

Press release backgrounder: New AI solutions at IBC2024

Backgrounder

Artificial intelligence (AI) will be front and centre at IBC2024 throughout the exhibition halls, IBC Conference, and all-new AI Tech Zone as media companies and technology providers champion real-world use cases in M&E. This press release backgrounder highlights a range of new AI technologies being showcased by exhibitors for the first time at IBC2024.

Amazon Web Services (AI Tech Zone #14.AID6, AID8)

Amazon Web Services (AWS) will showcase over 25 generative AI demos across six solution areas, alongside a dedicated generative AI pod featuring services such as [Amazon Bedrock](#) and [Amazon Q](#), as well as [PartyRock](#) — an application that helps attendees get hands-on and build generative AI applications without any programming or coding required. AWS will also host an Innovation Village in partnership with NVIDIA at the AI Tech Zone, featuring AWS Partners and their innovations utilising generative AI and AI services and solutions on AWS, including an activation in collaboration with Media Monks: “Sir Martian,” an interactive animatronic robot that uses conversational AI. Outside of Hall 14, AWS is presenting multiple speaking sessions on the topic of AI. This includes a mainstage session on Sunday, September 15 with the CEOs of women-led generative AI startups – including [Twelve Labs](#) and [Krikey](#) – alongside the general manager of Media & Entertainment, Games and Sports at AWS, for a discussion on how generative AI tools are supporting media & entertainment professionals across the globe, and insight from each of these women on how on they find success leading their organizations during this incredibly exciting time.

Ateliere Creative Technologies (#5.C24)

Industry's First GenAI Media Supply Chain: [Ateliere Connect AI](#) revolutionises media supply chains by integrating cutting-edge Generative, Multimodal AI and machine learning technologies into Ateliere's market-leading, cloud-native media supply chain platform, Ateliere Connect. The Connect AI engine utilises off-the-shelf, large

language models (LLMs) along with Connect AI's custom models on top to power AI-driven automation and optimisation for inventory organisation, content discovery, metadata enrichment, content delivery, and monetisation. The added functionality transforms Ateliere's flagship solution, [Ateliere Connect](#), into a pioneering [AI-first media supply chain platform](#).

Blu Digital Group (AI Tech Zone #14.AID1)

Blu Digital Group will be exhibiting in the new AI Tech Zone, demonstrating its suite of media asset management services powered by AI. The company will debut its AI dubbing tool called DubGenie for the first time at IBC2024. DubGenie harnesses advanced AI frameworks and technologies from top industry players, demonstrating Blu Digital Group's proficiency in applying these tools to deliver state-of-the-art dubbing services. This move amplifies the company's existing suite of services, illustrating a strategic focus on leveraging AI for dubbing while continuing to offer expert translation and subtitling solutions as separate services. More details can be found [here](#).

Cinegy (#7.A01)

Cinegy is launching an AI-powered automatic subtitling solution at IBC2024. This new feature can transcribe spoken language into DVB or teletext subtitles in real-time. The AI-powered subtitling is available as a standalone product called Cinegy Subtitling or as part of the Air Ultimate bundle.

Dot Group (AI Tech Zone #14.AIP14)

Dot Group, sponsors of the AI Tech Zone networking area, will showcase AI-powered media solutions for the first time at the event this year. The company will feature IBM watsonx, a cutting-edge Gen AI platform that has revolutionised fan experiences at The Championships, Wimbledon, by generating player stories and match commentary. Additionally, Dot Group will present innovative AI-driven sustainability solutions with IBM, demonstrating how GreenOps and FinOps approaches can help media organisations reduce their carbon footprint while optimising operational efficiency. Additional information [here](#).

Evergent (#5.F86)

Evergent will showcase how next-gen AI, in conjunction with traditional AI/ML, revolutionises streaming subscription business models with unprecedented

personalisation and operational efficiency. In collaboration with Google Cloud Platform, [Evergent will present new, sophisticated techniques](#) to analyse vast datasets and accurately forecast customer behaviour and preferences — alongside use case insights on Gen AI-powered Chat Engine, Churn, Offer Management, Package Prediction and Payment Prediction. Evergent's focus on AI use cases and Google's Vertex AI platform enable businesses to precisely tailor offerings for personalised recommendations and flexible pricing structures which enhance user engagement and satisfaction. The company will also present the latest advancements to its AI-powered churn management toolkit, the [Captivate Product Suite](#).

farmerswife (#6.C24)

farmerswife is poised to integrate AI technology into both of its flagship products, farmerswife and Cirkus. With AI playing an increasingly pivotal role in the media sector, farmerswife remains committed to evolving alongside its customers' needs. For the first time, farmerswife will discuss their AI plans for the future at IBC2024, unveiling cutting-edge AI-enhanced product features, including an AI Assistant and optimised, automated scheduling, designed to elevate the project management experience and prepare for forthcoming advancements. More information [here](#).

HAND (IBC Accelerator Innovation Zone, Hall 3)

HAND (Human & Digital) will unveil its pioneering SaaS-based Talent Identifier framework at IBC2024. This innovative solution is designed to combat AI-driven deepfakes and protect Name, Image, and Likeness (NIL) rights by providing ISO-standard persistent Talent IDs. Seamlessly integrating with existing media supply chains it ensures media content authenticity. Early adopters such as Sony Pictures Entertainment, AFI, Wild Capture, and MetaRex Media have already benefited, enhancing their media integrity and operations. By addressing these critical issues, HAND ensures the broadcasting industry can harness AI's benefits while mitigating associated risks.

Imaginario AI (#14.AIP8, 14.AIP8z)

Imaginario AI, a startup supported by Comcast and part of the NVIDIA Inception Program, offers a multimodal AI video curation platform and API tailored for marketing and post-production teams. This innovative solution enhances the value of dailies and archives by automatically recognising sounds, speech, and visual scenes without needing labels or metadata while understanding time in a manner

closer to human perception. As a result, Imaginario AI is more GPU-efficient, accurate, and cost-effective than typical MAM and AI labelling solutions, which require multiple models for different indexing and asset types. Its user-friendly interface combined with advanced library [search and discovery](#), [chapterization](#), [1-click to clip](#) and [timeline sequence export capabilities](#) significantly boost efficiencies in [content repurposing](#), [social cuts](#), onset dailies curation, ideation, and compliance editing.

IMAX (#5.F19)

IMAX Corporation will showcase its StreamSmart™ On-Air live streaming optimisation software to Amsterdam attendees for the first time. Designed to significantly reduce the cost of live streaming distribution, StreamSmart On-Air delivers a 15%-25% bandwidth savings, translating into millions of Euros in reduced distribution costs and a better end-user experience. The AI-powered software employs IMAX ViewerScore (XVS™), a patented perceptual quality metric that measures video quality based on human vision, to ensure bitrate reductions only occur when they are visually imperceptible. More information [here](#).

InSync (#2.C30)

InSync Technology will introduce the first HD converter with 2110 functionality – the MCC-HD2 – at IBC2024. With support for SDR/HDR conversion, deinterlace and award-winning motion compensated conversion, the MCC-HD2 is the ultimate HD standards converter, and its 2110 integration takes industry-leading conversion into the IP domain.

ioMoVo (#14.B21)

ioMoVo, an AI-driven digital asset management (DAM) developer, will unveil its innovative suite of asset management solutions tailored for the media and entertainment (M&E) industry at IBC2024. ioMoVo's system integrates various cloud accounts into a single interface, offering intuitive asset movement, AI-based search, and workflow automation for a seamless user experience, leveraging advanced AI and machine learning (ML) technologies. More details can be found [here](#).

Magnifi (#14.AIP4.AIP4z)

Magnifi now offers the capability to add subtitles in over 80 languages, making video content accessible to a global audience. This feature ensures inclusivity and enhances the viewer experience by breaking language barriers. Magnifi leverages

cutting-edge AI and ML technologies to craft intelligent, digital-ready video content that engages global audiences. This isn't just translation from English; it's native content creation, ensuring cultural and contextual relevance. Magnifi analyses content in various languages to deliver authentic and engaging posts, helping brands resonate with diverse audiences worldwide.

Media Excel (#1.F51)

Media Excel will use IBC2024 to showcase its new, groundbreaking artificial intelligence-based DIVA (Dynamic Intelligent Video Adaptive) encoding technology. DIVA encoding's innovative approach maximises efficiency by performing real-time analysis of incoming video streams, dynamically adjusting encoding settings, and optimising codec performance. This revolutionary technology achieves unparalleled visual video quality while delivering a remarkable 20% or better reduction in bandwidth usage for streamed HEVC-encoded video content.

MediaKind (#1.D71)

MediaKind will showcase its MK.IO Platform at IBC2024, featuring the IBC debut of its advanced Gen AI Pipeline and Workflows capabilities. By automating media workflows with sophisticated AI models, the platform tackles some of the media industry's most pressing challenges with unprecedented precision, including commentary translation, content life-cycle management, and sponsorship auditing. MediaKind's business-focused demonstrations will show how these integrated media workflows enhance viewer experiences and unlock unmatched value from extensive media libraries through powerful advertisement and sponsorship analytics, generating actionable insights across thousands of hours of sports and premium content.

nxtedition (#7.A02)

nxtedition will debut its advanced AI automation capabilities at IBC2024, featuring Meta's Llama 3 for natural language content searches and OpenAI's Whisper for automated voice-to-text transcription and social media post generation. These innovations streamline content discovery and creation, integrating seamlessly into nxtedition's platform without incurring extra costs, enhancing efficiency and user-friendliness in live production workflows.

Operative (#4.A06)

Operative will make the IBC debut of Adeline, the media industry's connected, conversational AI assistant. Adeline is designed to intelligently speed up sales tasks and infinitely optimise yield across linear and digital inventory. The tool empowers media companies to instantly develop plans, automate sales tasks, and utilise Adeline's GenAI to write custom RFP responses based on advertiser requests. It empowers sellers and agents to work smarter, faster, more accurately, and with greater impact. More information [here](#).

Perifery (#7.D18)

Perifery will show for the first time its AI+ 2.0, a transformational AI-powered solution suite designed to enable media professionals to revitalise existing content libraries. Through AI-generated enriched metadata, new monetisation opportunities are unlocked, automating distribution workflows and enhancing content awareness. This new release further enables the media industry to remonetise the content they already own.

Pixotope (#1.A71)

Pixotope Reveal is transforming live broadcast production with its advanced segmentation tool. This tool allows virtual elements to be seamlessly integrated behind on-screen talent without needing green screens or manual masking. Using advanced machine learning streamlines engaging content creation and boosts ROI through integrated sponsorship and advertising. Able to handle up to 20 people simultaneously, Pixotope Reveal sets a new standard in the broadcast market, offering lower costs and smaller setups.

Profuz Digital (#8.A88)

Profuz Digital will launch brand-new versions of its Profuz LAPIS and SubtitleNEXT systems at IBC2024. Profuz LAPIS is a powerful open, cloud-native, all-in-one digital media workflow asset management system, central to project management, distribution and archiving, and allows complex projects and processes to be reshuffled between media management and various editing environments that creative teams need to use. The new LAPIS version will integrate the latest and most modern AI technologies such as semantic search, face recognition, object detection, OCR of images and documents as well as further enhanced search engines for automatic transcription and translation such as integration with Amazon, Whisper, Assembly AI, and others.

Telestream (#7.B11)

Telestream will introduce the latest advancements to its Vantage Workflow Designer at IBC2024, which leverages artificial intelligence to create and enhance existing workflows solely using natural language prompts. This drastically reduces manual interventions, simplifies onboarding and training, streamlines operations, and minimises errors. As a result, customers can bring their content to market faster and maintain a competitive edge, meeting the high consumption rates and quality expectations of modern audiences.

Telos Alliance (#8.D37)

Telos Alliance will present its wide portfolio of innovative audio solutions for broadcast, streaming and radio trusted by tier one media organisations around the world. On the Media & Entertainment side of its business, the company will showcase industry-leading brands like Linear Acoustic, Jünger, and Minnetonka while demonstrating how Next Generation Audio is transforming media experiences with immersive audio and deeper personalisation. Telos Alliance will debut a range of pioneering AI advancements within the Minnetonka AudioTools solution suite at IBC2024, including language detection, quality control (QC) for noise, buzz and hums, and advanced program correlation — driving cleaner, richer audio experiences across live sports and entertainment programming. More information [here](#).

Vubiquity, an Amdocs company (#1.BS25)

Vubiquity's AI/ML-powered technology, LingualVU, leverages proprietary technical enhancements built on top of the OpenAI speech-recognition, translation and dubbing AI models to accelerate accessibility, localisation, and post-production solutions. This technology enables Vubiquity's multinational, multicultural, Emmy® award-winning in-house and in-territory localisation experts to help content owners maximise performance in all required languages, delivering to countries all over the world. The result is expedited processing and enhanced accuracy and quality. Read more about AI-enhanced localisation [here](#).