



IBC2010

the content
creation
management
delivery
experience



Conference 9 – 13 September
Exhibition 10 – 14 September
RAI Amsterdam

Mobile
Zone



the Mobile Zone experience

**The IBC Mobile Zone
in association with BPL
Broadcast Ltd and IT Europa**



The IBC2010 Mobile Zone provides a unique opportunity for application developers, content providers and technology companies to showcase their capabilities at the centre of the broadcast industry's leading international conference and exhibition.

Recent advances in mobile technologies and services have opened the door to the delivery of a vast range of broadcast content via an increasing array of mobile devices. This mobile revolution, resulting from the convergence of IT, telecoms and broadcast technologies, is creating vast opportunities for application developers, content providers and technology companies alike.

Recent research by Screen Digest forecasts that annual global mobile video on demand and TV revenues will double over the next four years to 3.4bn euros (£3bn) and that the number of subscribers will double to 230 million by 2013.

Now in its sixth year, the IBC Mobile Zone has been created to bring together all the latest advances in technology and applications to demonstrate the possibilities and opportunities arising from this mobile revolution. In addition to showcasing the latest developments in mobile TV and 3G services, the Mobile Zone will feature the latest innovations in mobile devices and explore their impact on the creation, management and delivery of content. The accompanying IBC Mobile Zone - Exhibition Business Briefings will examine some of the issues and opportunities arising from this revolution in mobility in further detail.

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About IBC

IBC is the leading international forum for the electronic media industry, attracting more than 45,000 visitors from 140 countries. It combines a highly respected and peer reviewed conference with an exhibition featuring more than 1300 exhibitors demonstrating the state of the art in media technology, from radio and television broadcasting to digital signage and 3D cinema.

Visitors can expect to learn about the developments which are shaping the industry, interact with the latest technology, experience world first demonstrations and do business in a professional and supportive environment. IBC is the event not to be missed for everyone involved in the world of content creation, management and delivery.



The IBC2009 Mobile Zone demographics

Taken from the registration data

Potential Customers

IBC delivers a high quality, international audience each and every year.

Job Function

CEO/ Director	28.99%
Sales & marketing	17.26%
Technical	18.29%
R&D	6.19%
Operations	7.20%
Journalist	1.94%
Press	1.72%
Programming	2.39%
Consultant	6.88%
Other	9.14%

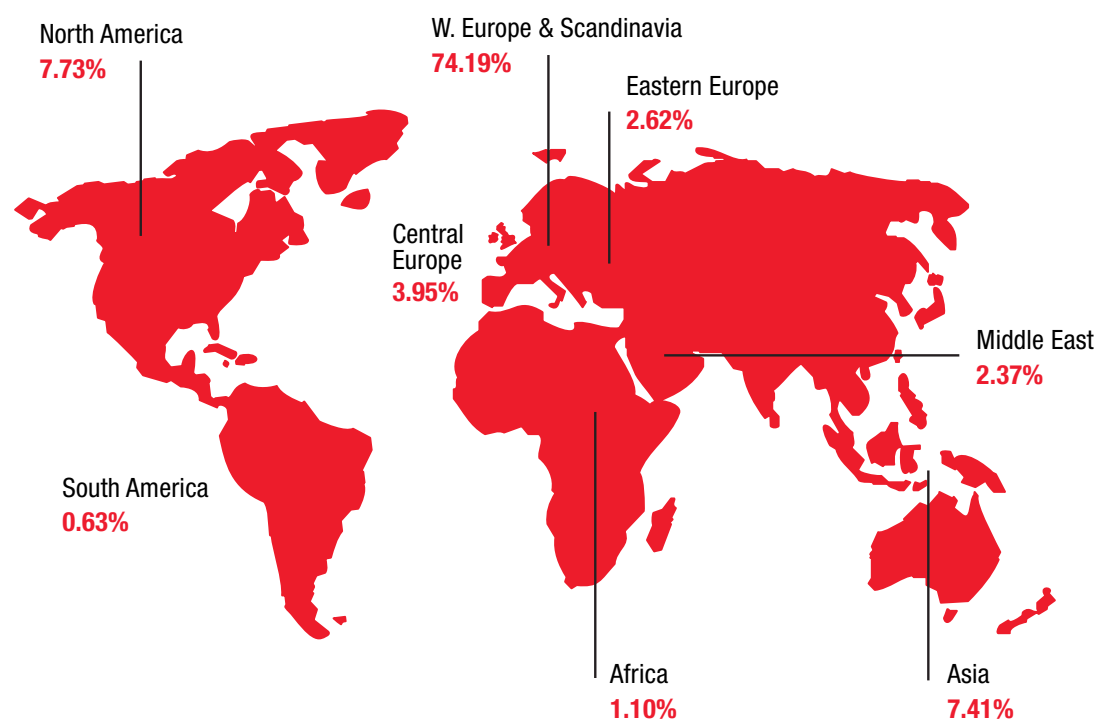
Purchasing Power

Recommend/specify	38.79%
Final approval/buy	37.60%
User	17.10%
Other (inc press)	6.51%

Company Activity

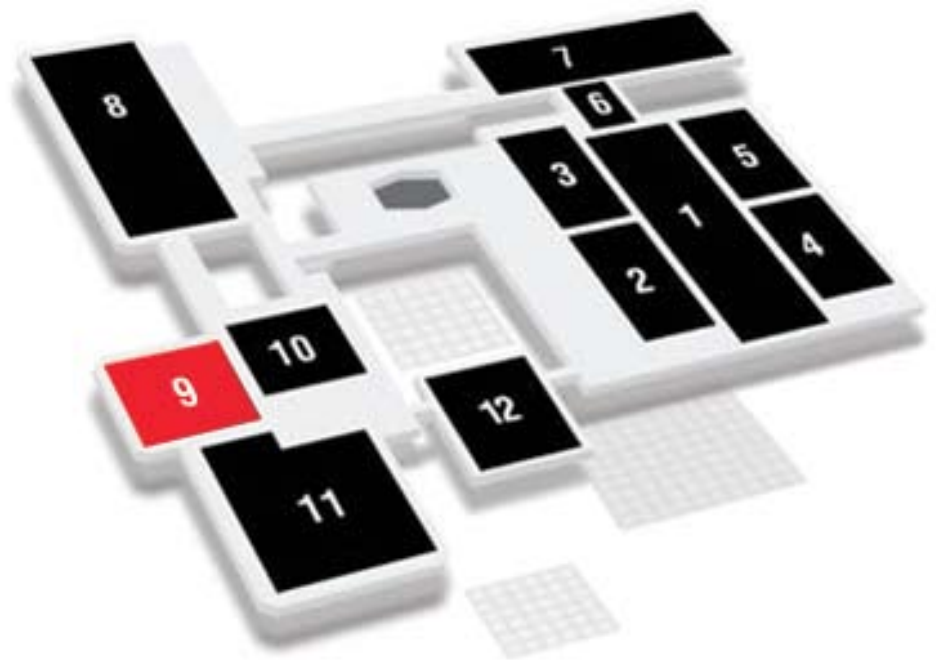
Broadcasting station/ network	9.11%
Dealer/distributor	7.28%
Post production	6.01%
Production	5.38%
Manufacturing	11.89%
Broadband services	10.34%
Consulting	4.70%
Freelance	3.24%
Cable/satellite Distribution	3.31%
Studio & equipment hire	2.61%
Web development	1.09%
Research association	0.97%
Telecommunications/Mobile Operator	3.08%
Broadcast Union/association	0.40%
Systems Integrator	5.54%
Other (including Press & PR)	25.05%

Geographical Breakdown





the Mobile Zone experience



The IBC Mobile Zone

1/4 Rectangular Pod (4m²)

8,312 euro + VAT

Whole Rectangular Pod (16m²)

31,638 euro + VAT

For further information and other opportunities please contact:

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Jo Gilbert

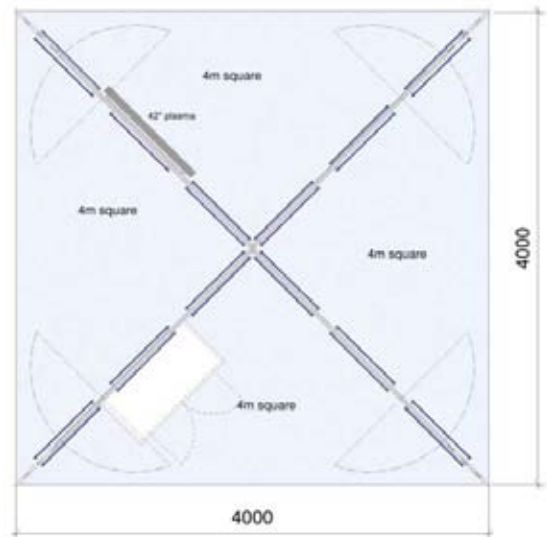
Tel +44 (0) 1293 871 961

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Plan View



Basic Package

This package include the following benefits:

- High quality stand and stand build
- Standard furniture package (per 1/4 or whole pod) - 2 high stools, one counter/storage unit and one literature rack
- Basic graphics and signage incorporating company branding
- Electrical power and lighting
- Standard broadband connection (512 kbps)
- Full technical support from IBC
- Complete list of Mobile sales leads provided at the end of the show captured by IBC
- Total worldwide marketing package from both IBC and IT Europa/BPL and all its relevant publications (including IBE, C2M Channel Business, Comms Dealer and 80-20 Europa) and associated websites before, during and after the show
- 100 word product or company review in the official guide to Mobile produced by C2M Magazine

Gold Package

Includes all the Basic Package benefits plus the following:

- 20 minute speaking slot in the Mobile Zone - Exhibition Business Briefings (subject to editorial controls)
- Total worldwide marketing package from both IBC and IT Europa/BPL and all its relevant publications (including IBE, C2M, Comms Dealer and IT Europa) and associated websites before, during and after the show
- Branding opportunities within the conference area during their session
- Distribution of literature in the conference area
- Each Exhibition Business Briefing will be recorded and uploaded onto the IBC website after the show including PowerPoint presentation

Cost: 7,500 euro + cost of Basic Package pod + VAT

Platinum Sponsorship Package

This package include the following benefits:

- The IBC2010 Mobile Zone will showcase the latest developments in Mobile TV, 3G services and will feature the latest innovations and applications in mobile devices and explore their impact on the creation, management and delivery of content.
- Sponsorship Includes:
- Extensive Branding throughout the Mobile Zone
 - 2 x Dedicated branded pods to demonstrate the services and products
 - 1 x Speaking slot at the Mobile - Exhibition Business Briefings
 - Branding on all BPL, IT Europa and associated publications, marketing material and websites
 - Sponsorship of the Mobile Zone Cocktail Evening
 - The provision of all leads from both the Mobile Zone - Exhibition Business Briefings and the relevant IBC Conference sessions
 - Platinum Sponsor on Branded polo shirts (worn by IBC supplied demonstration staff)
 - Banner on the Mobile Zone section of the event website
 - Listing in the official guide to Mobile produced by C2M Magazine
 - 2 page editorial within C2M

Cost: 135,00 euro + VAT

Plus other options available on request (to be paid separately)

Exhibition Business Briefings Sponsorship Package

This package include the following benefits:

- Key Note Speaker on the first day
- Company branding at the event
- Company branding on all the promotional material
- Company branding on all on-line promotional activities by IBC, BPL and IT Europa
- Promotion on the IBC website and IBE/C2M websites and newsletters
- Literature in the Exhibition Business Briefings area
- Editorial content in the September issue of C2M Magazine
- Each Exhibition Business Briefing will be recorded and uploaded onto the IBC website after the show including PowerPoint presentation

Cost: 50,00 euro + VAT



the Mobile Zone experience

IBC Exhibition Business Briefings

The IBC Exhibition Business Briefings are popular free-admission sessions that allow exhibitors large and small to share their insights into the impact that new distribution technologies are having on the content creation, management and delivery experience.

Now in their fifth year, these free-admission sessions attract IBC visitors keen to understand the opportunities being created by IPTV, Broadband, Mobile and Digital Signage.

The Exhibition Business Briefing agenda is set by the participating companies, and reflects the interaction of the latest technical, regulatory, market and business trends. Nominated topics are organised by IBC into themed 1½-hour sessions consisting of three presentations to create a compelling Exhibition Business Briefing agenda.

Extensive promotion by IBC, BPL and IT Europa, combined with an easily accessible venue, make the Exhibition Business Briefings a prominent and topical highlight of the IBC Exhibition experience, adding value for exhibitors and visitors alike.

Exhibition Business Briefings presentation slots are included in all Mobile Zone Gold Sponsorship packages.

The agenda and downloadable mp3 recordings of the IBC2009 Exhibition Business Briefings are available at www.ibc.org/businessbriefings

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About IT Europa and BPL



IT Europa is the leading provider of strategic business intelligence, news and analysis on the European IT marketplace and the primary channels that serve it. It publishes European channel publications including the IT Europa Newsletter and markets a range of database reports and organises European conferences and events for the IT and Telecoms sectors.

BPL publishes a range of both end-user and channel publications for the IT, Telecoms and Broadcast sectors. It also organises a number of conferences, seminars, industry awards and other events. Its main titles include, Comms Dealer, Retail Technology, IBE (International Broadcast Engineer) IPTV in Focus and C2M (Content to Mobile) which is a joint venture with IT Europa. IBE and C2M are media partners of the Mobile Zone.

For further information on IT Europa and BPL visit: www.iteuropa.com or www.bpl-business.com





IBC2009 Mobile Zone Exhibitors Included:

bmcoforum	Lumantek
CM	Nokia Siemens Networks
decontis	Nufrontsoft
DiBcom	ProSkope B.V
Expway	Qualcomm
Eyecon Technologies	Rubberduck Medialab
First Partner	Service2Media
Fora	Streamezzo
Gemalto	Unique Broadband Systems
Harmonic	VeriCorder Technology Inc.
LARCAN	Vidiator
Limelight Networks	weComm

"We are a new company, and this was our first time at IBC. I was blown away by the number and the quality of the business leads we took away from the show. People who go to IBC are serious about doing business, and we received great support before, during and after the tradeshow. As a result, we added literally dozens of new customers to our sales pipeline. Our biggest challenge now is to meet the demand. I'm already reserving my space for next year. Thank you IBC!"

Gary Symons, VeriCorder Technology Inc.

For full details, more demographics and news visit www.ibc.org



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By the Industry, for the Industry

For over forty years IBC has provided business critical content, thought leadership and innovation for everyone involved in the creation, management and delivery of content for the entertainment and electronic media industry. Run by the industry for the industry, IBC is

owned by six industry Partners who represent both visitors and exhibitors. Uniquely, the key executives and committees who control the convention are drawn from these organisations, bringing with them experience and expertise in all aspects of our industry.



IEEE Broadcast
Technology Society



The Royal Television Society



The Institution of Engineering
and Technology



The Society of Cable
Telecommunication Engineers



Representing broadcast & media
technology suppliers worldwide



The Society of Motion Picture
and Television Engineers

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