

IBC 2024 Report for the IABM Sponsoring by Friederike Fluit



My name is Friederike Fluit, I am 24 years old, and I am currently in my final year of my Bachelor´s degree in Media Technology at the RheinMain University of Applied Sciences in Wiesbaden, Germany. I am interested in the technical side of production in the broadcasting industry where I already have experience working as a studio technician for a German broadcaster. As I want to delve deeper into setting up new technologies related to the topic of production, I have also started working for a German service and solution provider where I am learning a lot about setting up remote and cloud productions – and this is where my interests are in terms of the technical side of what the International Broadcasting Convention has to offer. I am also looking for ways though to get involved in social and sustainability issues in the industry. And that is where I want to start with my report.

Thanks to the IABM, we were able to come to Amsterdam on Thursday already and attend the “World Skills Café” at the Rai Convention Centre. This great event inspired me because of all the interesting and diverse people that I came to share experiences with about the subjects of education, recruitment, retention, diversity, transferable skills and future technology. I will definitely be looking to follow up on similar events.



Throughout IBC, I loved listening to ideas, experiences and prospects around modern technology, sustainability and everything in between. Starting with the welcoming session on Friday where they had many inspiring talks. Panellists from SMPTE,

IABM and Globo talked about what will be relevant in the broadcast industry, over tangible sustainability, security issues and other innovations.

But also, the panel on Friday evening featuring some of the ECOFLOW participants was inspiring, as they mentioned interesting aspects and insights about their data acquisition process in the streaming world and how they work together.



On Saturday I looked at the OB truck by TVN which was an impressive experience in terms of the space and complexity they had in there. I was surprised that they would build a huge SDI only OB van at this time, but the reason that I was given was quite logical as I was told that on the production side, other companies that are in need of the signal provided by the OB truck only ask for an SDI connection and never on how they can connect via IP.



At the Vizrt booth I got some very useful insights into the use of the TriCaster, which I can now use for my upcoming bachelor thesis.

I was also very interested in the software-based production switcher Carbonite Code from Ross, which is only operated via NDI. At the Ross booth, I also had a look at their UHD production switcher Carbonite Ultra Solo, as well as their giant camera roboter called Artimo.



In terms of use cases for Artificial Intelligence, I was hoping for some more innovative thoughts, but the use of AI for metadata capture, tagging and highlight clipping was definitely very forward thinking.

In general, I was very pleased that so many exhibitors took the time to explain their technology in detail to us students, and sometimes it felt like they were happy not to make a sales pitch, but to explain their technology in detail.



This was also the case for insights we got at the Samsung LED wall, where we were explained in detail how it was possible that there is no visible shutter effect when taking a picture or filming the wall.

Another fun event was the AWS presentation of their F1 workflows which included a watch party of the qualifying of that day and an analysis by F1 experts. Additionally, there was the opportunity to drive in a Formula 1 simulator.



Throughout the weekend there were also many networking events where I had the opportunity to talk to some impressive personalities in the broadcast industry. Especially on Monday morning, these people were present at the three-hour Talent Academy session, where I heard inspiring panels about organisations that are working to recruit and retain young people in the media industry, and in particular to get more women into the industry. I made some contacts there that I plan to follow up on.



Finally, I would like to thank IABM for this amazing opportunity of giving me the chance to attend IBC2024 and to meet all these amazing people.

I definitely plan to return to IBC next year to see the new technology in the broadcast industry and to learn and connect with people at all the sessions, conferences and networking events.

