

Being a Television Production student at Solent University for the past 3 years has made me very eager and excited to enter the creative media industry. Therefore when the opportunity to attend IBC 2024 first arose, I had to go for it. I was then fortunate enough to be selected by IABM as a part of the lucky few students who got to attend the amazing convention.



When I first arrived on Friday I was overwhelmed, I came underprepared and wasn't expecting IBC to be as large as it was. To combat this, I decided to walk around the event to not only get my bearings but to also note down any stalls and talks that I particularly wanted to attend. However, whilst walking around and taking a brief look at what IBC 2024 had to offer, I became excited for the weekend to come. Being around so many industry professionals makes you realise just how important the creative media industry is and how much of an impact it has on the rest of the world.



As one of my main passions is camera operating I wanted to use IBC as an opportunity to explore the new cameras, lenses and accessories as they will eventually become the new industry standard equipment. One company that absolutely blew me away was Canon. Their display showed how their cameras have evolved over time and their live set showed how versatile their cameras are. Whilst also displaying their new products like the EOS C400, C80 and R1.

Another company that really impressed me was Insta360. There has always been a need to have equipment ready and easily accessible at a moment's notice and Insta360 displayed the perfect products that help resolve this issue. Their cameras such as the X4 and GO 3S are small compact cameras which can be easily carried around and provide production houses with 4K quality footage at a moments notice. However, carrying extremely expensive equipment around large crowded areas can be an insurance nightmare. Therefore, they also had on show the Flow Pro. Which is an AI tracking stabiliser for iPhones, allowing users to capture their footage through their phone, completely removing the need of a separate camera.

The future of Live Production technology was a big topic of discussion at IBC this year, with companies such as Sony and Blackmagic both showing off more than just their incredible cameras. Sony showed off their new vision control functions, along with their new professional monitors that help hold the colour intensity and definition throughout the whole



production process, even with remote productions. Whilst Blackmagic showed off their massive ultra HD live production switcher and their affordable virtual sets which will provide companies with the ability to have a wider range of sources for their live productions.



If going around stalls and asking your own questions isn't your thing, IBC hosts numerous speakers and talks about a wide range of topics covering from past events to what the newest technology being created for the industry is. The talks that I attended opened my eyes to how much companies have to work together to ensure the success of events. The most eye-opening of these talks was about the Olympics 2024. For the Paris

games, the Olympic Broadcast Services (OBS) needed more than 1000 cameras and 4000 microphones as they were going to be filming over 11,000 hours of content in 47 different venues. OBS managed to make this happen by teaming up with companies such as NBC and Bien Media, who provided over 50 OB vans for the games. Seeing companies work together in this way brings me hope for the future of the industry as companies are too often put against each other and viewed as competition rather than potential assistance.

There is only one downside to attending IBC and that is the amount of walking you have to do due to how large the event is. However, dotted around the event are numerous stalls to relax, unwind and grab some food, for which provides plenty of seating for much needed rest. My favorite of these was Deluxe's Beach Bar. Hosted by Rich Welsh, (the senior vice-president of Deluxe and Solent University alumni) the bar gave IBC attendees the chance to network and connect over a drink. Here, I met a few of the Deluxe crew, such as Rich Welsh and Jennifer Schwartz, who highlighted the importance of events such as IBC as they allow the industry to continue to grow which will lead to technical advancements.



In conclusion, IBC 2024 was absolutely amazing. It successfully managed to bring so many industry professionals into one space where they were able to collaborate and build connections in a professional but friendly environment. IBC is definitely an event I will continue to attend going into the future of my professional career.