IBC2026 Future Tech Ignite

IBC2026 is set to bring the global media, entertainment and technology community together at the RAI Amsterdam from 11–14 September, enabling industry players from more than 170 countries to collaborate, network, learn and translate innovation into practical solutions, real-world outcomes and business opportunities – creating moments that matter. IBC continues to expand initiatives, experiences and partnerships designed to help the industry navigate change and create new opportunities at a time when audience expectations, skills requirements and regulatory challenges are reshaping media and entertainment (M&E) worldwide. New initiatives include the launch of Future Tech Ignite, including a dedicated Start-up Zone and Ignite Stage, alongside growing exhibitor participation and an IBC2026 Conference programme focused on the key trends reshaping M&E.

"As the media and entertainment industry continues to evolve, the IBC community increasingly wants not only to discover new technologies, but also exchange knowledge, address challenges, share expertise and connect with others around the topics that matter," said Michael Crimp, CEO of IBC. "From Future Tech Ignite and the Accelerator Programme to IBC Exchange and the Conference, IBC2026 is designed to help industry players turn ideas into action and unlock opportunities."

Building on its successful debut last year, Future Tech will see IBC expand its new strategic partnership with EIT Culture & Creativity, a part of the EU-backed

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European Institute of Innovation and Technology, to include Future Tech Ignite. EIT Culture & Creativity will become Innovation Partner for Future Tech Ignite, strengthening IBC's links with Europe's start-up, research, investor, entrepreneur and creative innovation communities.

Future Tech Ignite will connect more than 50 start-ups, entrepreneurs and emerging technologies with the wider M&E ecosystem through its new Start-up Zone and Ignite Stage, which will feature a four-day programme with future-focused content, talent and skills development sessions, and a new creative showcase. A major focus will be the IBC Talent Programme, now in its third year, which will bring together professionals, educators, employers, industry bodies and emerging talent to examine the opportunities and challenges facing the sector's workforce.

Leading industry players, including AWS, Microsoft, Google, HP, AMD and Shure, continue to support Future Tech, reinforcing its position as a platform for industry transformation. The IBC Accelerator Media Innovation Programme remains at its heart, with EIT Culture & Creativity as Innovation Partner and Google returning as headline sponsor.

Reflecting the growing importance of knowledge exchange and collaboration, Future Tech will also be home to the Braindate Lounge, a new part of the IBC Exchange experience. Available through the IBC Exchange premium pass, Braindate enables attendees to participate in curated one-to-one and small-group discussions designed to encourage meaningful conversations, knowledge sharing and industry connections.

Strong demand from across the global M&E tech sector continues to drive momentum for IBC2026, as the exhibition is now expected to exceed 45,000 sqm, with more than 1,200 exhibitors participating across 14 halls. Key areas of the show, including Future Tech in Hall 14 and Content Everywhere in Hall 5, are significantly ahead of last year in space bookings.

Leading industry brands continue to strengthen their commitment to the show, with Google returning as a major Content Everywhere exhibitor, while DJI is back on the show floor with a major presence in Future Tech targeting the rapidly growing creator economy. South Korea's LaON Technology is also coming back to IBC after an absence.

A growing number of industry leaders are expanding their footprint at IBC2026, including AJA, Avid, Bestview, Egripment, EVS, Fonn Group, Kupo, MediaKind, Nanlite, NEP, Prime Focus, Riedel, SNS, Sony, TVU Networks, Twelve Labs and Vizrt, reflecting confidence in the event's role as a platform for product launches, customer engagement, thought leadership and business development. Other major media tech brands returning to IBC include Accenture, Adobe, AWS, Blackmagic Design, Canon, Grass Valley, Microsoft, Oracle, Panasonic, Ross Video, and Videndum.

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IBC2026 will also welcome a significant number of first-time stand bookings, including Norwegian company Muybridge, which will be IBC2026’s largest new exhibitor – showcasing innovations in camera technology and sports production. Other confirmed new exhibitors include Avion, Barco, Chengdu Vistelen, CREE8, Dropbox, Edgenext, Evoto, Leica, Rakuten, Scaleway, Shade, Suite and TVUP.

The three-day Conference programme takes shape around the forces driving change across M&E, bringing together industry leaders, innovators and decision-makers to explore areas such as sports transformation, AI in practice, content provenance and audience behaviour. Built around IBC's core themes of Shifting Business Models, Transformative Tech and People & Purpose, the programme will include sessions entitled: “Disrupt, Innovate, Create – How to embrace AI”, “The New Playbook for Sports: AI, data, fans and rights”, “Security, Authenticity and Provenance”.

Featured speakers include Claire Enders (CEO and Founder of Enders Analysis), Eline van der Velden (Founder and CEO of Particle6), Guy-Laurent Epstein (Executive Director of Marketing at UEFA), Yiannis Exarchos (CEO, OBS) and Marion Rathmann (Group VP Content and Programming Networks, Warner Bros. Discovery). Together, the expansion of Future Tech, growing exhibitor participation across the entire show, and a Conference programme focused on the industry's biggest opportunities and challenges reinforce IBC2026’s role as the place where the global media and entertainment community comes to shape what's next - and put it into practice.

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