

IBC Report

By Niamh Fishwick

This September I got to attend my first IBC thanks to the IABM Student Award. I had an amazing time at the conference and got to see some fascinating technology as well as attend really interesting talks.

One of the first stalls that I visited at the conference, as it caught my eye with a small electric smart car that contained broadcast equipment, was Cinegy's stand. After watching their demo, I learned that this car was a mini OB Van that had a four camera broadcast system in. The idea of this was that it would be ideal for situations such as a journalist being able to drive it out to their location and film, drastically reducing the amount of equipment travelling to that location and it all being contained in a small electric car.



I really enjoyed attending the talk “Sustainability in Production: Uncle Albert and the new kids on the block”. I found this really interesting as I think sustainability is vitally important. The panellists spoke about how it’s important to not just talk about climate change, and advertised steps the industry could take, and that some companies already are taking, to be more sustainable. This included minimising product packaging, and Love Island contestants wearing preloved clothes. They also

talked about how this then has a follow on impact on the public, such as how eBay preloved searches massively increased as a result of Love Island.

Another very interesting talk I attended was Adobe’s talk “How Generative AI Will Change the Entertainment Industry Forever”. In this talk they spoke about their new software Adobe Firefly and its capabilities in using AI to help workflow. They suggested it would allow for more creativity, as menial tasks that might take hours to do can be done in minutes with the help of AI. They also spoke about how they are trying to develop it to work with video too, such as being able to ask AI to find and insert b-roll.





The technology that I found the most interesting, and found myself visiting the hall several times, was the virtual production screens. I was particularly drawn to the Samsung screen. I watched a demo of this screen and the quality was absolutely amazing, they also talked about being able to achieve almost pure black on the screen. I find virtual production really fascinating and an amazing way to create content. We have also just had a virtual production screen installed at our university so it was really nice to get to see these at IBC.

In conclusion, my time at IBC was amazing. I got to see an immense amount of technology, attend great and interesting talks, and meet some incredible people in the industry. It was also really nice to get to meet the other IABM awardees from other universities and hear about their degrees and career goals. I definitely hope to visit IBC again in the future, thank you to IABM for this amazing opportunity!

