

Généralités

43 858 visitors (légère baisse)

Shaping the future of TV (100 ans de broadcast)
generative and agentic AI,

Immersive and interactive media,
cloud-native workflows, private 5G networks,
and sustainable innovation.



Généralités

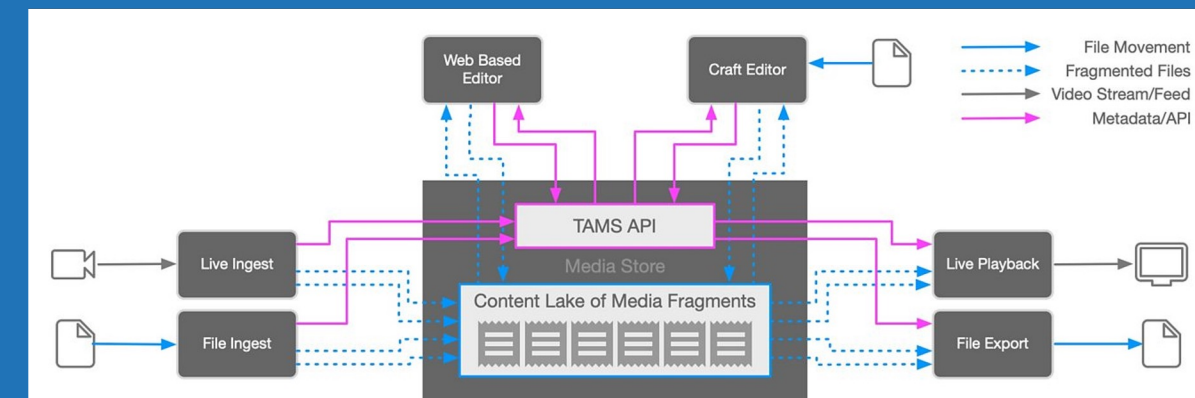
Conférences : Netflix, WBD, Youtube, Tiktok..

Classification des 26 papiers techniques :

- IA générative et automatisation des workflows
 - Qualité, accessibilité et intelligibilité,
 - Nouveaux standards de diffusion et connectivité 5G/6G,
 - Expériences immersives et interactives (AR/VR, avatars),
 - Sécurité, provenance et confiance dans les contenus,
 - Nouvelles architectures IP et optimisation du streaming.
-
- Future Tech (1st year)
 - IBC Accelerator (démos C2PA, DMF, AI etc)
 - IBC Talent Programme (2nd year)

What caught my eyes ?

- Devoncroft meeting (cloud, DMF, Streaming etc)
- Media eXchange Layer (MXL)
- Time Addressable Meddia Store (TAMS)
- open sources projetscs(LibNDI sur VLC, vera.ai)
- C2PA implementations et authentication h264/h265 (ITU-ISO)
- Applications AI : Agent, MCP (Model Context Protocol)
- AWS demos
- SundAI breakfast by The media league



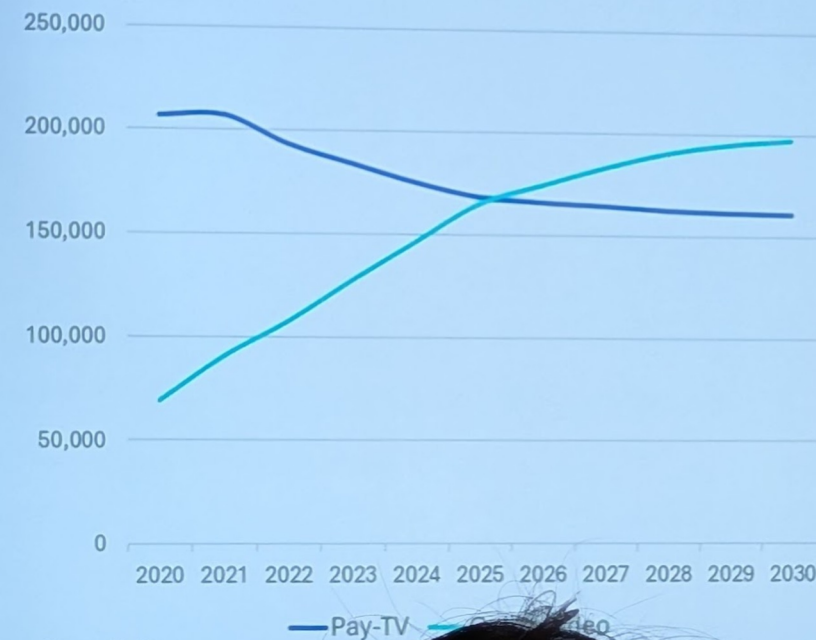
What caught my eyes ?

Streaming is king :

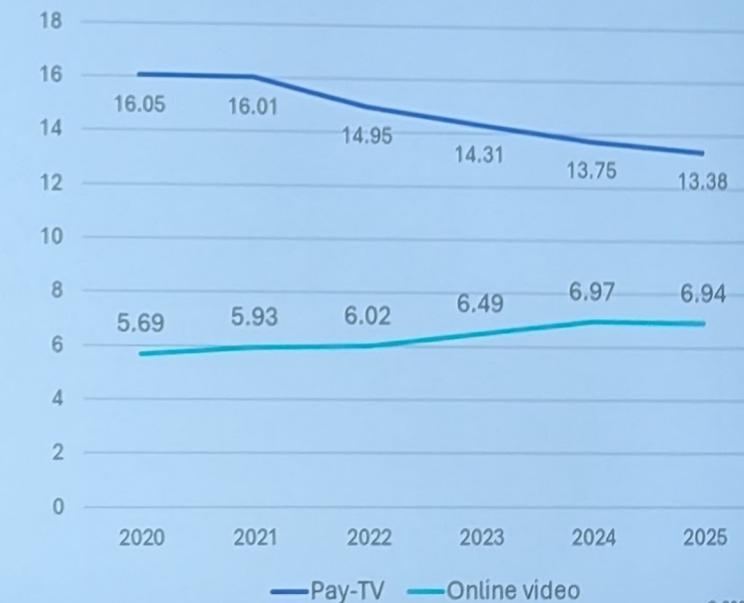
Online revenues will overtake Pay TV in 2026!

Omdia - IBC 2025 | September 2025

Global: Share of Pay-TV and online video subscription revenue, 2020 - 2030



Global: Pay-TV and online video subscription ARPU, 2020 - 2025



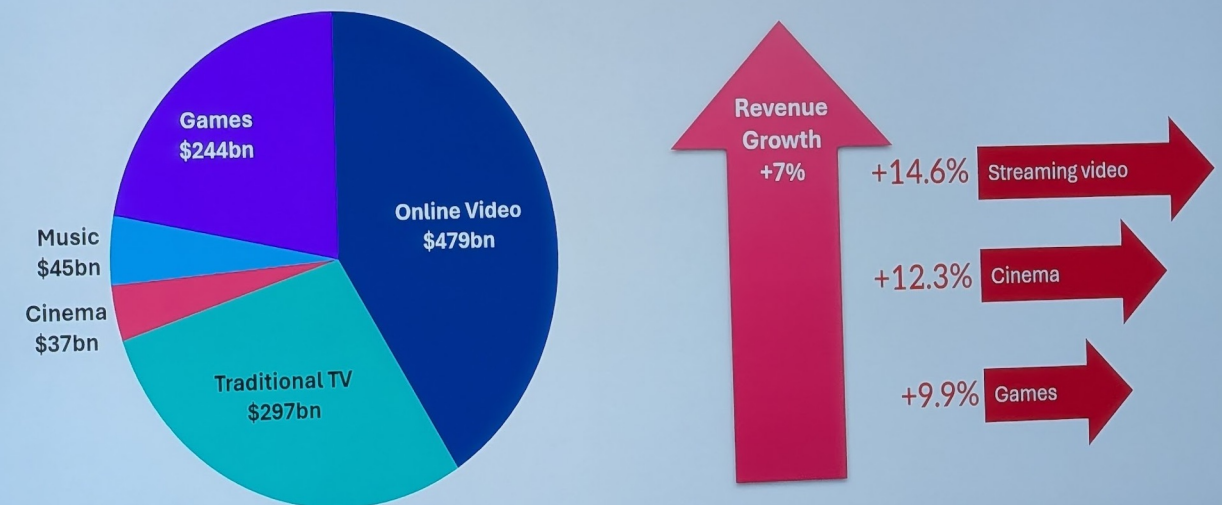
Source: Omdia

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Media & Entertainment Spending: Streaming Video Driving the \$1.1 Trillion Market in 2025

Omdia - IBC 2025 | September 2025

\$1.1tn in 2025 vs. \$1.03tn in 2024 (+7%)



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Streaming is king :

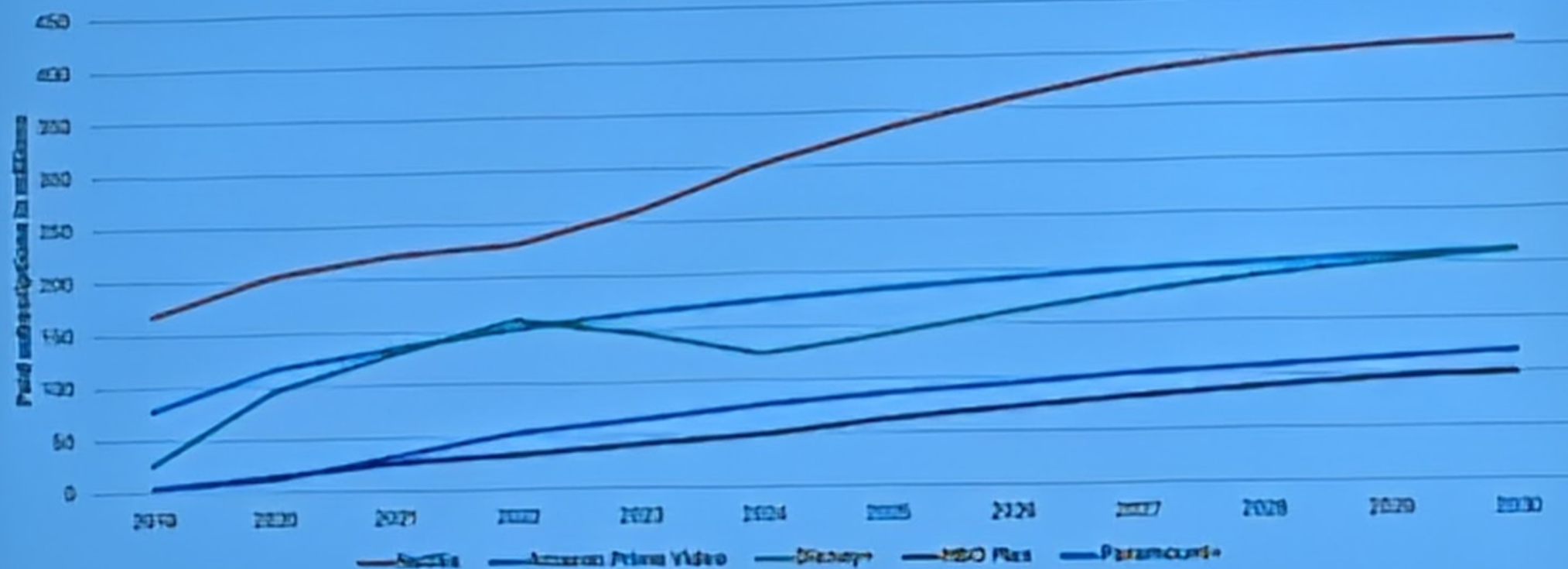
- Media Over Quic Consortium (MOQ)
- AV1 (Innovation Awards +Emmy), AV2 spec is comming
- NETINT video transcodaging at scale (ASIC)
- CDN Alliance white paper : Ultra low-latency
- Synamedia pVMAF
- SVTA + Ultra-HD Forum merge
- SVTA + DVB partnership



Google Pixel 10 : C2PA et Gen AI

The big 5 global SVODs excluding China and India are all projecting modest growth going forward

Global: Top 5 Global SVOD services, paid subscriptions in millions



- Zoom x 100 (250mm) activate the AI Gen feature. The text quality is affected. It looks bad and even worth with human faces.
- In the meantime this AI optimized picture is mark as C2PA certified. That is an interesting non-sense.

Radio moquette

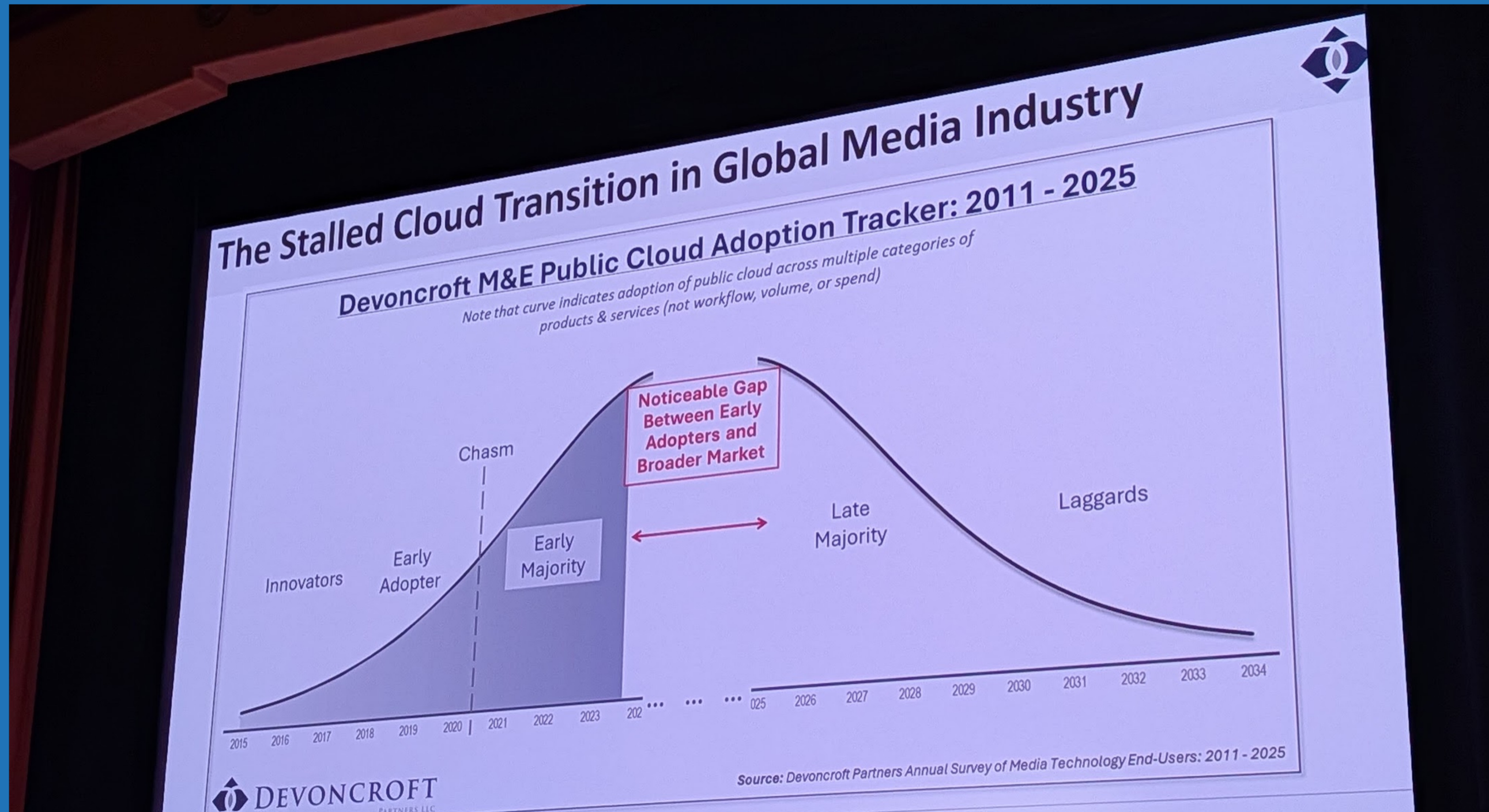
People talked about :

- Business Model : décentralisation vs centralisation
- Best of breed vs solution intégrée
- Alliances, écosystèmes et synergies

(GV Universe, TVU MediaMesh Advisory Board (MAB), Hi + Riedel etc)

- Écho Netflix + TF1 : TVB Europe, omdia research, devoncroft
- Coûts du cloud AWS + FinOps
- Trop d'associations broadcast? (merge SVTA+UHDF par exemple)

Le Cloud : On en discute partout, mais personne n'y met les pieds.



ST2110 : a mature market

- Audimate firmware update : dante + 2110-30, AES67, ptpv2
- Intercom 2022-7
- AMWA BCP-008 (AMWA representative at IBC)
- ST2138 (Catena) : IABM Control Plan community group
- ST2110-22 : formats J2K, JPEG-XS (BCP 004)
- ST2110-22 : ProRes Macnica + Softron
- ST2110 Recording : [Slomo.tv](https://www.slomo.tv) arrow 2110, Imagine Com XVR
- Flex licensing : Perpetuelle vs souscription vs usage-based
- Workflow Hybride (SDI + ST2110) !



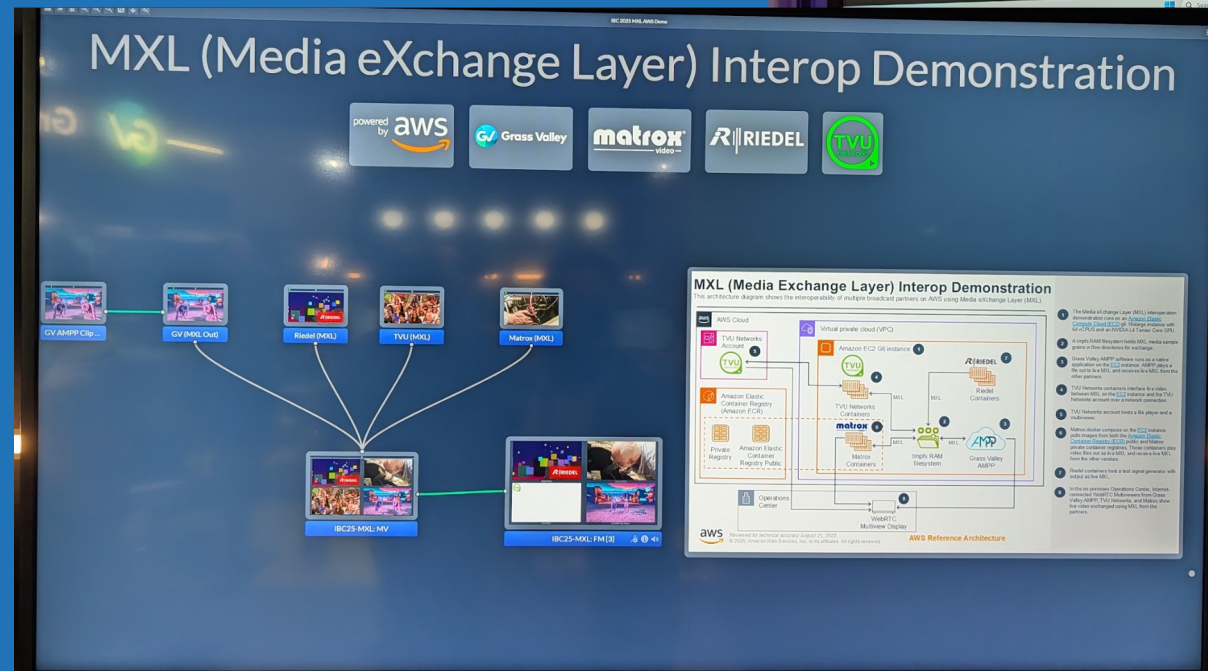
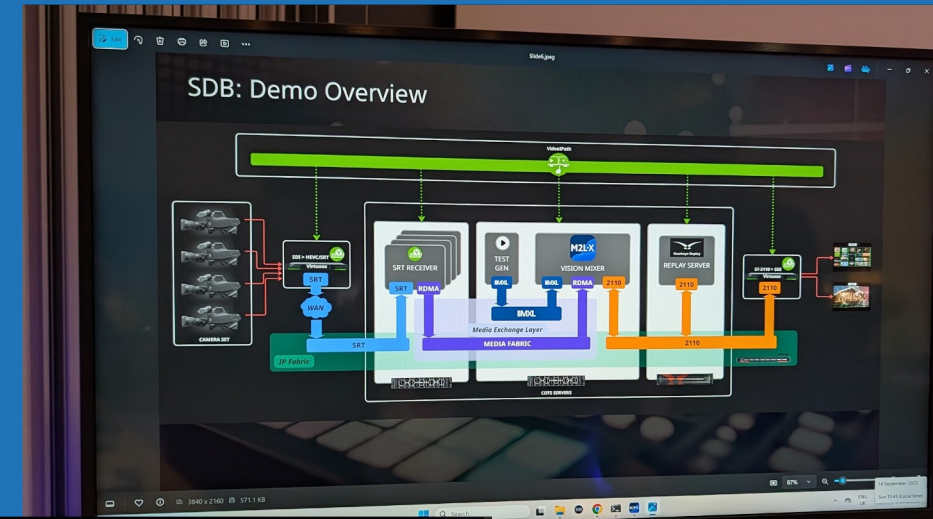
Orchestration

- Workflow Hybride !
- Orchestrations :
Cloud, broadcast, media,
Agent AI, Conteneurs



DMF - MXL

- Code first !, standardized later.
- Dynamic Media Facility ,
Software Defined Broadcast,
Software Defined Production..
Media eXchange Layer



Market Needs Invite New Entrants – Moving Fast

MXL Open-Source Media Exchange SDK

EBU and NABA worked with the Linux Foundation, users and vendors to form the open source project

Initial Technical Steering Committee

Grass Valley, BBC, EBU, Amazon, NVIDIA, AWS, SWR, Riedel, Matrox, Intel, Techex, SONY, Bisect, Calrec, Neton-Live, Telos Alliance, Jünger, Mediatest, Onherzt, Spectra AI, Pixel Storm, InSync, ELIVIO, Vizrt, Solid State Logic, Grass Valley, TVU Networks, Amazon Elastic Container Registry, Private Registry, Amazon Elastic Container Registry Public, AWS IAM, AWS IAM Role, AWS IAM Policy, AWS IAM User, AWS IAM Group

Other Community Participants

SONY, matrox, intel, techex, bisect, CALREC, neton-live, Telos Alliance, Jünger, Mediatest, Onherzt, Spectra AI, Pixel Storm, InSync, ELIVIO, Vizrt, Solid State Logic, Grass Valley, TVU Networks, Amazon Elastic Container Registry, Private Registry, Amazon Elastic Container Registry Public, AWS IAM, AWS IAM Role, AWS IAM Policy, AWS IAM User, AWS IAM Group

Sponsors & Supporters

Google Cloud, Microsoft, Amazon, AWS, SWR, Riedel, Matrox, Intel, Techex, SONY, Bisect, Calrec, Neton-Live, Telos Alliance, Jünger, Mediatest, Onherzt, Spectra AI, Pixel Storm, InSync, ELIVIO, Vizrt, Solid State Logic, Grass Valley, TVU Networks, Amazon Elastic Container Registry, Private Registry, Amazon Elastic Container Registry Public, AWS IAM, AWS IAM Role, AWS IAM Policy, AWS IAM User, AWS IAM Group



The Media eXchange Layer

A crucial component in a Dynamic Media Facility

APPLICATION & UI	CONTROL & MANAGEMENT	SECURITY
Media Functions	Media Exchange	Container Platform
Media Exchange	Container Platform	Host Platform
Container Platform	Host Platform	Infrastructure

The Dynamic Media Facility (DMF) is enabling a **software-first**, cloud-fit architecture for live media production. DMF includes a layer that handles the **exchange** of media content between **containerised** Media Functions of different developers.

The Media eXchange Layer (MXL) Software Development Kit (SDK) accelerates adoption and simplifies interoperability on that layer.

Punch lines

Caretta Research's Angeliki Megariti: ***"The biggest barrier for broadcast and media buyers is a lack of AI skills"***

>What does mean AI skills to you organisation ? (discussions on linkedin)

- ***"AI are not creative, we are !"*** Silvia Gandiani (Microsoft)
- Evan Shapiro
"retraining yourself"
"Audience is the key , community manager to take the pulse "
"Algorithm change minutes by minutes "

A suivre

Learning

- IBC 365 : watch
- IP Showcase
- TVU-EVS post-IBC
- TVB Europe post-IBC debrief
- Smpte cloud native webinar

Agenda

- <https://timeaddressablemediastore.org/events>
- AWS France Media : Recap IBC 2025 le 3 octobre
- AOMedia : AV2 le 20 oct
- SMPTE MTS 2025 13-16 oct