



# Student Award

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my IBC 2016 experience

Jessica Volk

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Hochschule **RheinMain**  
University of Applied Sciences  
Wiesbaden Rüsselsheim



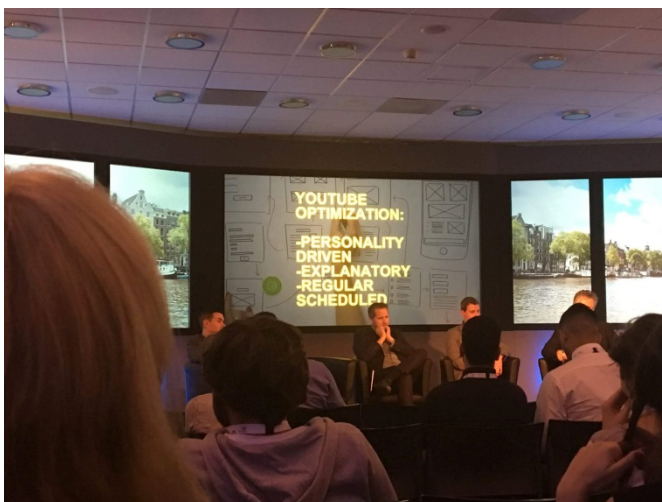
Last year was the first time I had heard of the IBC. Before that time I had no idea what it is, especially not how big it is and that almost every company in the broadcast branch of industry you would know of is present at the convention. Our professor told us about the opportunity to win a visit; unfortunately I missed the deadline for applying. So I gave it a shot the following year and was one of the lucky ones to win!

My fellow student and I booked our visit together and decided to arrive one day before the convention. We found it difficult to find accommodations under 800 Euros for the whole week, so we each booked an apartment via Airbnb. Afterwards we found out that on the IBC website cheaper accommodations could be found, so I would recommend to look there too. As it was my first visit to Amsterdam and also the first time I travelled to a country, that does not mainly speak English, I found it a little difficult to find my way around the public transport at first. So it is a good idea for sure to plan your trip from the airport to your accommodation beforehand.

My apartment included a bike, which is great for the city. Unfortunately, my bike got towed two nights before my return journey. It was kind of an adventure, but I managed to get it back. So I learned that you have to be careful where to park your bike in Amsterdam! The tram transport is very useful too, I recommend to get some roaming data volume though and to download the Amsterdam map in Google Maps, in case you get lost.

On the first day of conference, we went to a few sessions. One of them included a talk about home cinema, which I found very interesting. The idea to make movies home-accessible from the day they air in the cinemas is brilliant. But besides the advantages mentioned, like the possibility to distribute so many more movies than local cinemas do, there are also disadvantages like the relatively high price around 10 Euros. Also the experience is of course limited to the technology the customer has at home.

As well as that, we went to sessions about UHDTV, High Dynamic Range and some more. I have to admit that not every session was very interesting for me.



I found some of them were not so technology-dependent, but more economic heavy, like the session about ad-blockers. I expected some technological ideas about possibilities to ignore them, instead they talked about how to design ads in the first place so the consumers have more fun watching them. But I was really impressed by the “Battle for Eyeballs”. The session was part of the Rising Stars Program and was specially made for young startups like us and included the possibility to talk directly to specific people in the industry.

Of course we didn't only visit the conference, but also the exhibition, which was truly overwhelming. It took me a few days to not get lost any more and find my way around. During the whole exhibition period I have probably been everywhere. There were also a few booths I had planned to visit beforehand, but there were also so many more that I didn't recognize before, that caught my eye. It makes a lot of sense to plan what booths you want to look at. Otherwise it is just too many to look closely at all of them.



For me it is hard to put my finger on one thing that I would have found the most interesting. I've seen the biggest cameras, the biggest screens, the best beamers I have seen my whole study time. I had the opportunity to experience virtual reality with Dolby Atmos, which I had heard of earlier on. Of course I had to also look at the new High Dynamic Range TVs. The technology is so much further in the future than I had thought. When you're new to this industry, you shouldn't miss the future zone, which gives you a small impression of what you will see in the stores in a few

years' time. Especially to people like us, who have lived on the consumer point of view of media technology most of their lifetimes, it is a whole new experience in my opinion.





I'm very glad that my first IBC visit was with the IABM. It was the best opportunity to have the time to look at what is most interesting to me (and not a company I may work at in some time), also to get an overview of all the different branches of the broadcast industry, and the people that work there. I have learned that this industry is for a big part about talking to people directly. It is important to build a network, and the IBC is a great chance for this. But it can happen that you only get to talk to sales people at some booths, so I think the Rising Stars Program might help if you're looking for a potential job and want to find the right contact persons, especially if you are a rather shy person like I am.



For me personally the IBC assured me of what I want to focus on in the future. Media technology has many interesting fields, so it can be difficult to decide what suits you best. Also when you study at university, it can be very intimidating thinking of the first steps into the industry. IBC has shown me it doesn't have to be, because media engineers are needed and supported everywhere. I am looking forward to find my space in this "new" world and visit the IBC many more times in the future. Thank you IABM!