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| **PRESS RELEASE** |

**The Spanish media, entertainment and technology industry responds to new challenges at IBC 2018**

* **IBC (International Broadcasting Convention) is the largest international event held in Europe related to creation, management and distribution of audiovisual content**
* **It will take place in Amsterdam from 14-18th September, gathering more than 57.000 visitors from around 170 countries.**
* **AMETIC, coordinates the participation of 23 Spanish companies and confirms its commitment to the future with the sector**

IBC (International Broadcasting Convention), the largest international show held in Europe related to creation, management and distribution of audiovisual content, will hold its 51st edition from 14 to 18 September in Amsterdam and 57,000 visitors and 1,700 exhibitors are expected from 170 countries. That makes it one of the most influential events in the world. For this reason, AMETIC considers strategic the participation of the Spanish Industry and continues to help its internationalization.

AMETIC coordinates the participation of 23 companies, in same cases, with support from ICEX, [Acorde](https://www.acorde.com/), [AEQ](http://www.aeq.eu/), [Anglatecnic,](http://www.anglatecnic.com/) [Brainstorm Multimedia](http://www.brainstorm3d.com/), [BTESA,](http://www.btesa.com/en/index.html) [Cires 21](http://www.cires21.com/en), [Egatel](http://www.egatel.es/?page_id=3117), [Gsertel](https://www.gsertel.com/broadcast), [Itelsis](http://www.itelsis.com/en), [Ovide](https://www.ovidesmart.com/), [Percon,](http://percon.es/en/) [Quobis Networks,](https://www.quobis.com/) [Rymsa RF,](https://www.tryo.es/rymsarf/) [Sapec,](http://sapec.es/en/) [SGO](https://www.sgo.es/), [SteadyGUm,](https://steadygum.com/en/) [Tedial,](https://www.tedial.com/) [TRedess,](http://www.tredess.com/) [Tyro Communications,](http://www.tryocomm.com/) [TTI Norte,](http://www.ttinorte.es/en/) [Vector 3](https://www.vector3.tv/), [Velvet Light](https://www.velvetlight.tv/) y [VSN](https://www.vsn-tv.com/en/) will present their novelties in the show.

In this unmissable event of the sector, we have witnessed an evolution of the industry that continues to diversify well beyond the traditional production and distribution of audio-visual content. Aspects such as artificial intelligence, virtual reality, augmented reality, cybersecurity, mobility, immersion, user psychology, gesture recognition, voice control, blockchain, autonomous production, virtualization or data analysis are part of this evolution in which internet is the key factor. There are clear improvements in user experience on all platforms. At the meantime, personalization grows in an increasingly segmented audience.

Spanish industry is participating in all these trends and changes. According to AMETIC, our industry has a wide experience and recognized worldwide prestige in this field. Our companies coexists with the technological giants of the digital era, they are net exporters, they continue to innovate at the highest level and they offer solutions capable of competing with large international firms on five continents. These factors makes AMETIC to continue showing its firm commitment to a sector that looks to the future and that generates high-quality employment in our country. "

In order to promote the Spanish participation in the event, AMETIC Internationalization Department has developed a [web site](http://ametic.es/es/comercio-exterior/ferias-destacadas/ibc/presentacion) that offers a complete description of the companies and their solutions through an online [catalogue](https://ametic.es/es/comercio-exterior/ferias-destacadas/ibc/online-catalogue)that provides contact persons, press notes and best international references.

About AMETIC:

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| AMETIC, Multisectorial Association of Companies of Electronics, Information and Communication Technologies, Telecommunications and Digital Content, leads, at the national level, the business interests of a hypersector as diverse as dynamic, the most innovative -concentrates 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 are the great driving force of convergence towards the Digital Economy. AMETIC represents a key sector for employment and competitiveness with a significant impact on national GDP, while offering very positive outsourcing possibilities for other productive sectors. Its transversality derives from the digitalization of all business processes. We represent a group of companies that constitute a real lever of sustainable economic development, that increase the competitiveness of other sectors, that generate quality employment, that increase our export rate and that revalue our country and its industry.  More information: [www.ametic.es](http://www.ametic.es) |

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