# IBC2024 Registration Opens with Impressive Line-Up of Speakers and Expanded Exhibition Space



IBC2024 has officially opened for registration, with the event scheduled to take place from September 13-16 at RAI Amsterdam in the Netherlands. The conference will feature a roster of speakers from notable organizations such as BBC Studios, beIN Media Group, Fremantle, Paramount Global, and Virgin Media O2.

This year's show will see the return of several leading media technology and broadcast brands, including AWS, Blackmagic, Canon, LG, LTN, Panasonic, Ross Video, Samsung, Sony, and Zixi. Yamaha will also be back for the first time since 2019. The event will host over 100 new exhibitors and expects significant growth from APAC exhibitors.

The exhibition space has already surpassed last year's figures, reaching 44,500 square meters. The venue's expansion includes the addition of Hall 14, which establishes a second Content Everywhere area dedicated to OTT and multi-platform delivery solutions. A new AI Tech Zone will also be introduced, showcasing advancements in AI technologies for media and entertainment.