

from the industry

IBC 2023

15-18 September, RAI Amsterdam
Bringing the best of the industry to the best of the industry

By Melissa Cogavin, Managing Editor, SCTE

It's come around quickly hasn't it? IBC2023 is nearly upon us and the SCTE is brimming with excitement to be heading to Amsterdam again. The premier annual event for the global broadcast and content delivery industry, with its finger on the pulse of cutting-edge technology and emerging trends, IBC continues to play a pivotal role in shaping the future of media and entertainment. We will be there all week and are really looking forward to seeing how the show has evolved since last year's return after Covid. All the signs are that it's going to be a fantastic week with some fascinating sessions, awesome speakers tackling topics from 5G to AI, from VR to 8K; don't forget to wear comfortable shoes....

SCTE Members and Broadband Journal readers are entitled to a discount using the code: **IBC23MPSCTE**.

Since its inception in the UK in 1967, IBC has grown into the most influential event in the media, entertainment, and technology industry, attracting professionals from around the world. Roaming the halls next month will be content creators, broadcasters, technology providers and other stakeholders under one roof to showcase innovations, foster collaborations, and inspire the industry's future direction.



IBC2023

Headline speakers this year include:

- **Jabbar Sardar**, Global HR Director, BBC Studio
- **Leah Hooper Rosa**, Senior Vice President, EMEA Streaming and Global, Phil Wiser, Executive Vice President and Chief Technology Officer at Paramount Global
- **Richard Berger**, Chief Executive Officer at MovieLabs
- **Aditi Pandey**, Head of Vendor Management & Partnerships, NR
- **Ralph Lee**, Chief Executive Officer at BBC Studios Productions

What to expect:

5G and Beyond: The Power of Connectivity

IBC 2023 is expected to focus on how 5G technology is shaping the future of broadcasting and content delivery. With its high data transfer rates, lower latency, and improved connectivity, 5G opens up a world of opportunities for content creators and broadcasters. Exploring how 5G can facilitate live streaming, improve audience engagement, and deliver content to various devices seamlessly will form a large part of the show this year.

AI and Machine Learning: Transforming Content Creation and Distribution

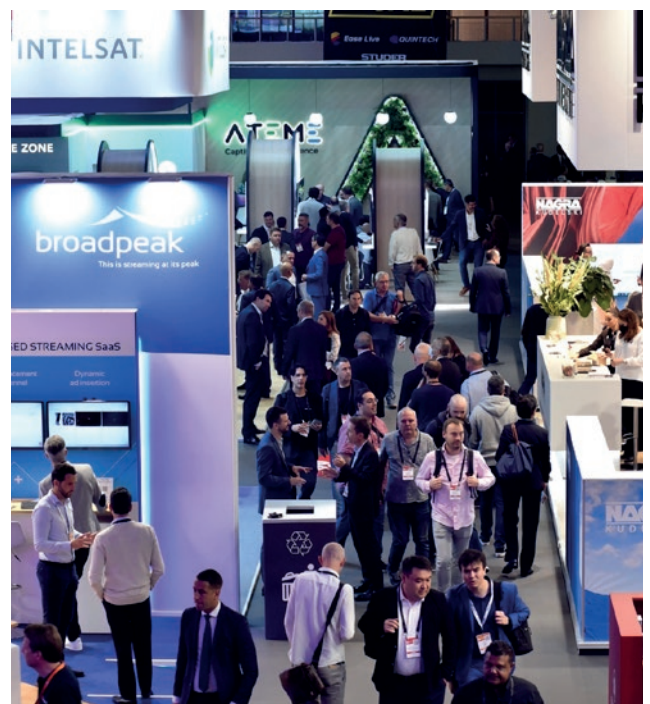
Unless you've been hiding under a rock you will have noticed that Artificial Intelligence (AI) and Machine Learning (ML) are THE hot topics at all trade shows in our industry, an IBC is no different. Already integral to the media industry, AI is revolutionising content creation, personalisation and distribution. This year, attendees can expect insights into AI-driven workflows, automated content curation and the potential of ML algorithms in enhancing content recommendation systems. Additionally, AI's role in optimising bandwidth usage and reducing streaming costs will also be a crucial topic for discussion.

Virtual and Augmented Reality: Immersive Experiences

Virtual Reality (VR) and Augmented Reality (AR) continue to capture the imagination of the industry, promising immersive experiences for audiences. This year will showcase advancements in VR and AR technologies, exploring their integration with traditional broadcasting and content delivery. From live VR streaming of sports events to interactive AR advertising campaigns, the potential of these technologies will be on full display.

Blockchain for Media: Enhancing Security and Transparency

The potential for blockchain to enhance security, copyright protection, and transparency in the media and entertainment sector is a big draw and at IBC 2023, discussions will centre around blockchain-based content distribution models, smart contracts, and digital rights management systems that empower content creators and ensure fair compensation for their work.



Next-Generation Content Formats: From 4K to 8K and Beyond

IBC has always been at the forefront of showcasing the latest advancements in content formats. This year, expect a deep dive into the world of 8K resolution, High Dynamic Range (HDR), and wider color gamuts. Attendees will gain insights into how these technologies can elevate the viewing experience and drive demand for higher-quality content.

Sustainability and Green Initiatives

As the world becomes increasingly conscious of environmental challenges, IBC 2023 will also put a spotlight on sustainability in the broadcast and content delivery industry. Exhibitors and sessions will highlight eco-friendly production practices, energy-efficient broadcasting solutions, and the industry's commitment to reducing its carbon footprint.

IBC: A Hub for Networking and Collaboration

Beyond the cutting-edge technology and industry insights, IBC offers unparalleled networking opportunities. The event brings together a diverse range of professionals from content creators and technology providers to distributors and broadcasters. The chance to meet like-minded individuals, form partnerships and collaborate on innovative projects is invaluable for the growth of the industry.

Attendees will witness ground-breaking technologies that will shape the way content is created, delivered and consumed. As the digital revolution continues to reshape the industry, this show remains the ultimate platform for the industry to stay connected, inspired and prepared for the dynamic future of broadcasting and content delivery. We are therefore delighted to continue our long partnership with our good friends at IBC, and help ensure the work the show is doing - bringing the best of the industry to the best of the industry - continues.

We'll be at the Partners Pavilion near Hall 8 for the duration, as well as roaming the halls as usual, so pop in and say hello!



SCTE Discount Code:
IBC23MPSCTE