



IBC2010

the content  
creation  
management  
delivery  
experience



### 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

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

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IPTV  
Zone



# the IPTV Zone experience

## The IBC2010 IPTV Zone in association with BPL Broadcast Ltd and IT Europa



The demand for IPTV has shown explosive growth over the last 12 months. Recent research by MRG, Inc predicts that the number of IPTV subscribers worldwide will continue to grow at 31% per year to reach 83 million by 2013, creating a \$38 billion marketplace for services alone.

The IBC2009 IPTV Zone will bring together many organisations and technologies emerging as major forces in this new market. It will therefore provide a unique opportunity for application developers, content providers and technology companies to showcase their capabilities at the heart of the broadcast industry's leading international conference and exhibition.

An accompanying programme of IBC Exhibition Business Briefings will examine some of the issues and opportunities arising from the emergence of IPTV as a major force in more detail. Amongst the subjects addressed at this year's Business Briefings will be the impact of new technologies on traditional revenue streams and the emergence of new business models and funding mechanisms.

Now in its fourth year, the IBC2010 IPTV Zone has been expanded in 2010 to form a hub for a new area and visitor attraction showcasing advances in connected consumer devices, the key technologies emerging in IPTV and demonstrating the enormous potential that exists in this sector.

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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 IPTV 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%

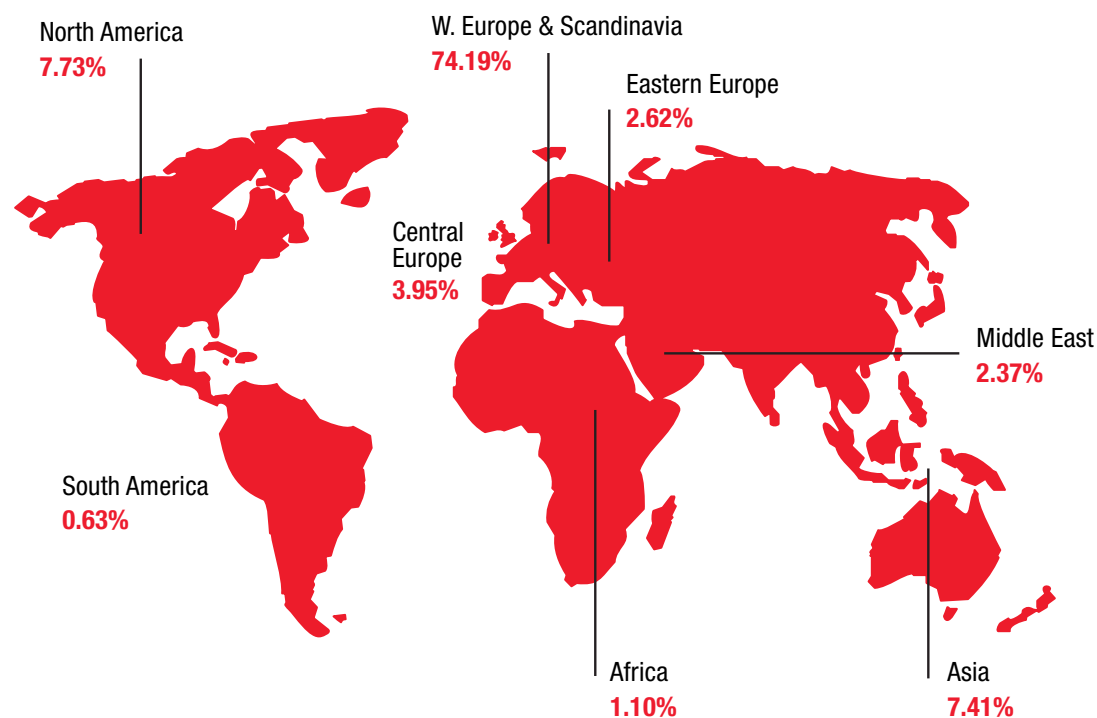
#### Purchasing Power

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

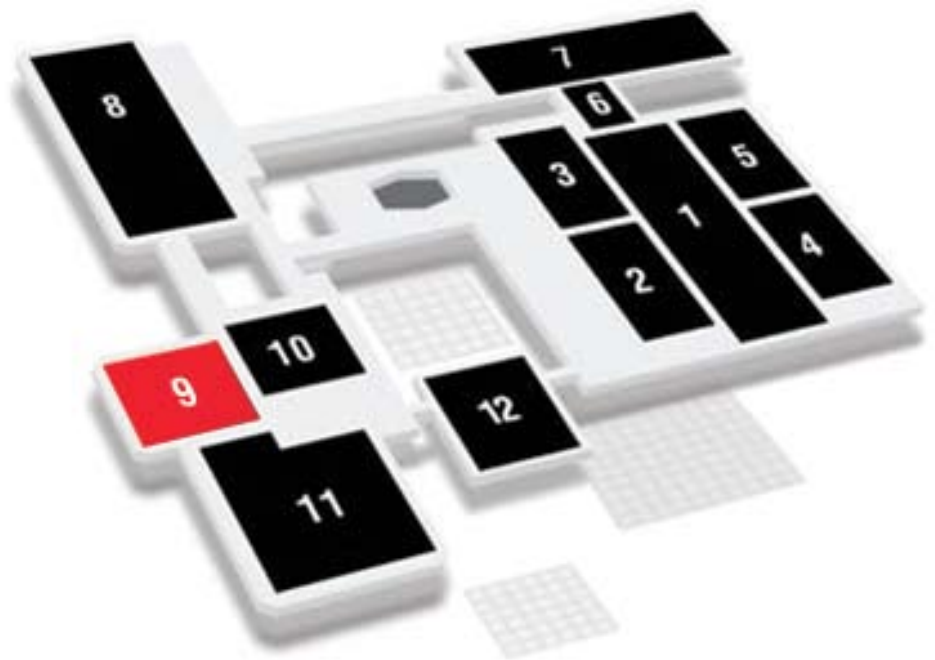
#### Company Activity

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 IPTV Zone experience



## The IBC IPTV Zone

### 1/4 Rectangular Pod (4m<sup>2</sup>)

8,312 euro + VAT

### Whole Rectangular Pod (16m<sup>2</sup>)

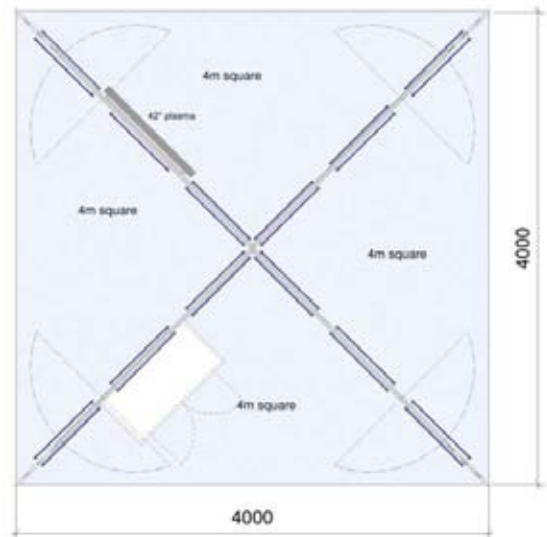
31,638 euro + VAT

**For further information and other opportunities please contact:**

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Plan View

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## Basic Package

This package includes 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 IPTV 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, Comms Dealer and IT Europa) and associated websites before, during and after the show
- Listing in the official floor plan produced by IBE
- 100 word product or company review in the IBE publication official guide to IPTV which will go out with IBE.

## Gold Package

Includes all the Basic Package benefits plus the following:

- 20 minute speaking slot in the IPTV 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 includes the following benefits:

- The IBC2010 IPTV Zone will showcase the key technologies emerging in IPTV and demonstrate their impact on the creation, management and delivery of broadcast content.
- Sponsorship Includes:
- Extensive Branding throughout the IPTV Zone
  - 2 x Dedicated branding 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 materials and websites
  - Sponsorship of the IPTV Zone Cocktail Evening
  - The provision of all leads from both the IPTV 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 IPTV Zone section of the events website
  - Listing in the official guide to IPTV produced by IBE
  - 2 page editorial in the guide

**Cost:** 135,00 euro + VAT

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

## Exhibition Business Briefings Sponsorship Package

This package includes 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 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 IPTV 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 IPTV Gold Sponsorship packages.

The agenda and downloadable mp3 recordings of the IBC2009 Exhibition Business Briefings are available at [www.ibc.org/businessbriefings](http://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 IPTV in Focus are media partners of the IPTV Zone.

For further information on IT Europa and BPL visit: [www.iteuropa.com](http://www.iteuropa.com) or [www.bpl-business.com](http://www.bpl-business.com)





## IBC2009 IPTV Zone Exhibitors Included:

Accedo Broadband	Hitron Technologies (SIP) Inc.	Prime Tel
ActiveVideo Networks	IBM	R Consulting
Airties	Inlet technologies	Ruckus Wireless
Albis Technologies	INLINE Technologies	Securimedia
ANT plc	Intel	Shenick
Antik	Israeli Pavilion	Signiant
beeTV	ksoft s.r.l.	Simply Media
Bluestreak	make.tv	Smart Com
Broadband Network Systems	MGt plc	Snap TV
Corpus Media Laba	Miniweb Interactive	Telewizja Kino Polska
devolo AG	Miravid	Tripleplay Services Ltd
Digisoft	Mobiclip	TV Genius
Digital Rapids/datmedia	Neptuny	TXT Polymedia SpA
Entone	NetGem	VideoPropulsion
ETI Software Solutions	NetUP, Inc.	Viewcast
Exterity	NeuLion, Inc.	Visiware
Exterity	Nordija	Widevine
Fora	Ocilion	Wisi
GoBackTV	Open IPTV Forum	Wowza Media Systems
Haivision	Oracle	Wyplay

“OpenTV was able to conduct a significant amount of business due to the quality of the contacts at IBC this year. The majority of our customers and partners agreed that the contacts and meetings were far superior than in previous years. As a result of IBC, we were able to cost effectively touch almost all our customers and partners. We were also able to conduct productive meetings with members of the media, resulting in great coverage of our IBC news. OpenTV will definitely be back in 2010.”

**Darrell Haber, Open TV**

For full details, more demographics and news visit [www.ibc.org](http://www.ibc.org)