experience with 8K + AI
Veni Shone, President - HiSilicon (Shanghai) Technologies
Marvin He, GM of Video Product - Huawei
Sunny Niu, Deputy Secretary-General – AVS Industrial Alliance
Steeve Huin, Vice President of Strategic Partnerships, Business Development and Marketing - Irdeto

Planet innovation: A BBC Studios natural history showcase
Colin Jackson, Senior Innovation Producer - BBC Studios
Maria Norman, Head of Production, Natural History Unit - BBC Studios
Andy Corp, Head of Technology - BBC Studios
Rachel Butler, Producer - BBC

Game of Thrones as you’ve never seen it before: panel session and screening - The Long Night, Season 8, Episode 3
Steve Beres, SVP, Studio & Production Services, - HBO

Black Mirror: getting the look
Alex Gascoigne, Colorist - Technicolor
London Colorists

20 years of digital cinema
Chair: Carolyn Giardina, Technology Editor - The Hollywood Reporter

Big Screen 11:45 - 12:45
Auditorium

Rocketman: the story of the music
Andy Patterson, Music Editor

Big Screen 14:30 - 15:00
Auditorium

Hisilicon Conference
10:45 - 11:45
Sponsored Content E102
**Big Screen**

12:00 - 13:15
Auditorium

**ASC 100 YEARS: Ground-breaking cinematography behind Lion King**

Stijn Van der Veken, Cinematographer
Caleb Deschanel, Cinematographer
Robert Legato, Visual Effects Supervisor
Kees Van Oostrum, Cinematographer, President - ASC

Chair: Carolyn Giardina, Technology Editor - The Hollywood Reporter

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17:15 - 18:00
Forum Lounge

**Lounge Talk networking drinks**

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**Lounge Talks**

12:00 - 12:30
Forum Lounge

**Tech Talk: Personalised content: The next driver of sustained trends in fitness technology**

In the multi-billion-dollar fitness industry, personalised content will be required to drive product innovation forward.

Scott Campbell, Strategy Consultant - Accenture
Gregory Shaw, Manager – Accenture Strategy, Communications, Media and Technology - Accenture

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**Keynote**

12:30 - 13:15
Forum

**Convention Keynote**

Andy Serkis, Director, Producer & Actor
Hear from Andy Serkis known to play ground-breaking characters including Gollum from Lord of the Rings, Caesar from Rise of the Planet of the Apes and King Kong.

Chair: Carolyn Giardina, Technology Editor - The Hollywood Reporter

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**Lounge Talks**

15:00 - 15:30
Forum Lounge

**How to find the place for purpose in your business model**

Charlie Oliver, Consultant - GoodBrand
James Wallis, Director of Strategy - Good Brand

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**Lounge Talks**

16:00 - 16:30
Forum Lounge

**What Caught My Eye - Creating disruption**

Finding the coolest tools for content creation and production on the IBC show floor, a guest expert and camera crew tour the halls and share their pick of the products. Join them to hear how storytelling and the creative process is changing, and to guide your own visit to the IBC exhibition.

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**Awards Ceremony**

18.30
Auditorium

**Celebrating Industry Excellence**

The IBC Awards recognise the personalities and organisations making exceptional contributions to our industry. The winners will be announced during the IBC Awards Ceremony.

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**Big Screen**

09:45 - 10:45
Auditorium

**Toy Story: reviving, restoring and re-imagining, in association with SMPTE**

Cynthia Slavens, Director – Studio Mastering & Operations - Pixar Animation Studios
Eric Pearson - Pixar
Dominic Glynn, Senior Scientist - Pixar
What Caught My Eye - Engaging consumer experiences
With the consumer at the heart of the broadcast and media industry, discover the products, platforms, user interfaces and devices that are transforming the consumer experience. A guest expert highlights their favourite finds on the IBC show floor, with video and discussion explaining why they are crucial to reaching audiences.

Satisfying viewers’ quality expectations while managing delivering costs
Simon Orme, Director, Business Development - MediaMelon Inc
Pieter-Jan Speelmans, CTO - THEO Technologies NV
Fabio Murra, SVP Product & Marketing - V-Nova

How to run a video war room: Real-Time QoE monitoring with Mux
Cyril Duprat, Director of Business Development - Mux

Autonomous vehicles: Social disruption for good
Chairperson: Fabian Birgfeld - W12 Studios

Securing content to protect revenues and the eco-system
Jürgen Jõgeva, Director - Axinom Products - Axinom
Olga Kornienko, COO - EZDRM
Orly Amsalem, Senior Product Manager, Security - Synamedia

The Architecture-matched HbbTV 2 Solution on Android TV
Xinwen Xue, VP Product Management - SERAPHIC Information Technology (Shanghai) Co. Ltd
An introduction to app development
Elias Pérez Carrera, CEO - Quobis
Gregory Trzonkowski, VP Customer Solutions - Better Software Group
Alberto Mari, Director of Sales - Applicaster

Don’t forget to find time to visit the many other feature areas at IBC2019.

IBC Exhibition
13 - 17 September

Where People Connect And Ideas Emerge
Explore 15 halls featuring more than 1,700 exhibitors showcasing the latest tech.

Future Zone
13 - 17 September
Hall 8

Seeing The Future Now
Visit the Future Zone to see the very latest ideas, innovations and concept technologies

IABM
13 - 17 September
Hall 8

IABM Future Trends Theatre in the Future Zone
Visit the IABM Future Trends Theatre in the Future Zone which will host a packed programme of presentations that explore up-and-coming technology and business trends.

Media-Telecom Catalyst Programme
Aardman Animations, Al Jazeera, Cambridge Communications Systems, BBC R&D & more will come together at IBC2019 to showcase solutions to real-life industry challenges caused by the media-telecom convergence. Covering everything from AI to 5G and mobile news gathering to smart tourism, the media-telecoms catalysts will demonstrate world-firsts in this brand new feature area on the IBC2019 Exhibition showfloor.

show.ibc.org
Looking to arrange a lunch meeting? Amsterdam RAI has some of the best restaurants, cafes and tasty snack bars for you to enjoy during IBC.

Including:
- The Beach
- The Roast Room
- First Floor Restaurant
- Grand Café
- Holland Restaurant
- Café Amsterdam

**IBC2019 App**

Ensure you’re prepared to take full advantage of networking opportunities and plan your time at the show with the IBC2019 App. Featuring a new online meeting planner and AI-powered matchmaking functionality that will recommend people you may want to meet with while at the show.

Available now from the App store and Google Play - search IBC2019.