Telling the Innovation Story of Our Industry

The IBC Conference is a touchstone for the industry: a place where the roadmap for the forthcoming evolution of the world’s electronic entertainment and media industry is dissected, analysed, debated and discussed by a global selection of influential leaders in front of an equally diverse and high-powered audience.

Each day at IBC2014 a different facet of the innovation story of the industry will be examined in detail. Starting with one of IBC’s justifiably famous keynote sessions — which see some of the most visionary speakers from across the industry share their insights — a succession of panel discussions, masterclasses and case studies detail the challenges ahead and the solutions that are being developed to meet them.

Day One asks the question: Where does broadcast fit in an IP-centric world? It will examine such subjects as spectrum allocation, the soaring costs of sports rights and the genre’s role in driving innovation, and the impact of data analytics. It will also offer an excellent opportunity for the industry to assess innovations stemming from the Winter Olympics and this summer’s FIFA World Cup, before heading on to Day Two and an examination of technological change and the growing list of technologies — from tapeless through the cloud and on to Ultra HD — that are having such an influence on the industry.

Day Three looks at the challenges to the established order and the changing roles of content producers, aggregators, service providers and the potential for disruption to established business models and plans as new entrants make their presence felt. Day Four examines those potential disruptors in detail in a series of future-facing sessions that seek to guide delegates through the newly blended, multiplatform and transmedia world, where TV becomes even more social and reality is augmented.

Finally, Day Five will examine all that has been learnt over the previous days, building up a meta-narrative of change and the course it is likely to take over the next handful of years to give delegates the insights they will need to navigate the turbulence ahead.

The IBC Conference runs from 11-15 September 2014. Details of the individual conference sessions and the range of passes available, including the IBC Gold Pass, are available on the IBC website. Register today at www.ibc.org/register

Another important facet of the conference is the IBC Big Screen Experience, which leverages the state-of-the-art auditorium in the centre of the RAI Exhibition centre to provide the perfect place to see and hear the latest technical advances in digital cinema and explore the new business models that underpin it.

Accommodating up to 1,700 people can, the IBC2014 Big Screen Experience will be equipped with the very latest cinema technology, including Christie 6P 2D and 3D laser projection and Dolby Atmos immersive audio.

The overarching theme for this year’s Big Screen conference sessions is “Disruptive Cinema”. These free to attend sessions will look at the evolving future of this business sector, covering subjects as diverse as Digital Networked Cinema and Second Screens, the growth in Event Cinema and the new battle over immersive audio standards. The Big Screen will also play host to numerous presentations, the traditional and always popular exclusive movie screenings, and the dynamic IBC Awards Ceremony on the evening of Sunday 14 September.
For more information about the IBC Big Screen Experience please visit
www.ibc.org/bigscreenexperience