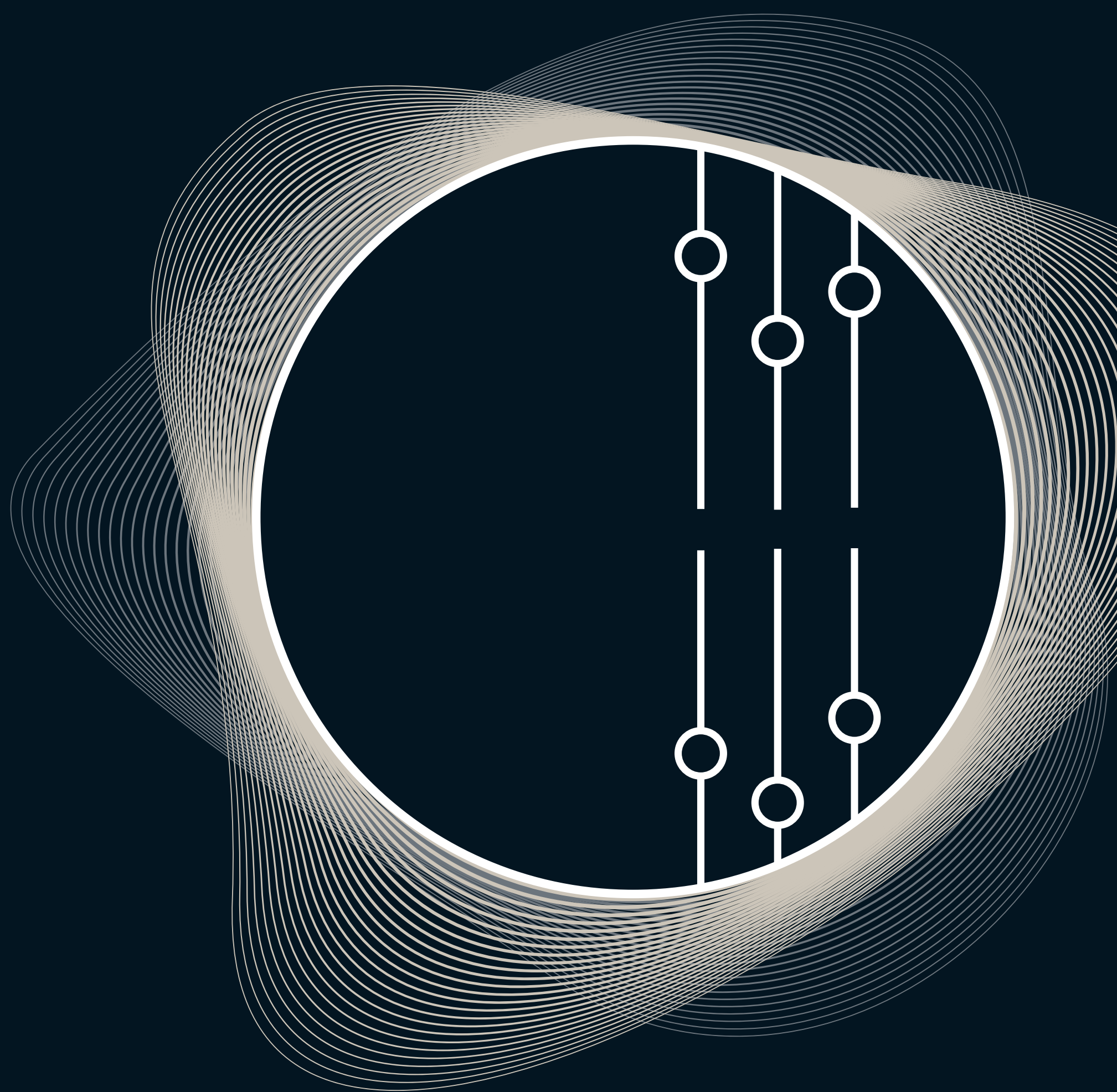




IBC2025

TAKE TO THE STAGE

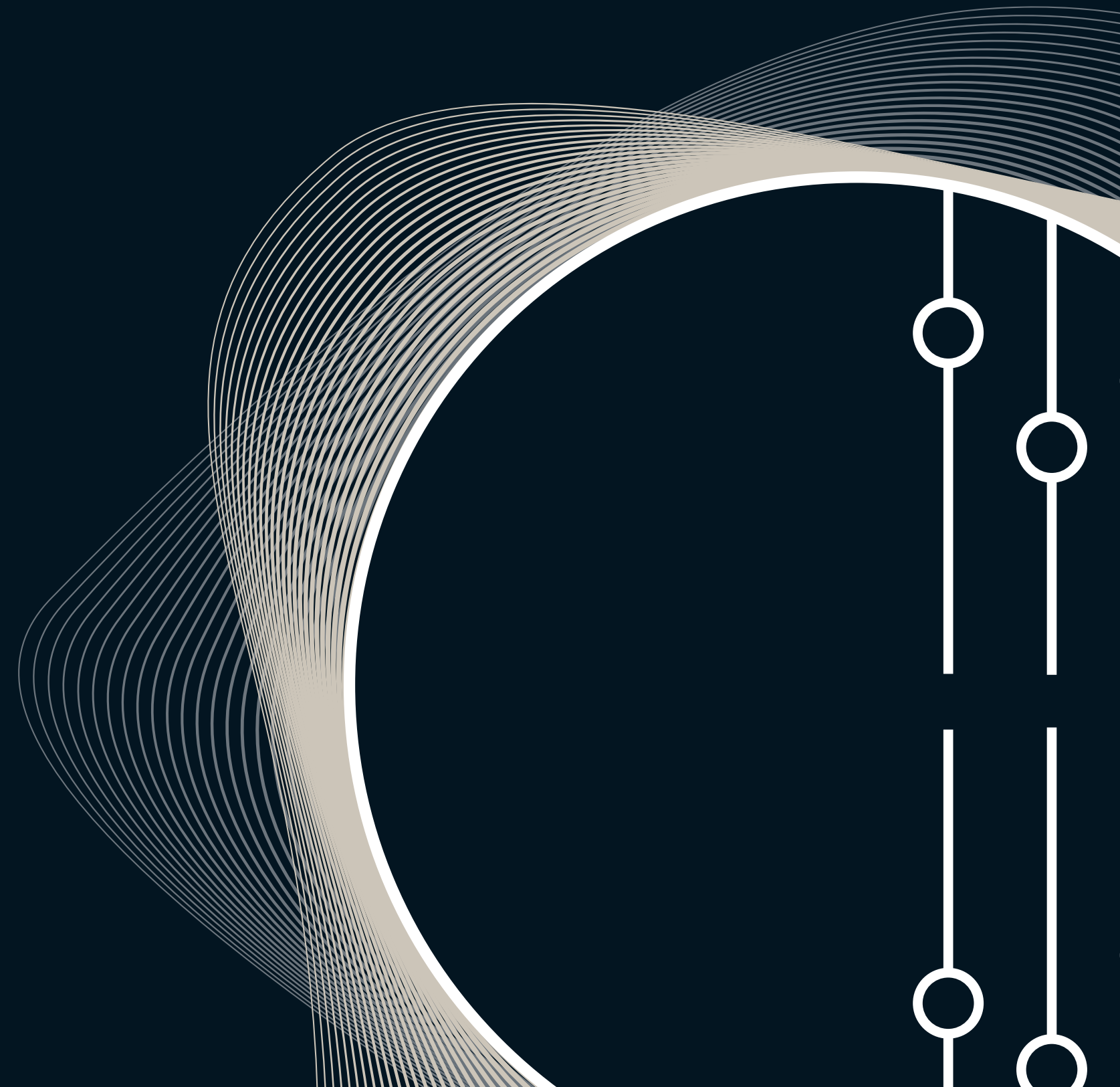
**IBC SHOW | AMSTERDAM
12-15 SEPTEMBER 2025**





INTRO

IBC remains the world's most influential and inspiring media, content and technology event. Bringing together the industry for four compelling days of keynotes, panels, Q&A sessions, presentations and much more, IBC will continue to deliver critical insights, unparalleled networking opportunities and IBC continued growing in 2024, with an increased line up of over 450 speakers across the conference, partner sessions and show floor stages discussing a hugely diverse range of topics. We'll continue to see this going into 2025 as our speakers deliver innovative and ground breaking content on technological innovations, future business models and creative advances that will continue to shape the future of the media and entertainment industry.



FORMER SPEAKERS INCLUDE



MARION RANCHET
FOUNDER,
STREAMING MADE EASY



HUMA LODHI
PRINCIPAL MACHINE
LEARNING ENGINEER,
SKY



CHEM ASSAYAG
SENIOR VP HOME
SERVICES INNOVATION,
ORANGE



DAVID BOUCHIER
CHIEF TV AND
ENTERTAINMENT OFFICER,
VIRGIN MEDIA O2



KASIA JABLONSKA
DIRECTOR OF DIGITAL AND
ON-DEMAND FOR EMEA,
BBC STUDIOS



ANDY HOOD
VP EMERGING TECHNOLOGIES,
WPP



KERRY BALL
CHIEF COMMERCIAL
& STRATEGY OFFICER,
BRITBOX INTERNATIONAL



CHRISTOPHER JACKSON
GLOBAL HEAD OF DIGITAL
DATA AND ANALYTICS
OLYMPIC CHANNEL



VANDA RAPTI
EVP, VIAPLAY SELECT &
CONTENT DISTRIBUTION,
VIAPLAY GROUP



PHIL WISER
EXECUTIVE VICE PRESIDENT AND GLOBAL
CHIEF TECHNOLOGY OFFICER,
PARAMOUNT



ISRAEL ESTEBAN
CTO, BEIN MEDIA



HARDEEP DHALIWAL
HEAD OF DATA PRODUCTS,
ITV



LAURA FLORENCE
SVP GLOBAL FAST CHANNELS,
FREMANTLE



MANISH KALRA
CHIEF BUSINESS OFFICER,
ZEE5



MARY ANN HALFORD
PRINCIPAL,
HALFORD MEDIA ADVISORY



TOM BOWERS
FOUNDER,
HYPOTHESIS MEDIA



GRACE BOSWOOD
TECHNOLOGY DIRECTOR,
CHANNEL 4



JONATHAN THOMPSON
CEO,
EVERYONE TV



GIRISH BAJAJ
VICE PRESIDENT,
PRIME VIDEO & AMAZON MGM
STUDIOS TECHNOLOGY



DAVID SALMON
EVP AND MANAGING
DIRECTOR, INTERNATIONAL,
TUBI



CHRISTINA GOMILA
MD, CONTENT AND INNOVATION,
SKY



JAMES D MILES
SENIOR DIRECTOR, LIVE
EVENT WORKFLOWS,
NBC SPORTS & OLYMPICS



CLIVE SANTAMARIA
CHIEF ARCHITECT,
ITV



SINEAD GREENAWAY
DIRECTOR BROADCAST AND
END USER TECHNOLOGY,
BBC



CONTENTS

IBC2024 IN NUMBERS



45,085

Total attendees



95 million

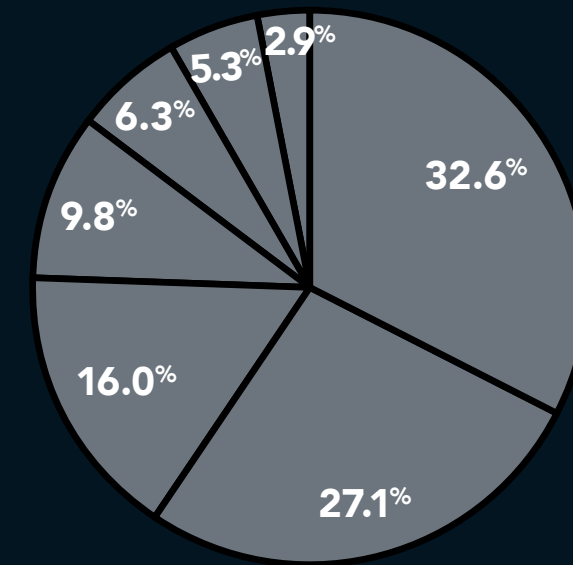
Estimated PR coverage reach

125+

Hours of content

277+

Number of speakers



Job roles:

C-Suite, VP, EVP, Director & Above **32.6%**
Head of Dept / Manager **27.1%**
Pro Engineer / Developer **16.0%**
Entrepreneur / Freelance **9.8%**
Student / Intern **6.3%**
Executive / Assistant **5.3%**
Editor / Publisher / Journalist / Writer / Photographer **2.9%**

1,350+

Exhibitors



426

Press & Analyst attendees

40



Corporate buyers at the AV user group pitch

9



Innovative Accelerator projects

176,541

Badges scanned



588

Conference delegates

140+

Media partners

11,000+

Sessions attended

Average circulation of E-Daily's in 2024

125,000



107,034

IBC365 page views in Sept (20th Aug – 19th Sep)

633,259

IBC Show page views in Sept (20th Aug – 19th Sep)





IBC2024 IN NUMBERS

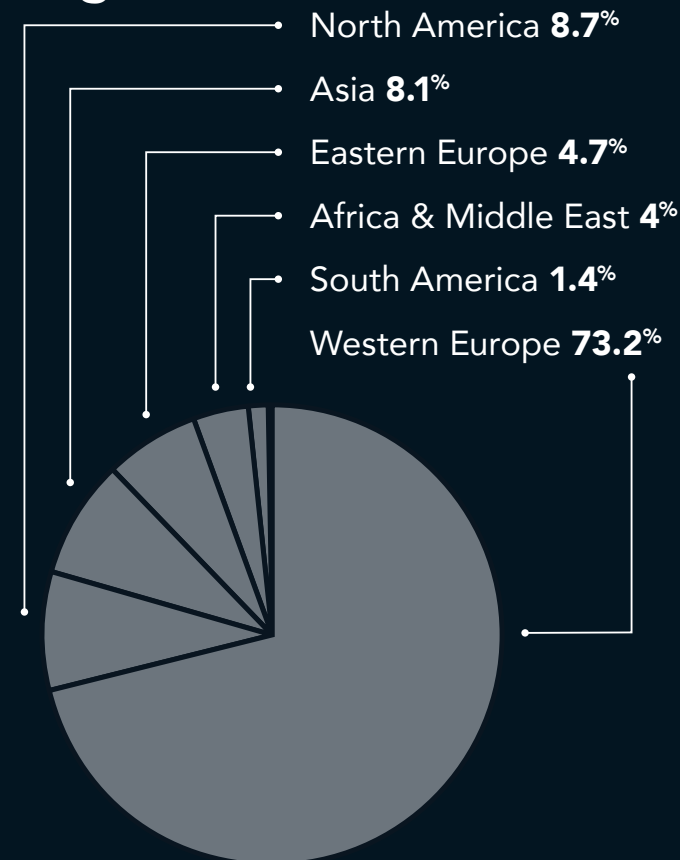
Attendees from over

170 countries

Top 10:

Netherlands	22%	Belgium	4.5%
UK	13.7%	China	2.9%
Germany	10.2%	Italy	2.8%
United States	7.7%	Spain	2.5%
France	5.5%	Poland	1.6%

Region:



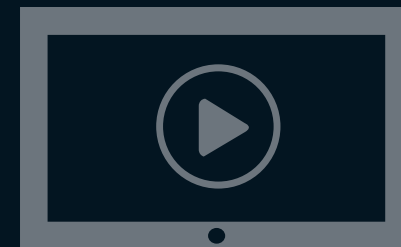
1.6M

post and profile
reach across IBC
social profiles

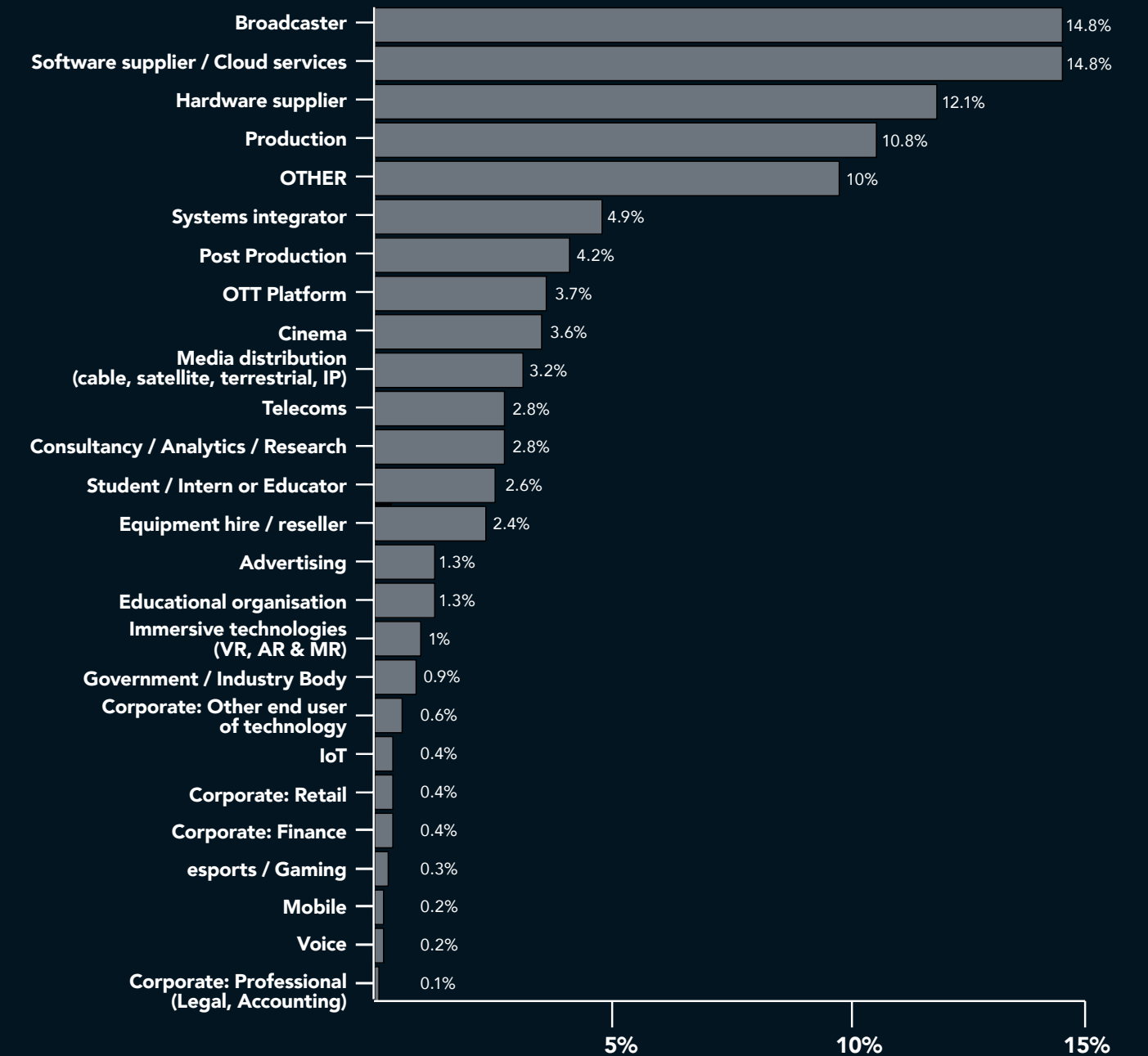
Over

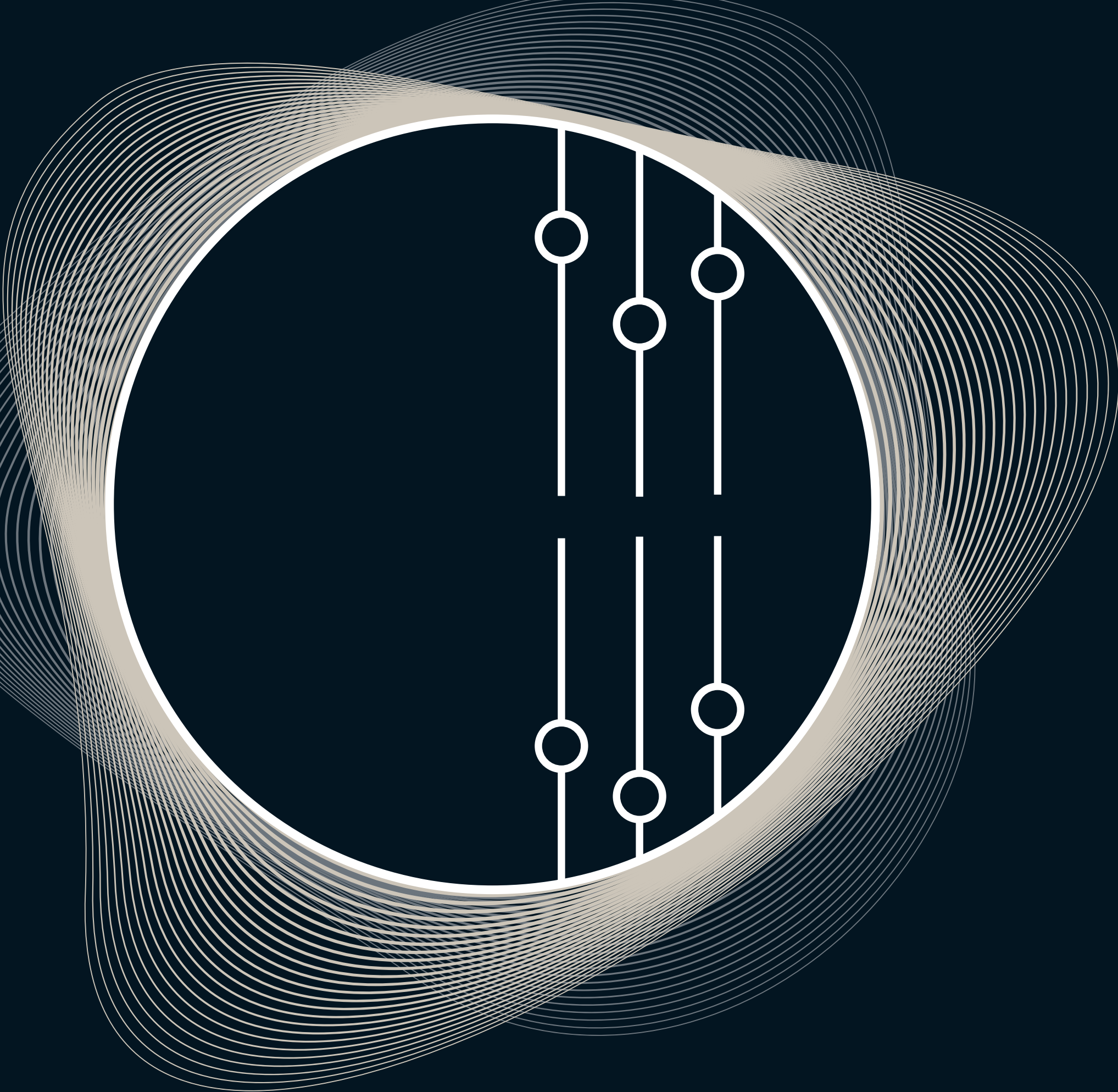
120,000

video views



Core business split:





THANK YOU

For enquiries contact conference@ibc.org

THE WORLD'S LEADING MEDIA AND TECH EVENT