IBC Accelerator Media Innovation Programme 2027 Submission Guidelines

SECTION 1: INTRODUCTION & ACCELERATOR EXPLAINER

Welcome to the IBC Accelerator Media Innovation Programme 2027 Application Process.

To propose an IBC Accelerator Challenge for 2027, please complete the **submission form** here using these guidelines to help clarify some of the key elements of the programme.

It is important that you read this document ***before*** submitting your proposal in order to fully understand criteria, selection process, fees, commitment required, benefits and the programme timeline.

Importantly, please note the deadline to submit your Media & Entertainment Business or Technology Challenge for 2027 is **Friday 11th December 2026.** After this date our team may be unable to accept your project proposal.

Space on the 2027 Accelerator programme will be limited to a maximum of nine projects, so it is important that your proposal is presented with clear and concise descriptions, focusing on industry value and benefits, the proposed solutions to be explored and the innovation you expect to deliver as part of the project's objectives.

HIGH LEVEL OVERVIEW OF THE ACCELERATOR PROGRAMME

The IBC Accelerator Programme is designed to support digital transformation in the media & entertainment industry in several ways:

- To accelerate the understanding of breakthrough new and emerging technologies via fast experimentation and hands-on, multi-vendor learnings by devising and validating new workflows, methodologies and architectures that can be applied to real world use cases (in a safe and trusted IBC facilitated environment).

- To support the buyers and end users of technology (the Champions of the project) with an advance understanding of new capabilities, techniques and possible combinations of the latest vendors' solutions. See below for definitions and roles of both Champions, and Participants.

- To drive open and forward-thinking collaboration to address industry relevant and critical business or technology challenges, so that learnings are leveraged across the media & entertainment industry, for the benefit of the industry.

- Challenges and projects should be scoped with realistic goals, within our five-to-six month timeframe for solutions to be explored and finalised in time to showcase at the IBC Show **(10 - 13 September 2027).**

- All entries will be reviewed by IBC following **the December 11th 2026 deadline**, and if your Project Challenge is selected, IBC will invite you in person to our Accelerator 'Kickstart Day' event on **Thursday, 18th March 2027** at the iconic BBC Radio Theatre in London**.**

SUCCESSFUL APPLICANTS & IBC KICKSTART DAY (Q1 2027)

IBC Kickstart Day is the key launch day of the Accelerators cycle for 2027. IBC is introducing a streamlined selection approach, with the **nine Accelerator projects** selected ahead of its annual **Kickstart Day on Thursday 18 March** at the **BBC Radio Theatre in London**.

Leaders of the selected projects will pitch their challenges and invite organisations to participate. Following the event, project teams will work together to develop solutionsover the following months, culminating in live proof of concept (PoC) demonstrations and presentations at **IBC2027 in Amsterdam 10-13 September next year.**

PROJECT FEES

IBC's Accelerator Programme is funded through a combination of sponsorship and fees for participating in projects.

The fees help to cover and provide a number of aspects of the programme, notably IBC's facilitation and management of projects, the Kickstart Day event, the marketing, press and pr campaign that supports the programme throughout the year, plus the physical, onsite IBC Accelerator Zone at the IBC show, where all selected projects will be showcased on bespoke pods, as well as the Future Tech Stage live sessions which will form the innovation pulse of IBC2027. The discussion sessions on the Future Tech Stage revealing the PoCs and solutions developed are filmed and available as VOD on the IBC365 and IBC Show websites throughout the year.

Champions Fees: Champions (see section 2 for definition) pay an Accelerator Subscription fee of £4,000 annually for involvement in up to four projects. Champion involvement in additional projects may be subject to further fees.

Academia: There is an administration fee for Academic Institutions of £500 to be involved in the Programme.

Founding Champions and IBC owners	£2,000
Champion's fee	£4,000
Academic Institute fee	£500

Participant Fees (see section 2 for definition) are tiered based on annual revenues of the organisation in GBP, per the table below. These fees are based on Participants being exhibitors or sponsors at IBC for the 2027 show year. Additional fees may apply for non-exhibitors/sponsors. Advantageous rates are available for programme sponsors and participants in multiple projects, please contact us to discuss.

Participant Fees Based on Participant's Annual Revenues (GBP)	**Category**	**Fee**
Less than £500k	A	£1,650
£500k - £1million	B	£5,000
£1million to £5 million	C	£7,000
£5 million to £20 million	D	£9,000
£20 million to £50 million	E	£12,000
£50 million to £100 million	F	£15,000
£100 million +	G	£18,000

There is no fee initially to submit a project Challenge. Fees only become applicable when the project is selected to go forward and minimum number of project members are confirmed.

At the early stage of the application process, we don't expect that full teams will be in place or that you will have met all the requirements for the project to be selected by IBC to go forward for development. However, at the outset you must have at least the confirmed support of **a minimum of two Champions**, as well as a good idea of the very specific types of Participants' expertise the project will need to develop solutions for the Challenge.

The more Champions and Participants that you can recruit from the outset of your application will significantly benefit the ideation and planning stage for the project.

Kickstart Day on March 18th 2027 will be focused on pitching the project and recruting desired expertise. The IBC Accelerator team will provide additional support for matchmaking, ideation and project recruitment to engage additional Champions and Participants who might have an interest in the challenge and provide compatible expertise to achieve the goals of the project to help you succeed.

Note: IBC uses Microsoft Teams to support the project development of the Accelerator programme. All documentation, toolkits, logo management and IBC updates and will be managed through the project group channel. Please ensure you have access to MS teams and/ or a suitable email to log in and to be able to manage/contribute within the project.

PROGRAMME BENEFITS:

PR & Marketing:
If your project is selected to be part of the IBC Accelerator Programme for 2027, your participation includes invaluable media & entertainment sector brand and PR exposure for you and your organisation across IBC's key media platforms and media partners e.g. IBC's website, IBC365, podcasts, social media, press releases, Show Daily and media features with a host of influential media partners. In addition, there is significant exposure for the Accelerator Programme at the IBC Show in Amsterdam, on stages, on the show floor and more.

Year-Round R&D and Customer/Supplier Engagement
Importantly, the Accelerator programme has been welcomed and embraced because it brings year-round R7D programme with engagement and interaction between Champions and Participants, buyers and sellers as well as valuable visibility *throughout the year*, not just at IBC itself.

Central Show Floor Presence at IBC
An Accelerator Zone – featuring all nine projects and teams selected in 2027 – will once again be a central feature of IBC Show in 2027 situated in the same Hall as the Future Tech stage. Each project and team have a pod and screen to showcase their project solutions, with branding of both Champions and Participants in the project.

Stepping Stone to Commercial Opportunities and further success
There are many great examples of IBC Accelerator projects that have gone from development in the programme to commercial deployment by some of the biggest broadcasters in the world. There are also many examples of award winning projects developed in the programme as well as grant funding awarded to project teams.

IBC Accelerator Programme Project of the Year Award:
The prestigious IBC Accelerator Project of the Year Award 2027 will be presented to the top project as reviewed and judged by our independent jury of media professionals. All projects showcased at IBC2027 are in the running for the award, judged on Final PoC and Showcase sessions assessed as key materials presented during and after IBC show, with the award winner announced live at Kickstart Day.

SPONSORSHIP OPPORTUNITIES

The IBC Accelerator Programme has attracted some world leading technology organisations to support the programme, such as Google Cloud (Headline Sponsors), AMD-HP and Shure (Associate Sponsors) in 2026. The 2027 cycle offers several tiers of sponsorship with additional benefits and exposure in and around the programme, right from the start of the cycle through pre-Kickstart Day promotion through to IBC2027 itself.

If you are interested in learning more about these high-profile opportunities, please contact our Accelerator Team accelerators@ibc.org

SECTION 2:
GUIDANCE FOR COMPLETING THE SUBMISSION FORM:

Are you submitting this proposal as a Champion or a Participant?

Per above: There are two distinct roles in Accelerator Projects - Champions and Participants:

Champions are the buyers or end users of technology and solutions e.g. broadcasters, studios, platforms, technology game engines, content owners and providers. In your proposal, you should define the business or technology challenge that Champions would like to address and why. Champions also help to develop the project use cases and evangelise the solution within their organisation and to the wider industry, providing regular feedback on progress. There can be multiple Champions and Co-Champions supporting the project, but every submission requires **a minimum of two** to be confirmed Champion to meet submission criteria.

Participants are the sellers of technologies, solutions and services i.e. manufacturers, software and application and software developers, systems integrators, etc. Participants help design the solutions collaboratively with the guidance of Champions and alongside other Participants, culminating in a PoC demonstration at the end of the 4–6month project cycle. There must be a **minimum of four** Participants working in an Accelerator project.

Other: Academic Institutions, industry associations and bodies in addition to other vertical industry organisations that can either provide expertise or benefit from media innovation are welcome to propose or join projects, though must also bring two Champions to support the proposal and pitch. Please contact the IBC Accelerator team to ask for details of fees for these organisations. E: accelerators@ibc.org

Consortiums: We welcome industry consortiums to get involved in the programme but can only provide visibility for the consortia name and brand as part of the project, rather than individual companies involved. We are only able to involve up to a maximum of four people per consortium to participate in any one project.

Proposed Project Name (and organisation details)

Please consider a short, impactive title that is as descriptive of the proposed project and yet is as compelling and succinct as possible - at this early stage. The proposed title can be refined and amended later, if selected to go forward to the Kickstart Day event.

Please also complete the details of your proposed project team, including:

- **At least two committed, supporting Project Champions.**
- Proposed Project Leads. These can be either from your own organisation or others identified to take a leading part in the project at this stage
- Other confirmed Participants/ Vendors with the key additional expertise required to complete the project team.

Please note: A project application may not be fully approved to proceed without meeting the minimum number of confirmed Champions (2) and Participants (4) at the outset.

Summary of Proposed Project

Please provide a short summary of what a supporting Champion would like to achieve or understand better or experiment within the context of your project. Please ensure that the proposed solution is achievable within the timescale available (4-6 months) i.e. ahead of the IBC show, where the project's PoC will be showcased and discussed. It is key to ensure that the challenges address the needs of the buyers of technology, especially in new or nascent technologies.

Confirmed Champions supporting this project

Each project proposal submitted must have the confirmed support of at least two Champions, as well as a firm idea of Participant/ vendor technical expertise required to develop solutions to the Challenge. Recruiting Champions (and additional Participants) to the team from the outset will ensure that the projects get off to the best start and quickly gathers momentum.

Project Co-Leads

You must identify at least one project lead that will be the key contact to drive the project forward from the outset. These roles can either be from your own organisation or from Champion or Participant project member organisations.

Challenge Statement / Objectives

Please describe as succinctly as possible, the specific Media & Entertainment business or technology problem or challenge that your project aims to address.

This should be based on the need to solve a very specific problem that Champions (buyers of tech & services) currently have and not on a solution that has already been developed and is available or soon to be launched on the market.

In other words, the Accelerator programme is about new and tangible innovation and experimentation to solve complex problems of the Champions, **it should not be considered as a vehicle to simply showcase or demo your existing products, services or solutions.**

Innovation Statement

The most important question! Please provide a very specific description of the innovation that will be developed through the Accelerator project, focusing on what would be genuine and unique about the solution derived through the project, in the context of how it will move the industry forward and how it could be game changing for Champions.

Extension to a previous Accelerator Challenges…

Accelerator Projects frequently develop into two or even three-year phases, or teams come back with new challenges. If your proposal is an extension of a previous Accelerator, please identify the differences between this year's proposal and the previous years' project, and the reasons to continue (e.g. a new angle to the challenge you will be exploring, a new use case; new core team members with new innovation, etc). If not, please leave blank.

Define Success of your Project

It is important to project a vision of will be possible should this challenge be solved i.e. What is the significance of solving this problem for your organisation and more broadly, for the industry? And what will it enable you and/or the wider industry to do that they cannot do today?

Project Scope & Team Expertise – Aims Achieveable by IBC2027?

It is very important that the project scope is achievable within a realistic four-to-six-month timeline between mid- March to September 2027. Please provide solid info on the scope of your project proposal, and the specific areas of expertise required for the team so that IBC can help recruit additional team members with appropriate expertise.

Workstreams

It might be difficult to envisage whether the project needs to be broken into separate workstreams at this stage, but if you can envisage separate areas of focus at the outset, this will further help in the recruitment of participants with the appropriate skills, solutions and product sets to support development from the start.

Interdependencies

Accelerator projects can be a tremendous environment for leveraging the benefits of or understanding the complexities of new standards, especially in the context of interoperability. Projects can also be significant for forging a very early path toward the standards processes. Therefore, understanding whether the proposal leverages the work of standards bodies, industry groups can help IBC tap into expertise within these groups, such as SMPTE, IET, IABM, IEEE, etc

Additional Champions & Participants- your "wish-list"

To reiterate, it's critical that you have the committed support of at least two Champions to support your project from the submission stage onwards. However, you should list here any other potential Champions and Participants that you would like to engage with to help support your project proposal and whether you have either already reached out to discuss their involvement at the time of this submission, or if you would need our help with facilitating an introduction.

Please enter any other relevant information

Any additional information pertinent to the proposal is welcome – if you have any workflow charts, presentations, technical papers, documents and articles that provide further background or context to your proposal, please send them to accelerators@ibc.org clearly stating the title of the project that you have submitted with 'Further Submission Materials' in the subject line

If you have any further questions at all, we are here to help. Please feel free to reach out to the team discuss your project idea so we can help advise on the best approach to submitting or being involved in the programme.