



IBC2009
Conference 10 - 14 September
Exhibition 11 - 15 September
RAI Amsterdam



the content
creation
management
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IBC2009

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IBC AWARDS

One of the annual highlights of IBC is the prestigious awards ceremony, which was held on Sunday night in the Auditorium. The awards recognised those who have made a real contribution and whose careers have changed our industry.

IBC Innovation Awards

Unique in the sense that they recognised how suppliers and customers worked together to create something truly innovative, the innovation awards celebrated the application of technology in bringing creative, commercial or operational benefits to the end user. They were divided into three categories including:

- the most innovative projects in content creation
- content management
- content delivery

There was also a fourth award presented to one of the category winners, that most impressed the international judging panel, known as the Judges' Prize.

Click [here](#) to find out who won.

Entries for IBC2010 Awards will open in February 2010.

IBC International Honour of Excellence

The highest honour was reserved for the individual or organization that has made an outstanding contribution to the creative, commercial or technical advance of our industry, over an extended period, and on a global scale. Past winners include Jeffrey Katzenberg, the CEO of DreamWorks Animation SKG; Steve Wozniak, co-founder of Apple; audio innovator Ray Dolby; director James Cameron; media pioneers Ted Turner and Sam Chisholm; Leonardo Chiariglione who was one of the fathers of MPEG compression; and Aardman Animations, the studio responsible for Wallace & Gromit and Creature Comforts. **Find out who has won the International Honour for Excellence 2009 [here](#).**

IBC Special Award

From time to time the IBC Council presents a special award to honour some particular achievement in technology or its application. Often these special awards go to world-renowned research bodies or programme makers, names on the lips of all of us. This year the special award went to a public body and a company which is perhaps less well known. But it is presented for a new application that fulfils a real and vital need, a practical and rapid response to one of the most frightening and emotionally charged events imaginable. **Find out who won the IBC Special Award 2009 [here](#).**



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IBC SPECIAL AWARD 2009

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Amber Alert wins special recognition from IBC

IBC Council is to present a special award to Amber Alert Netherlands, an innovative cross-platform system designed to spread information about a missing child as quickly as possible.

Should a child become missing the system, developed by Netpresenter, gives the Dutch police one single point of access to push out alerts simultaneously to radio, television and the press. It also delivers online messages to individuals and businesses who have registered for the service to computers, as SMS and instant messages, website alerts and RSS news feeds.

The first time the system was used, the child was found within 45 minutes of the alert being issued by the police. Employees of a fast food restaurant recognised the child from the alert message on the store's digital signage screens.

"Mercifully, the abduction of a child is still a rare occurrence, but when it happens everyone is focussed on finding the child as quickly as possible," said Michael Lumley, chair of the IBC Innovation Awards judging panel which is making this special award. "Amber Alert is a great use of technology in our industry which provides a real social service and we are delighted to make this award."

For more about Netpresenter, visit its [website](#).

The IBC Special Award will be presented to the Netherlands police agency KLPD and to Netpresenter as part of the IBC Awards Ceremony on Sunday 13 September at 18.30. All IBC visitors are welcome to attend the ceremony, in the Auditorium.

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