



IBC2010

the content  
creation  
management  
delivery  
experience



### By the Industry, for the Industry

For over forty years IBC has provided business critical content, thought leadership and innovation for everyone involved in the creation, management and delivery of content for the entertainment and electronic media industry. Run by the industry for the industry, IBC is

owned by six industry Partners who represent both visitors and exhibitors. Uniquely, the key executives and committees who control the convention are drawn from these organisations, bringing with them experience and expertise in all aspects of our industry.



IEEE Broadcast  
Technology Society



The Royal Television Society



The Institution of Engineering  
and Technology



The Society of Cable  
Telecommunication Engineers



Representing broadcast & media  
technology suppliers worldwide



The Society of Motion Picture  
and Television Engineers

Conference 9 – 13 September  
Exhibition 10 – 14 September  
RAI Amsterdam

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Digital Signage  
**Zone**

## the Digital Signage Zone



# experience

### The IBC2010 Digital Signage Zone in association with BPL Broadcast Ltd and IT Europa



The market for Digital Signage is set to grow rapidly over the next few years. A recent report by iSuppli predicts that global shipments of digital retail signs are set to rise to 2.5 million units by 2013. This figure represents a Compound Annual Growth Rate (CAGR) of 26.8% since 2008.

The technologies, solutions and content that are driving this revolution in communication will form the focus for the Digital Signage Zone at IBC2010.

The IBC2010 Digital Signage Zone will bring together many of the organisations and technologies that are emerging as major forces in this sector. It will therefore provide a unique opportunity for application developers, content providers and technology companies to showcase their capabilities at the heart of the broadcast industry's leading international conference and exhibition.

An accompanying programme of IBC Exhibition Business Briefings will examine some of the issues and opportunities arising from the emergence of Digital Signage as a major force in more detail. Now in its third year, the IBC2010 Digital Signage Zone has been greatly expanded to form a hub for a new area and visitor attraction showcasing advances in connected devices, the key technologies emerging in Digital Signage and demonstrating the enormous potential that exists in this sector.

### About IBC

IBC is the leading international forum for the electronic media industry, attracting more than 45,000 visitors from 140 countries. It combines a highly respected and peer reviewed conference with an exhibition featuring more than 1300 exhibitors demonstrating the state of the art in media technology, from radio and television broadcasting to digital signage and 3D cinema.

Visitors can expect to learn about the developments which are shaping the industry, interact with the latest technology, experience world first demonstrations and do business in a professional and supportive environment. IBC is the event not to be missed for everyone involved in the world of content creation, management and delivery.



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## The IBC2009 Digital Signage Zone demographics

Taken from the registration data

### Potential Customers

IBC delivers a high quality, international audience each and every year.

#### Job Function

CEO/ Director	28.99%
Sales & marketing	17.26%
Technical	18.29%
R&D	6.19%
Operations	7.20%
Journalist	1.94%
Press	1.72%
Programming	2.39%
Consultant	6.88%
Other	9.14%

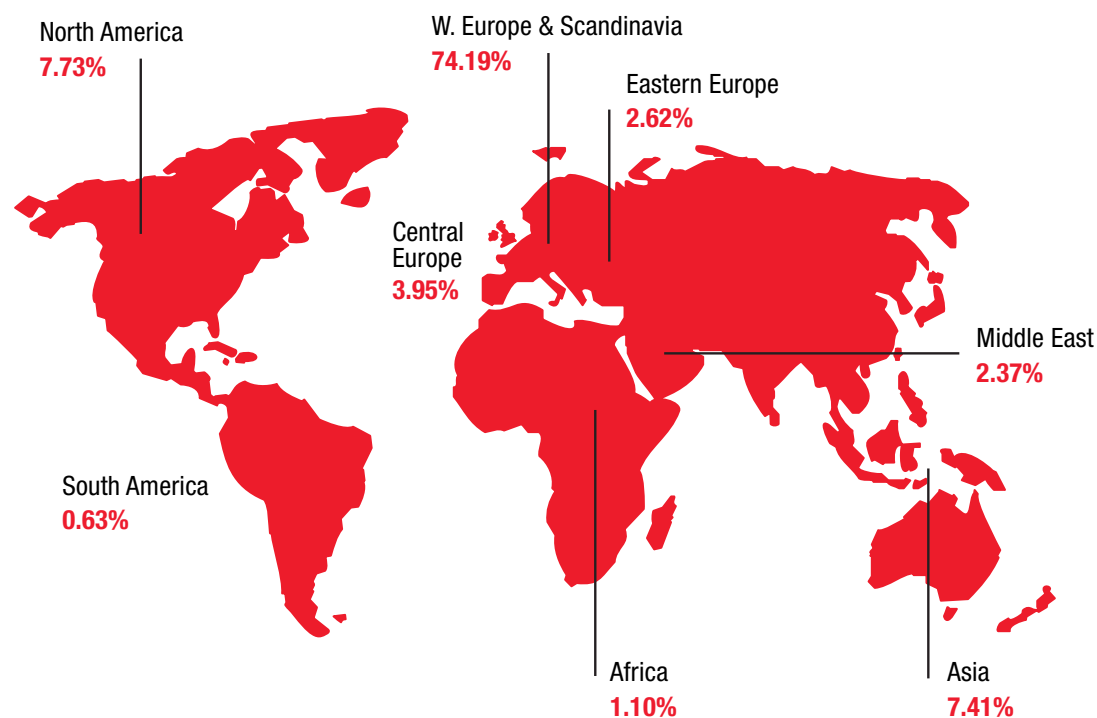
#### Purchasing Power

Recommend/specify	38.79%
Final approval/buy	37.60%
User	17.10%
Other (inc press)	6.51%

#### Company Activity

Broadcasting station/ network	9.11%
Dealer/distributor	7.28%
Post production	6.01%
Production	5.38%
Manufacturing	11.89%
Broadband services	10.34%
Consulting	4.70%
Freelance	3.24%
Cable/satellite Distribution	3.31%
Studio & equipment hire	2.61%
Web development	1.09%
Research association	0.97%
Telecommunications/Mobile Operator	3.08%
Broadcast Union/association	0.40%
Systems Integrator	5.54%
Other (including Press & PR)	25.05%

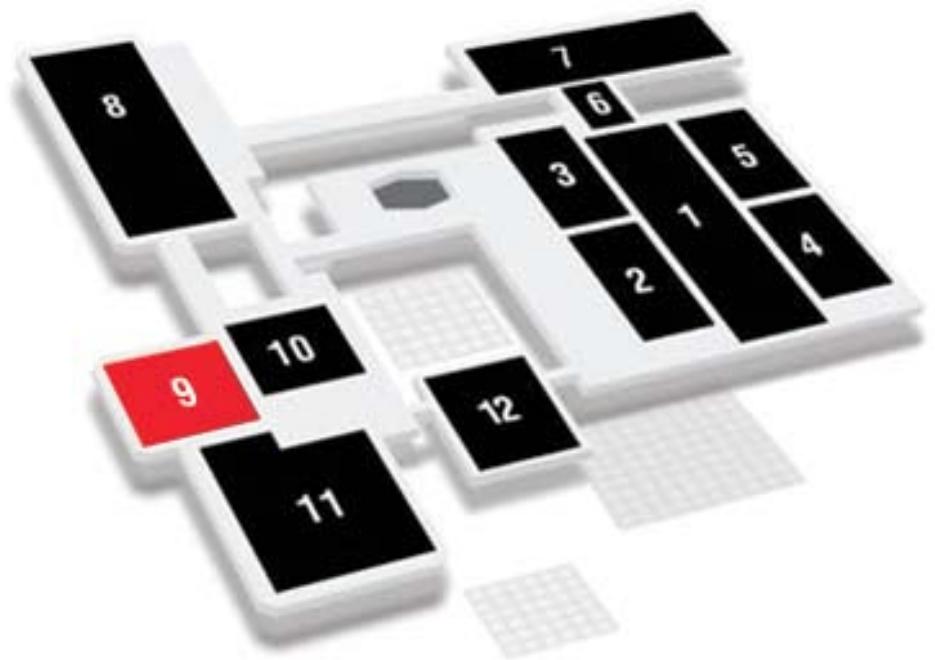
### Geographical Breakdown



For full details, more demographics and news visit [www.ibc.org](http://www.ibc.org)

the Digital Signage Zone

experience



## The IBC Digital Signage Zone

### Basic Package – 3 x 3 Shell Scheme

8312 euro + VAT

### Free Design (rates per square metre)

407 euro + VAT

**For further information and other opportunities please contact:**

#### **Clare Sturzaker**

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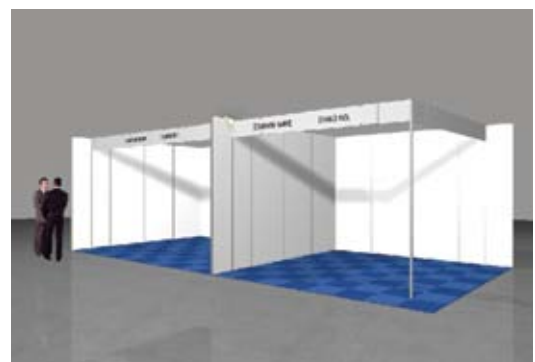
#### **Lynn Neil**

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## Basic Package

This package includes the following benefits:

- High quality stand and stand build
- Standard furniture package – 2 high stools, one counter/storage unit and one literature rack
- Basic graphics and signage incorporating company branding
- Electrical power and lighting
- Standard broadband connection (512 kbps)
- Full technical support from IBC
- Complete list of Digital Signage sales leads provided at the end of the show captured by IBC
- Total worldwide marketing package from both IBC and IT Europa/BPL and all its relevant publications (including IBE, Comms Dealer, Retail Technology and IT Europa) and associated websites before, during and after the show
- Listing in the official floor plan produced by IBE

*[With free design space you are responsible for your own stand design and construction and all associated costs]*

## Gold Package - Business Briefing

Includes all the Basic Package benefits plus the following:

- 20 minute speaking slot in the Digital Signage Zone – Exhibition Business Briefings (subject to editorial controls)
- Total worldwide marketing package from both IBC and IT Europa/BPL and all its relevant publications (including IBE, Retail Technology, Comms Dealer and IT Europa) and associated websites before, during and after the show
- Branding opportunities within the conference area during their session
- Distribution of literature in the conference area
- Each Exhibition Business Briefing will be recorded and uploaded onto the IBC website after the show including PowerPoint presentation

**Cost:** 7,500 euro + cost of Basic Package pod  
+ Shell Scheme + VAT

## Platinum Sponsorship Package

This package includes the following benefits:

The IBC2010 Digital Signage Zone will showcase the key technologies emerging in and Digital Signage demonstrate their impact on the creation, management and delivery of broadcast content.

Sponsorship Includes:

- Extensive Branding throughout the Digital Signage Zone
- Dedicated branded stand to demonstrate services and products
- 1 x Speaking slot at the Digital Signage – Exhibition Business Briefings
- Branding on all BPL, IT Europa and associated publications, marketing materials and websites
- Sponsorship of the Digital Signage Zone Cocktail Evening
- The provision of all leads from both the Digital Signage Zone – Exhibition Business Briefings and the relevant IBC Conference sessions
- Platinum Sponsor on Branded polo shirts (worn by IBC supplied demonstration staff)
- Banner on the Digital Signage Zone section of the events website
- Listing in the official guide to Digital Signage produced by IBE
- 2 page editorial in the guide.

**Cost:** 135,00 euro + VAT  
Plus other options available on request (to be paid separately)

## Exhibition Business Briefings Sponsorship Package

This package includes the following benefits:

- Key Note Speaker on the first day
- Company branding at the event
- Company branding on all the promotional material
- Company branding on all on-line promotional activities by IBC, BPL and IT Europa
- Promotion on the IBC website and IBE websites and newsletters
- Literature in the Exhibition Business Briefings area
- Editorial content in the September issue of IBE Magazine
- Each Exhibition Business Briefing will be recorded and uploaded onto the IBC website after the show including PowerPoint presentation

**Cost:** 50,00 euro + VAT

For full details, more demographics and news visit [www.ibc.org](http://www.ibc.org)



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## IBC Exhibition Business Briefings

The IBC Exhibition Business Briefings are popular free-admission sessions that allow exhibitors large and small to share their insights into the impact that new distribution technologies are having on the content creation, management and delivery experience.

Now in their fifth year, these free-admission sessions attract IBC visitors keen to understand the opportunities being created by IPTV, Broadband, Mobile and Digital Signage.

The Exhibition Business Briefing agenda is set by the participating companies, and reflects the interaction of the latest technical, regulatory, market and business trends. Nominated topics are organised by IBC into themed 1½-hour sessions consisting of three presentations to create a compelling Exhibition Business Briefing agenda.

Extensive promotion by IBC, BPL and IT Europa, combined with an easily accessible venue, make the Exhibition Business Briefings a prominent and topical highlight of the IBC Exhibition experience, adding value for exhibitors and visitors alike.

Exhibition Business Briefings presentation slots are included in all Digital Signage Zone Gold Sponsorship packages.

The agenda and downloadable mp3 recordings of the IBC2009 Exhibition Business Briefings are available at [www.ibc.org/businessbriefings](http://www.ibc.org/businessbriefings)

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## About IT Europa and BPL



IT Europa is the leading provider of strategic business intelligence, news and analysis on the European IT marketplace and the primary channels that serve it. It publishes European channel publications including the IT Europa Newsletter and markets a range of database reports and organises European conferences and events for the IT and Telecoms sectors.

BPL publishes a range of both end-user and channel publications for the IT, Telecoms and Broadcast sectors. It also organises a number of conferences, seminars, industry awards and other events. Its main titles include, Comms Dealer, Retail Technology, IBE (International Broadcast Engineer) IPTV in Focus and C2M (Content to Mobile) which is a joint venture with IT Europa. IBE is a media partner of the Digital Signage Zone.

For further information on IT Europa and BPL visit: [www.iteuropa.com](http://www.iteuropa.com) or [www.bpl-business.com](http://www.bpl-business.com)





### **IBC2009 Digital Signage Zone Exhibitors Included:**

1080DOTS

Panasonic

Bell Micro

Spinetix

BrightSign

Stinova

Future Software Ltd

Zero Creative

MultiTouch Ltd

“The IBC gave us the opportunity to present our unique autostereoscopic xyZ 3D Displays to a very international audience. Thanks to our IBC presence and we multiplied the number of international partners such as other 3D specialists and system integrators. Sharing our vision on the future of Digital Signage during the conference was also a great step and gave us lots of extra publicity.”

**Jean-Pierre van Maasakker, Zero Creative 3D**

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