

MET Spanish industry increases its presence at IBC

- IBC is the most important European international show related to creation, management and distribution of audiovisual content in Europe. It is also one of the three most important ones on a worldwide basis
- The Spanish participation at IBC, coordinated by AMETIC, has always been considered as strategic and 26 companies will attend the show
- Digital transformation throughout all the value chain will be one of the key aspects at IBC
- Spanish technological offer is placed at the leading edge worldwide

The International Broadcasting Convention, better known by its acronym IBC, is the largest European show dedicated to the creation, management and distribution of audiovisual content. It is a well-consolidated event that this year celebrates its 50th annual edition. Based in Amsterdam, it is able to attract almost 1,700 exhibitors and more than 55,000 visitors from 170 countries.



It is also one of the only three worldwide fairs where the entire audiovisual sector value chain is shown; NABshow and BroadcastAsia are the other two ones. For this reason, participation has always been considered as strategic. In fact, the 26 Spanish companies [Acorde](#), [AEQ](#), [Anglatecnic](#), [Brainstorm](#), [BTESA](#), [Cinfo](#), [Cires 21](#), [Egatel](#), [Gsertel](#), [Itelsis](#), [OMB](#), [Optiva Media](#), [Ovide](#), [Percon](#), [Quobis](#), [Rymasa](#), [Saptec](#), [SGO](#), [Steady Gum](#), [Tedral](#), [The Light](#), [Tredess](#), [Tryo Communications](#), [TTI Norte](#), [Vector 3](#) and [VSN](#) will attend this edition. AMETIC coordinates their participation.



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Digital transformation will be one of the central elements at IBC. "We are living in unprecedented times of transformation in the audiovisual sector," said Virginia Jimenez, Head of Foreign Trade Department at AMETIC. "Audiovisual content is increasingly present everywhere in a wider range of devices, with a higher number of recommended and personalized services centered on user experience".

"Besides, cloud solutions are increasing, broadcast production environments are increasingly tending towards IP world and massive content distribution with higher audio/video quality will condition the evolution of the platforms. These elements are influencing the future characteristics of 5G-based infrastructures and services that, in conjunction with the development of Artificial Intelligence and Machine Learning, are likely to induce the greatest ever lived revolution in the audiovisual world since its creation."

Faced with this unstoppable trend, Spanish MET industry places its products and solutions at the forefront on a worldwide basis. "This sector -added Mrs. Jiménez- is made up of mainly exporting companies, capable of competing on global markets and with customers that have worldwide relevance in the five continents. Thanks to the quality of a well-oriented market offer, they have achieved excellent references at emblematic projects as well as a high degree of the most demanding customers satisfaction".

The Spanish MET industry will show at IBC the latest developments related to RF solutions for satellite communications, A/V and communication equipment for broadcast, accessibility and data for TV, 3D graphics and virtual studios, TV and Radio transmitters, cloud encoders, live stream solutions, measurement and monitoring equipment for TV and radio, equipment for film/series making, cables for broadcast, A/V encoders, WebRTC technology, antenna systems, post production equipment, better use and effectiveness for steadycams, MAMs, playout and continuity for TV or content management and distribution.

Therefore, in order to promote the Spanish participation in the event, AMETIC's Foreign Trade Department has produced a web site with a [catalogue](#) offering a complete description of the companies and their solutions, links to their press releases, best international references or contact persons: www.ibc.ametic.es

About AMETIC

AMETIC, Spanish Association for Electronics, Information & Communications Technologies. Telecommunication and Digital Content Industries, leads, at national level, the business interests of a sector as diverse as dynamic, the most innovative -which concentrate more than 30% of private investment in R & D and the one with the greatest growth capacity of the Spanish economy. In constant evolution, our associated companies, in number

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close to 3,000, are the great engine of convergence towards the Digital Economy. AMETIC represents a key sector for employment and competitiveness with a significant impact on the national GDP, while offering outsourcing possibilities very positive for other productive sectors, its transversality derives from the digitization of business processes and services. We represent a sector that constitute a real lever for sustainable economic development, which increase the competitiveness of other sectors and generate quality employment, increase our export rate and revalue our country and industry.

Further information

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