

# IBC'S OVERALL AUDIENCE

## REACH



**250k+**

Qualified database totals 250,000+



**91k**

Over 91,000 social media followers



**2.5m**

2.5 million e-bulletins sent each year

## SENIORITY/DECISION MAKING



**33%**

C-suite, VP, EVP, Director and above



**79%**

make or influence final decision



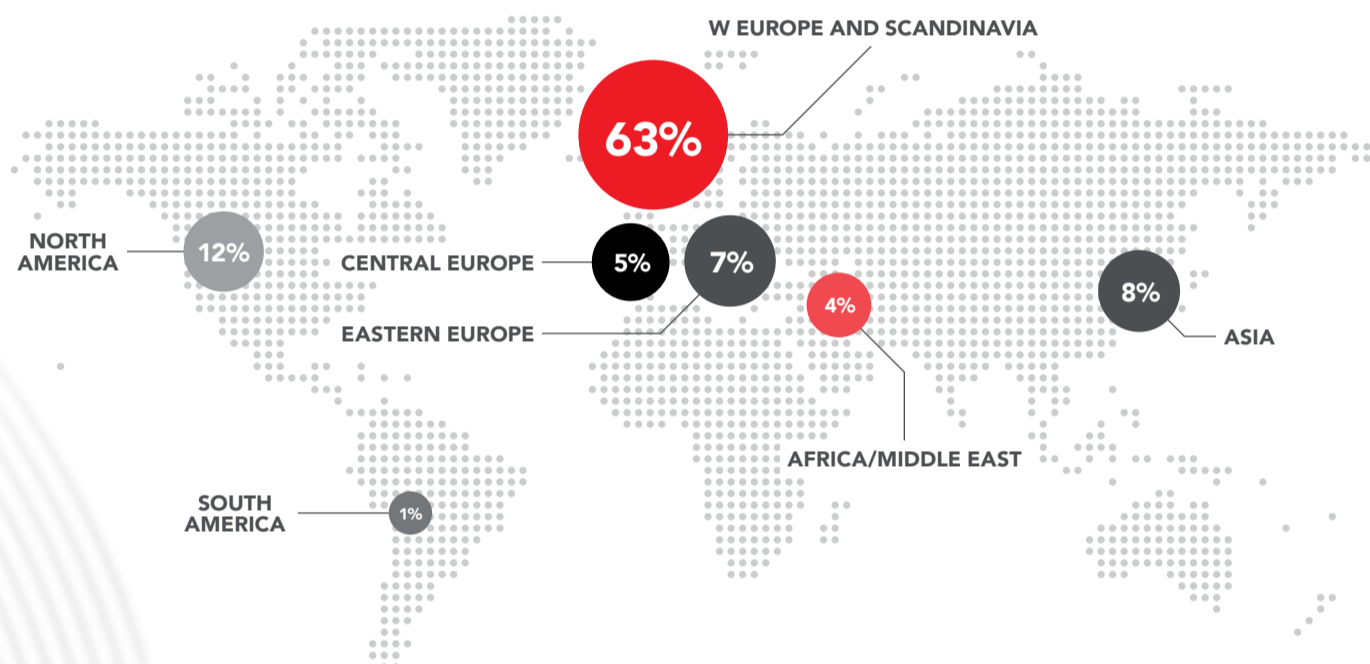
**36%**

have an annual spend of €1,000,000+

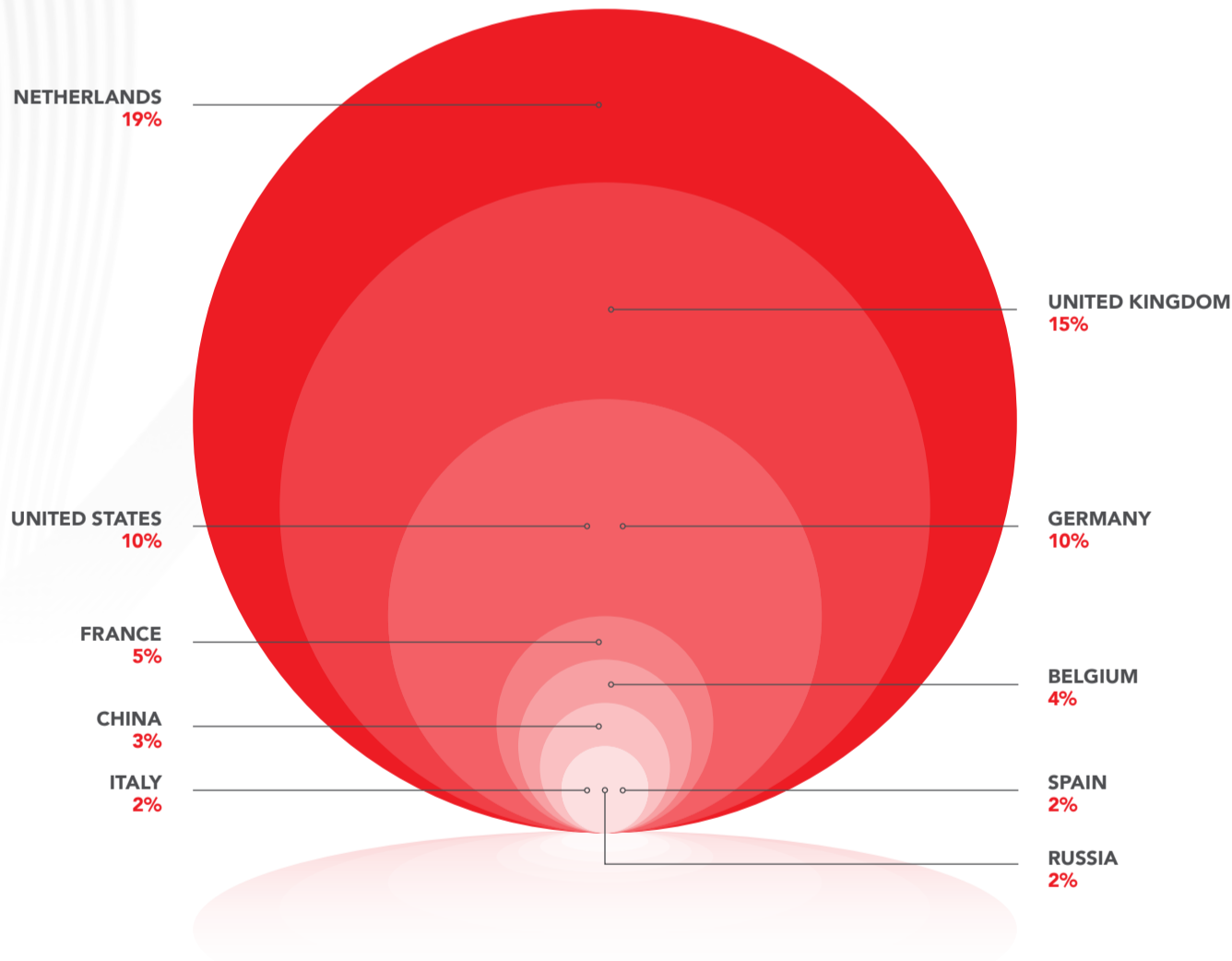
## GEOGRAPHY

A TRULY GLOBAL AUDIENCE, REPRESENTATION FROM OVER 150 COUNTRIES.

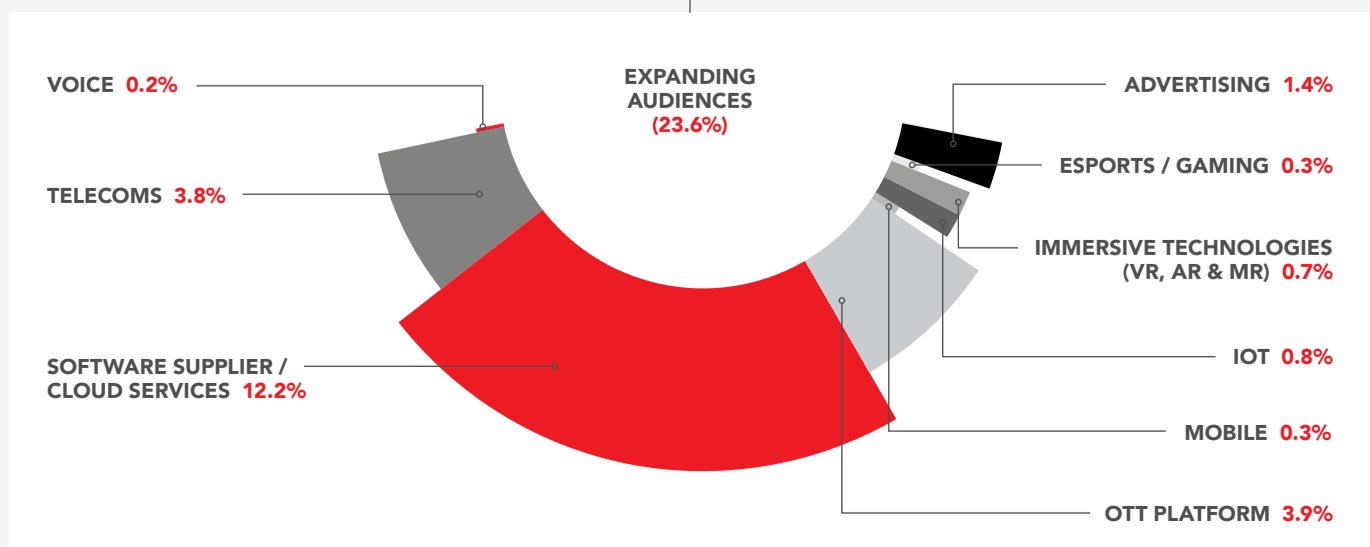
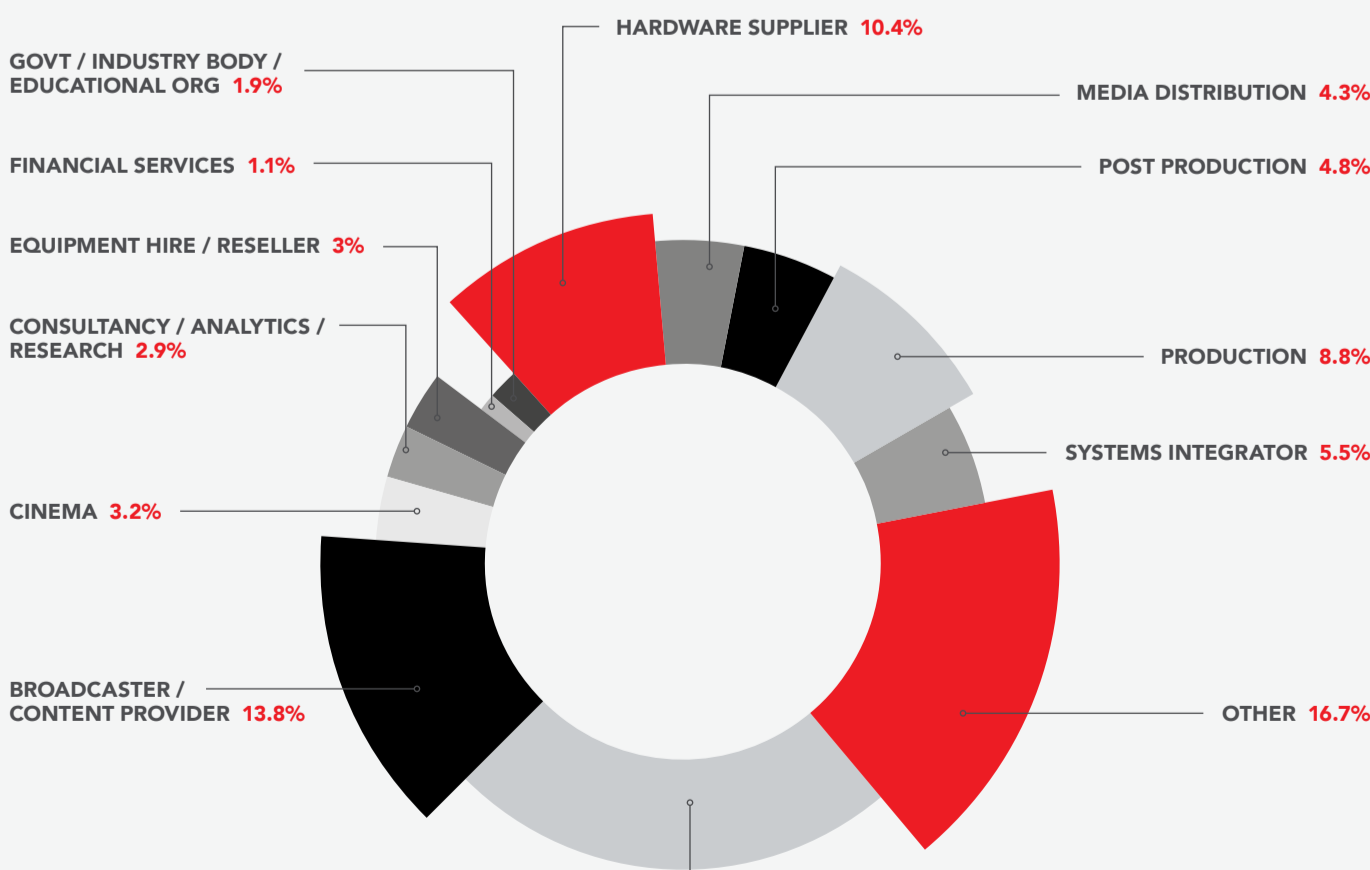
GLOBAL AUDIENCE, BROKEN DOWN BY CONTINENT:



TOP 10 COUNTRIES:



## INDUSTRY SECTORS





**82k+**  
subscribers to IBC365

# IBC365 – FOCUSED ON INDUSTRY TRENDS & KNOWLEDGE



**2.1m+**  
Page views  
(2,134,566) in 2020  
(1st Jan – 31st Dec 2020)



**53k+**  
Engagement based on E-Bulletin sends = 53,000+ per week



**23k+**  
IBC website traffic averages 23,603 active users per week



**47%**  
of people who read IBC365 are under 35



**34%**  
of the IBC365 audience is female

GO TO: IBC SHOWCASE | **IBC365** | IBC DAILY | IBC TV | IBC2021

**IBC 365** INSIGHT AND EXPERTISE FOR THE CONTENT & TECHNOLOGY

Latest: IBC Accelerators | IBC Podcast | IBC SHOWCASE | Tech papers | Product news

## COMPLEXITIES OF MOVING TO THE CLOUD

CLOUD PRODUCTION

### NEWS

- MBC Group chooses WHAT'S'ON to manage on-demand and linear services
- Logic media solutions new sales partner for hi human interface system
- Archware releases Pure VMware Backup version 3.0

[More news](#)

### INDUSTRY TRENDS

How AI will deliver more comprehensive access services

### WHITEPAPERS

- MBC Group chooses WHAT'S'ON to manage on-demand and linear services
- Logic media solutions new sales partner for hi human interface system
- Archware releases Pure VMware Backup version 3.0
- Batelco partners with Vianeo to enhance its OTT services

### LATEST

# IBC DAILY – FOCUSED ON INDUSTRY DEVELOPMENTS, NEW TECHNOLOGY



1,576  
articles



44,172  
copies printed in 2019



25,000  
digital versions viewed



E-Daily  
sent to all show pre-registrations



20%  
The average E-Daily open rate is 20%



341,667  
E-Daily newsletters delivered

GO TO: IBC SHOWCASE IBC365 **IBC DAILY** IBC TV IBC2021

**DAILY**

LATEST

**MBC Group chooses WHATS'ON to manage on-demand and linear services**

19 February 2021 | By Jo Ruddock

MBC Group, the largest media company in the Middle East & North Africa, has chosen Mediagenix' WHATS'ON to replace its current broadcast management systems and manage all its on-demand services and linear channels in a unified process.

---

**Logic media solutions new sales partner for hi human interface system**

19 February 2021 | By Jo Ruddock

Broadcast Solutions and Logic media solutions have entered into a close sales partnership, with Logic now responsible for distributing the hi human interface control system for broadcast and media in Germany.

---

**Archiware releases Pure VMware Backup version 3.0**

19 February 2021 | By Jo Ruddock

Data management software developer Archiware has released version 3.0 of Pure VMware Backup. Pure is designed to simplify backup and restore of virtual machines in the VMware vSphere environment.

---

**Batelco partners with Vianeos to enhance its OTT services**

19 February 2021 | By Jo Ruddock

Vianeos has created a new user experience and interface for Batelco TV, the largest telecommunications company in Bahrain. The new Batelco TV app is now available on the operator's legacy Android Open Source Project set-top boxes.

---

**ARRI Lighting strengthens product management team**

19 February 2021 | By Jo Ruddock

Markus Klüsener and Dan Reed have joined ARRI, strengthening the business unit specialising in lighting systems.

---

**Actus Digital partners with The Weather Channel to drive workflow efficiency**

19 February 2021 | By Jo Ruddock

The Weather Channel television network is using Actus Digital's broadcast monitoring platform to perform a wide range of mission-critical tasks.

---

**Vizrt XR now available through Flexible Access**

17 February 2021 | By Jo Ruddock

Vizrt XR (Extended Reality) has been launched to give in-studio and outdoor broadcasters enhanced creative potential in visual storytelling capabilities and sports analysis, including virtual, augmented, mixed and extended reality graphics and video wall control.

---

**CREATE & PRODUCE**

30 min ↔ -45 min

**Batelco partners with Vianeos to enhance its OTT services**

19 February 2021 | By Jo Ruddock

**MANAGE**

**MBC Group chooses WHATS'ON to manage on-demand and linear services**

19 February 2021 | By Jo Ruddock

---

**CONSUME**

**MONETISE**



# IBC SHOWCASE



15,000

registrations and counting



20,051

unique users  
(8 - 11th Sep)



7,752

video leads



433,820

viewed video minutes



# IBC SHOW\*

\*Figures based on 2019 Show



56,390

attendees



1,700+

exhibitors



420

speakers on all stages  
across all of the IBC  
exhibition halls



551

press

# IBC SHOW ONSITE EXPOSURE DURING THE SHOW

## SOCIAL MEDIA REACH DURING THE SHOW



1.8m

twitter impressions



2,200

likes on twitter

#IBC2019 TRENDED

at no. 1 position across the  
Netherlands during the show



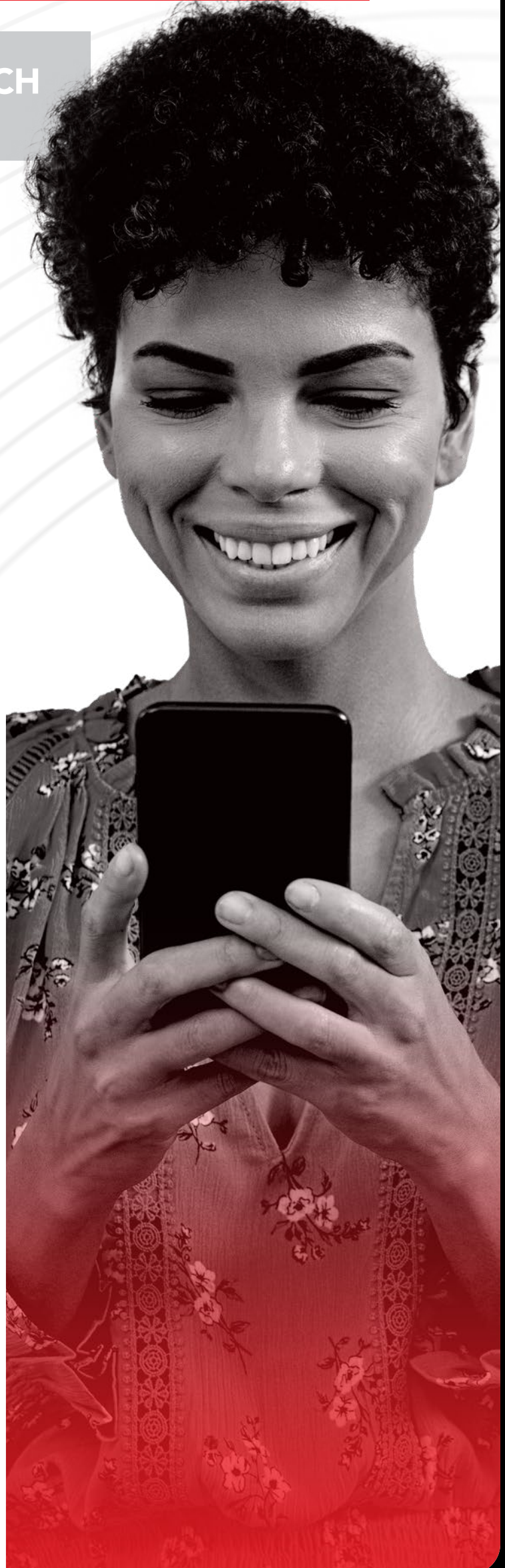
4.4m

reached on Facebook



237,600

Facebook post  
engagements



# WEB TRAFFIC

STATS BELOW

## WEB TRAFFIC 2019 STATS DURING THE SHOW:



191,000  
users



270,000  
sessions



485,000  
pageviews

## NOW PLAYING: VIDEO 2019 STATS DURING THE SHOW:



407,000  
video views



1,000,000  
reached



191,789  
minutes watched



## LEADS | 2019 STATS DURING THE SHOW

328,000 Showroom views in the show planner

250,000+ Badge scans

SUBMIT



## PRESS 2019 STATS

3,131,653  
press distribution reach

## PRESS 2019 STATS

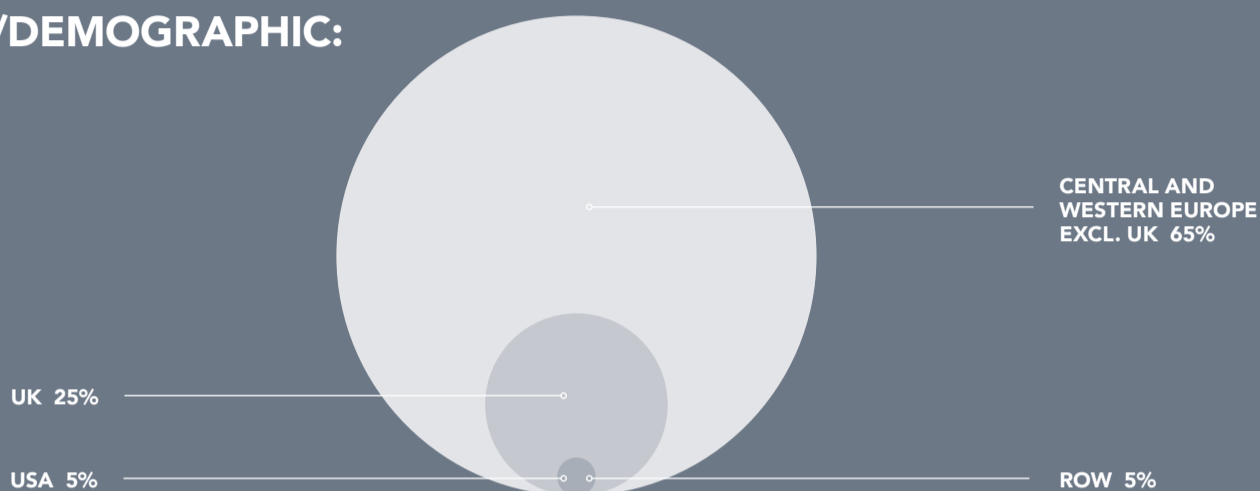
169  
media partners

# IBC EXECUTIVE FORUMS

This is based on the audience profile before and the same topics, with more of a European focus given the likely Covid-19 impact on long haul VIP travellers.

C-level attendees including: CEOs, CTOs, CIO and COOs and Management Board representatives (non-exec and exec level), Presidents, Managing Directors, Director where this is the most senior designation for the HQ

## GEO/DEMOGRAPHIC:



## BREAKDOWN OF TYPES OF COMPANIES:



**BROADCASTERS**  
PREVIOUS ATTENDEES



MEDIA GROUP



**CABLE COMPANIES**  
PREVIOUS ATTENDEES



**NETWORK PROVIDERS**  
PREVIOUS ATTENDEES



**OTT COMPANIES**  
PREVIOUS ATTENDEES



**SATELLITE PROVIDERS**  
PREVIOUS ATTENDEES



**TELCOs/MOBILE OPERATORS**  
PREVIOUS ATTENDEES

