IBC Opens Call for 2027 Accelerator Programme to Drive Media Innovation

IBC has officially opened submissions for its 2027 Accelerator Media Innovation Programme, inviting organisations across the global media and entertainment industry to propose innovative projects addressing real-world business and technology challenges.

Now entering its ninth year, the programme brings together broadcasters, studios, streaming platforms, content owners and technology providers to develop practical solutions through collaborative experimentation. The initiative aims to accelerate innovation, encourage knowledge-sharing and turn emerging ideas into technologies with tangible industry applications.

For the 2027 edition, IBC will select nine Accelerator projects ahead of its annual Kickstart Day, scheduled for 18 March 2027 at the BBC Radio Theatre in London. The deadline for submitting challenges is 11 December 2026.

The selected projects will be presented at Kickstart Day, where project leaders will outline their challenges and invite organisations to join the development process. Participating teams will then collaborate to build and test solutions, culminating in live proof-of-concept demonstrations and presentations at IBC2027 in Amsterdam from 10 to 13 September 2027.

Mark Smith, Lead of the IBC Accelerator Media Innovation Programme, said the initiative demonstrates the potential of collaboration in addressing challenges that matter to the industry. He said the programme was evolving its approach to help project teams begin their work more effectively and

deliver meaningful results.

The programme connects industry ‘Champions’, which identify business and technology needs, with ‘Participants’, including established technology vendors, start-ups and academic partners. Challenge proposals must identify a clear business or technology requirement suitable for rapid experimentation and proof-of-concept development, supported by confirmed industry Champions.

The 2026 programme brought together major media organisations, including the BBC, Associated Press, Al Jazeera, Reuters, ITV, Channel 4, DAZN, NBCUniversal, France Télévisions, Sky and SCRIPPS. Technology participants included Google Cloud, Amazon Web Services, Cognizant, EVS, Haivision, LiveU, Moments Lab, Shure and TCS, among others.

Projects showcased at IBC2026 explored a range of emerging technologies and industry needs, including agentic artificial intelligence, intelligent production workflows, next-generation streaming, advanced connectivity, immersive live experiences, content accessibility, and media infrastructure interoperability.

These areas are expected to remain significant as media organisations explore AI-driven systems, advanced 5G connectivity, ultra-low-latency delivery, personalised media experiences and more efficient production and distribution models.

Industry leaders have highlighted the programme’s role in creating opportunities for collaboration beyond conventional business relationships.

Sandeep Tiku, Group Chief Technology Officer of DAZN, described the Accelerator Programme as a platform that brings technology leaders together to reshape the future of media. Tim Guilder, Head of Production Technology at ITV Studios, said it provides an environment for industry peers and

technology vendors to test new concepts and architectures in real-world production settings.

Anshul Kapoor, Director of Global Media and Entertainment at Google Cloud, said the programme offers a year-round framework for collaborative innovation and supports digital and AI transformation across the media and entertainment ecosystem.

IBC said the initiative has established a track record of enabling organisations to collaborate on projects they might not otherwise pursue, test emerging ideas, share expertise and generate practical insights that can inform future technology development and industry practices.

Organisations interested in submitting a challenge can find the programme details, submission guidelines and entry form at https://show.ibc.org/2027-accelerator-innovation-programme.

Sponsorship opportunities are also available for Kickstart Day and across the wider Accelerator Programme. Further information can be obtained by contacting accelerators@ibc.org.