

# IBC2019

**The world's most influential media, entertainment & technology  
show**



Report by Milena Rouchotas

In May 2019 all students from my degree of Media Engineering at the RheinMain University of Applied Sciences, had the opportunity to attend the International Broadcasting Convention (IBC) 2019, sponsored by the IABM. I had heard about the IBC from other students who had been there in the past and from some professors who had recommended a visit as well. I took the opportunity and made a short presentation about why I was interested in attending and what I wanted to see at the IBC. My main focus was about Artificial Intelligence in the broadcasting industry.

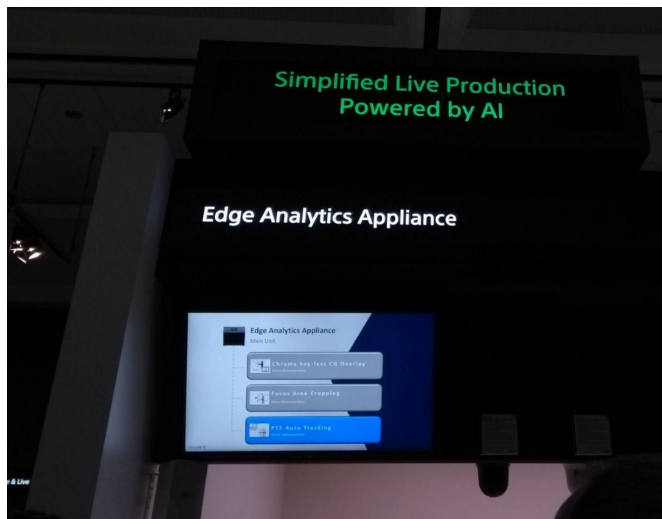
Following the presentation, two other students and myself won the sponsorship from IABM, which made very happy and even more excited to visit the convention. A few weeks later my classmates, Fatih and Christoph, and I booked our travel tickets as well as accommodation for Amsterdam, where the convention is annually hosted. We booked a Hotel a few metro stations away from the RAI Centre, the exhibition complex where the IBC is held, which was very convenient.

In order to ensure that we can attend the convention early in the morning, we arrived in Amsterdam one day prior to the start of the IBC, which also gave us the luxury of exploring the city upon arrival. As soon as we arrived at the central station, we went to get our convention badges at the designated Amsterdam shop. Equipped with our badges, we went to the Hotel and left our suitcases, before returning to the city centre for dinner.

The first day at the IBC, since I had never been to RAI, I was very excited as well as a little bit overwhelmed because the convention was so big. At the RAI, I first went to get my IBC pass for free traveling within Amsterdam. Afterwards I went at the opening Keynote. Cecile Frot-Goutaz, the Head of YouTube EMEA, was talking about the rapid growth of YouTube.

Following the keynote, I headed to the IABM lounge to meet with Dominic Louks and the other students who had won the IABM student awards. Later, I visited the Sony booth, where I was fascinated by the huge LED screen that had amazing colours and a very impressive video quality. Mostly I was fascinated about the "Edge analytics appliance". It is an appliance that uses Artificial Intelligence and has three different features:

- Focus Area Cropping, where an image from one camera can be simultaneously shown as two different output images
- Chroma key-less CG Overlay feature, which enables the presenter to deliver in real-time impactful supporting content, without the help of a studio.
- PTZ auto-tracking, an AI-driven camera that follows the presenter around



Then I visited a few conferences about AI and I also went to the Big for a Game of Thrones panel session and screening. It was an impressive screening with a remarkable sound experience.

After the screening, I went with some of the IABM students to the Amsterdam city for dinner. There we had the time to get to know each other and talk about our impressions of the IBC.

The next few days I visited many different conferences, mostly about the topic of Artificial Intelligence and how it can be used in the broadcasting industry. Although I got an overview on what can be done through AI, I was a little disappointed by some conferences, since they were mostly focused on sales and product placement rather than the technical aspects, which is more interesting to me, as a student in engineering.

Some conferences that I found very intriguing were the following ones:

- “The future of media technology” with the Senior Vice President of Sony, talking about Sony’s future.
- The future of influence: AI, media tech and biological humans.

This conference was particularly interesting because they also talked about the legal and ethical aspects of using AI.

- Artificial intelligence and machine learning in M&E process automation.
- Google, Oxagile and 24i-Media presenting their projects on Artificial Intelligence.



Except of the interesting conferences I also visited many booths. For example, I visited the booth from Amazon Web Services. I went there with Chloe, another IAMB Student, who was also interested in Machine learning and Artificial Intelligence. We talked with one representative from AWS, who was very helpful. He explained to us what AWS is working on and how we as students can get into this field. He also told us which online courses would be helpful for us if we want to learn more about machine learning.

I also visited booths by Google Cloud, IBM and some companies that I didn't know before, such as 24i Media, iSize, Mobile Viewpoint and Oxagile. All of these are working on different implementations of AI.

Walking at the future Zone, I passed by Animorph's booth which is a small startup company from England. They were presenting "Holopedia" a prototype app combining eye tracking and machine learning in order to give you information's about your surroundings. Due to my immediate fascination, I had to try it myself and further learn more about its functioning by starting a refined conversation with the exhibitors.



At Saturday we were invited by the IABM to go to the IABM Awards. We all gathered at the auditorium hall, where we enjoyed some snacks and wine. There we had the chance to talk to all the IABM students. Afterwards we went to the Forum where the prizes were given.

At the last day, we had a meeting with John Ive. He gave us some advice for the future in the broadcasting industry and told us about his career. I found it very helpful to listen to someone with so much experience in the field. In addition, I visited the Esport Showcase. Since I didn't know much about it, it was a good opportunity to get some insight of the world of Esports. It was interesting to see how popular it is and how professional the players are. Although I am not a big fan of watching or playing myself, I enjoyed seeing how other people get excited to watch people playing online games on such a professional level.

In conclusion, I had an amazing week, I met very interesting and passionate people, I learned more about the broadcasting industry and I am glad that I had this opportunity to visit the IBC. I am happy to be studying Media Engineering and I can't wait to be working in that field someday. I would really recommend to everyone to visit the IBC someday. I would like to thank IABM for this incredible opportunity.