



IBC ACCELERATORS

Supporting collaborative innovation across
the Media Entertainment Ecosystem

October 2021

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About IBC



- IBC is an independent and authoritative international organisation serving the global Media, Entertainment & Technology industry.
- For over 50 years IBC has run the world's biggest, most influential annual event for the industry.
- It is simply the must-attend event in the Media, Entertainment and Technology industry's calendar.
- IBC's event in Amsterdam attracts more than **56,000+** attendees from **150** countries around the world, **1,700** exhibitors - the world's key technology suppliers and has a thought-leading conference at the core
- **6 leading international bodies** form the ownership behind IBC, representing both Exhibitors and Visitors, these include IEEE, IABM, IET, RTS, SCTE and SMPTE



The IBC Accelerator Framework for Media & Entertainment Innovation

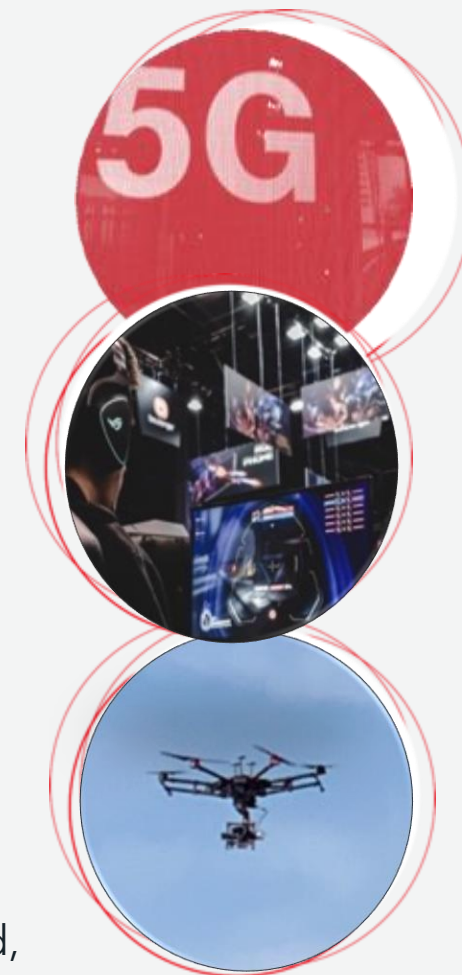


IBC created the Accelerator programme in 2019, to support the media & entertainment technology sector with a framework for **agile, collaborative** and **fast-track innovation**.

Projects are 'championed' and led by broadcasters & studios. They are designed to support and fuel innovation in the sector, by addressing many challenges and opportunities in areas such as:

- The transition to software & IP across the content supply chain
- Disruptive new technologies e.g. AI, Voice, IoT, Cloud etc.
- Potential of immersive & experiential tech e.g. VR/AR/ XR, 8K etc
- The roll out of 5G with tremendous new creative, production & distribution opportunities
- Booming in direct to consumer and original content strategies
- Regulatory disparity with online platforms and the value of trust and online platforms
- Fragmenting audiences across platforms, screens and devices

The **IBC Accelerators** take on 'bite size' business and technology challenges, through a project based, multi-company approach, developing innovative solutions to common pain points via invaluable 'hands on' experimentation. The solutions developed are showcased as PoCs at IBC's show in December.



2020: 5G for Remote Production

In 2020, **ten broadcasters** set out in an IBC Accelerator project to explore the 'art of the possible' with 5G capabilities for remote production.

The team delivered a live remote broadcast over the public mobile network in Amsterdam, including the world first use of AI-enabled cameras transmitted over 5G and a first use of network slicing dedicated to a live broadcast.

The aim to deploy a private 5G network in the production was not possible within the project timescales, but it led to further development and refinement of broadcaster needs with the Strathclyde team.

>>> 2021

THE OFFICIAL NEWSPAPER FROM IBC

IBCDAILY

10.09.2020

IBC SHOWCASE TO PRESENT LIVE 5G DEMO FROM AMSTERDAM

Ten world-leading broadcasters, collaborating as part of IBC's Media Innovation Accelerator Programme, will today deliver a 'proof of concept' demonstration of a series of 5G-enabled remote broadcast production use cases.

The project team, comprising ten broadcasting 'Champions' led by the BBC, together with Al Jazeera Media Network, BT Sport, EBU, ITV, Olympic Broadcasting Service, SVT, TV2, ViacomCBS Networks International (VCNI) and YLE, will discuss the bespoke workflows and architectures of the proof of concept on a live panel at 16:00 (BST) today.

This will be followed by a live, multi-camera, multi-location production from Amsterdam. Project technology will be powered by six ecosystem vendor participants; AVIWEST, LiveU, Sony, Huawei, Mobile Viewpoint and NewTek. The project team has also had the benefit of additional support from the University of Strathclyde.

In several 'media-firsts' sessions for broadcasters, the team will explain the technology workflows behind OB use cases. The connectivity of these sessions will be provided via Vodafone's public mobile network in Amsterdam. A wide range of cameras, device

gateways, cloud production tools, software-defined live production systems and live streaming hub technologies will be connected via the network. An additional 5G live link into the transmission from London will be contributed via 5G devices on the EE mobile network in the UK.

Separately, the project team has been exploring architectures based on the use of non-public or private 5G networks to enable additional bandwidth for other connected-camera and production use cases. The experimental production will also utilise remote controlled, AI-enabled cameras, a 5G-enabled video transmission from a drone and remote 5G controlled lighting, among other innovative vendor solutions.

The IBC SHOWCASE live transmission will include a panel discussion of the use cases, technology and workflows from London. Links will include a live 5G-enabled entertainment shoot controlled by AI cameras from a boat on a canal in Amsterdam. Links between the boat and shore will include a view of technologies and equipment configurations behind the scenes, plus a live link to a discussion at the RAI convention centre, where



the IBC Show would have taken place this week. The production will fully adhere to Dutch Government and Broadcast Industry Covid-19 business and production guidelines.

Entertainment on the boat will culminate in MTV's first-ever live 5G-enabled remote production, produced by VCNI and Viacom Digital Studios International (VDSI). The live 'MTV Push' special with MTV EMA Award-winning artist Emma Heester will use the

latest technology to create and broadcast content direct to fans.

Some 62 organisations have participated in eight IBC Accelerator projects during 2020, addressing challenges in areas such as 5G, AI, CG/XR Animation and VFX, and IP transformation

Watch the live demo session [5G Remote Production Session, Part 2 today](#) at 16.00-17.30.

For more on today's IBC Accelerator presentations turn to page 4.

The art of the possible Speaking during the opening IBC SHOWCASE session on Tuesday, project lead Ian Wagdin, senior technology transfer manager at BBC R&D, said: "Our challenge earlier this year was to explore and understand the 'art of the possible' in terms of a 5G-powered broadcast system, based on current and future use cases and a series of production scenarios in the field.

"With the IBC show in Amsterdam not happening this year, we seized on the creative opportunity to put those learnings into action by designing and configuring a live, multi-camera production as a demonstrator from three locations that will bring a flavour of a much-missed Amsterdam to IBC's audience."

INSIDE

In the clouds Production in the cloud and a round table with key distribution players make up two of Microsoft's three sessions today

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Going global IBC Council chair Naomi Climer shares her thoughts on a year like no other and the need for innovative thinking

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Workflow Tour The latest tools for building and operating an efficient content supply chain will be up for discussion during today's Workflow Tour

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The power of TV From news and current affairs to drama, film and sport, Theresa Wise, CEO of the Royal Television Society, praises the ingenuity and dedication of production companies during the pandemic

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Product news All the latest tech developments and innovations

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2021: 5G & Innovation in Live Production Workflows



This year's '5G & Innovation in Live Production Workflows' project is supported by 14 Champions and includes four workstreams assessing and experimenting with live production use cases and Multi-Access Edge Computing, Multi-Cloud Deployments, Private 5G Networks (NPN) and Low Earth Orbit Satellites.

Champions: BBC, BT Sport, Al Jazeera, BT, RTL, ITV, beIN Sport, RTÉ, EBU, TV2, Yle, Fox Sports, ViacomCBS, Vodafone

Participants: Microsoft, Grass Valley, NetInsight, Nulink, Juniper Networks, Huawei, Zixi, University of Strathclyde.

Supported by:



Champions:



Participants:



Accelerator Champions, Participants & Partners 2021

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