IBC2025 Registration



IBC2025 is now open for registration, with the global media, entertainment and technology community set to gather at the RAI Amsterdam from 12–15 September. As the industry's most important international platform, IBC drives innovation, collaboration, and real-world business success across the content and technology ecosystem. With a dynamic four-day exhibition and a three-day conference, IBC2025 promises to connect professionals from across the media and entertainment (M&E) landscape – from broadcasters and streamers to tech pioneers and content creators.

"IBC2025 is primed to be the definitive event this year for a global industry undergoing profound change," said Michael Crimp, Chief Executive Officer of IBC. "As new technologies reshape content production and delivery, we provide the opportunity for the entire global M&E industry to explore what's next, connect with key players, and navigate the commercial and creative challenges ahead. With a growing innovation footprint, the industry's best tech on show, and a world-class conference speaker line-up, IBC2025 will empower our community to shape the industry's future."

IBC will showcase advances in areas such as artificial intelligence (AI), private 5G, immersive tech, dynamic ad insertion, cloud-native workflows, virtual production and sustainable production alongside forward-looking perspectives on the industry's

Phoca PDF

next wave of innovation.

The IBC2025 Conference will offer a full slate of keynotes, presentations and panels from thought leaders from across the globe, sharing views and insights on the trends, issues and opportunities transforming M&E. Delegates to the conference will be able to make valuable connections and engage with other industry players in the private Delegate Lounge, where exclusive networking breakfasts, roundtables and other events will take place.

The conference will deliver a high-level programme featuring visionary voices and senior decision-makers from across the global M&E sector. Confirmed speakers include:

- Damian Cronin, Chief Digital and Information Officer, ABC
- Jens Richter, Chief Executive Officer, Fremantle Media International
- Simon Farnsworth, Chief Technology Officer, ITV
- Monica Williams, Senior Vice President Digital Products & Operations, NBCUniversal
- Liz Riemersma, Vice President Strategy, Business Development & International, Sling TV
- Pedro Pina, Vice President, YouTube EMEA
- Avi Saxena, Chief Technology Officer, Warner Bros. Discovery

IBC2025’s show floor will once again be a launchpad for global innovation, with nearly 44,000 square metres of space already booked across 14 halls. Returning exhibitors confirmed so far include Adobe, Amazon Web Services, Ateliere Creative Technologies, Avid, Blackmagic Design, Canon, Grass Valley, Microsoft, Riedel Communications, Ross Video, Samsung, Sony, Zattoo, and Zixi – representing a broad spectrum of technology leadership and innovation, from content capture to cloud delivery. New exhibitors include Baron Weather, Cachefly, Momento, NewBlue, OTT Solutions, Plain X, Raysync, and Remotly.

“We’re seeing strong momentum from across the market,” noted IBC Director Steve Connolly. “This year’s show will continue to bring together every corner of the global M&E industry under one roof - from visionary start-ups to the most established global media and technology brands. Both exhibitors and visitors know that IBC is where strategic conversations turn into partnerships, and where the industry’s next wave of growth is already taking shape.”

Hall 14 will be expanded as the show responds to surging demand in key innovation areas and will include new special features as well as the return of the Accelerator Zone. Building on the success of previous years, the IBC Accelerator Media Innovation Programme will present demonstrations of new collaborative projects offering fast-track solutions to real-world challenges the industry faces. Throughout the RAI, IBC2025 will feature a packed content agenda across the Showcase Theatre, the two Content Everywhere Stages and two new stages in Hall 14, which will all play host to presentations, panels, and live demos.

Phoca PDF

www.reg.ibc.org
www.show.ibc.org

Phoca PDF