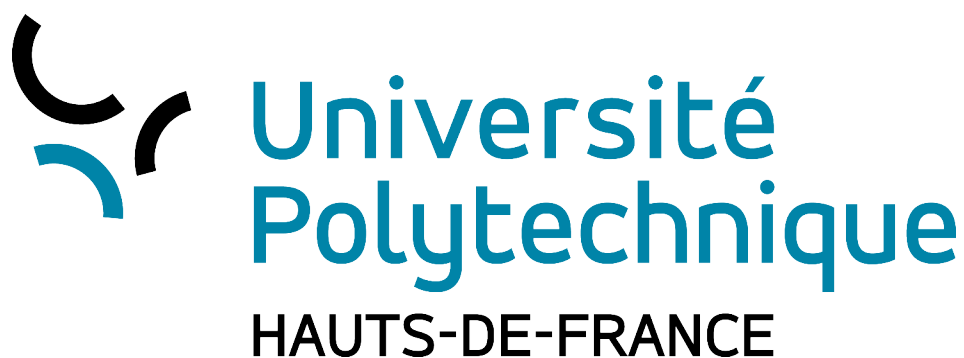


REPORT : IBC 2024 at RAI, Amsterdam



Nicolas THYS - 2024

Presentation :

My name is Nicolas Thys. I'm currently a student on my second year of a Master's Degree in Post Production at the University of Valenciennes (France). Because an English presentation I made on Neural Radiance Fields got the attention of the jury, I received the incredible opportunity to be invited at the IBC 2024.

This is my written report about my unforgettable experience on the exhibition which took place from September 13th to September 16th at RAI Amsterdam. I would like, before anything, to thank Stuart Ray and everyone working on the IABM Student Program for providing me with the opportunity to discover this exhibition.



The journey :

I never went to Netherlands before, and barely knew anything about Amsterdam. As I arrived on September 12th, a day before the exhibition, I had the opportunity to see some parts of the city as I was getting to my Hotel. The travel went perfectly, and I was able to meet with all of the students from the IABM program the next day.

Meeting students from different countries like Germany or the United Kingdom was a rewarding part of those few days. We were able to talk about the differences in our cultures, work ethics, geography, food... But also our common interest in technologies that connected us together.

The exhibition :

While I was excited for the event and did some research to know what to look for, I was still incredibly surprised by the scale of the IBC. The place was huge, with around fifteen halls, thousands of exhibition stands, and plenty of visitors from all around the world. You could walk on a hallway and meet in quick succession people working for Disney, Netflix, Universal and many other. Representatives from any tech company you can think of were probably inside the building at some point. It made me realize that those companies I know are more than just high budget products, there's plenty of individual people working in to make these products possible. Making this realization of a fact that could seem obvious was very important for me, all of the abstract ideas taught in class about how our future work would function suddenly became way more concrete as I spent time in the IBC.

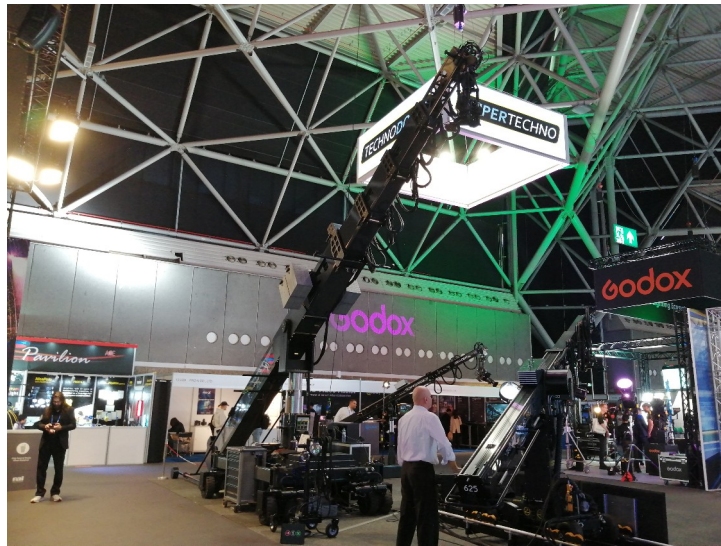


As for the exhibitors themselves, there were a lot of them. Spending 4 entire days at the event was far from being too much. Many of them were here to present their equipment, mostly for broadcast but also for filming, with new kinds of cameras, lights, audio tools... Even cranes or augmented reality 3D cubes. Some stands were notably big and were showing multiple new technologies. Sony stand in particular was quite impressive, showing new high quality screens, new tools for live color grading or photogrammetry and even a StageCraft set.



Sony's Stand

Of course, many exhibitors were displaying some kind of AI technologies. This tool is full of potential and fascinate the industry, so of course I wasn't surprised to see it almost everywhere. You could find some AIs that were editing documentaries, or subtitling videos, or even doing a sign language translation using a 3D model... Many presentations were also held to talk about this new phenomenon and its growth in the industry. There was a talk about ethics, rights, but also possibilities and future utilization. While these tools can be scary for future employment, I think it's a good thing to understand how they work and even to learn how to use some of them.



The impressive crane made by SuperTechno

Highlights :

As a student working in Post Production, what I was looking for the most was everything related to post production software. As a result, I spent a lot of time in Hall 7, where all the video editing, visual effects and 3D software were located. I could discover the new tools that were added into Da Vinci Resolve, or in Adobe and Avid software, but I also had the pleasure to discover Maxon ! I never heard of Maxon before the event, but their stand quickly became my favorite, because they were proposing a new presentation every hour of every day to show either specific functionalities of their software, or to let professionals working in a post production company presenting what they do for a living and showing their work.



A presentation about Projection Mapping on the Maxon Stand

There was also a presentation about a short animated movie entirely done with AI (idea, script writing, character design, sound, modeling and animation) that really impressed me. I don't remember the name of the group and I deeply regret not taking pictures, but I remember their AI generated movie about a Phileas Fogg themed robot exploring a post-apocalyptic wasteland. They held a presentation to talk about their creative process the difficulties they met along the way. Something that seemed agreed upon is that consistency need to be improved for the tool to be used to create longer work, and that AIs tools aren't that useful if there is no human touch to do quality control and aim for the right result.

Another great opportunity of these few days was to meet and discuss with many professionals during some smaller events, like the award ceremonies or the Sony reception. Being able to talk with people working on the field I'm interested in was very enlightening on many different levels. Everyone was very welcoming and passionate about their work, and they had a lot of good tips to give. I'll be very excited to have the opportunity to work alongside them in the future.

Final words :

So in conclusion, being invited to the IBC was an incredible experience. It allowed me to understand better what kind of industry I was studying to get into, and gave me perspective on the available possibilities for me to work in. I'm thankful to have been able to get here, and I encourage every person interested in technology to visit the IBC if they have the chance. The experience is truly rewarding.

