

50 YEARS OF IBC



...and Rohde & Schwarz has been there every step of the way

IBC 2017 marks half a century for the International Broadcasting Convention.

From just 500 conference delegates in a London hotel to more than 55,000 at this year's event, the IBC has come a long way in 50 years. So has the broadcast & media technology.

IBC launches at the Royal Lancaster Hotel in London with 32 exhibitors and 500 conference delegates.

1967

Rohde & Schwarz launches transmitters ready to support colour TV signals.

1968

Neil Armstrong walks on the moon.

1969

IBC is opened by H.R.H. The Duke of Kent. 2,000 delegates and 50 exhibitors from more than 33 countries attend, and 45 papers are presented.

Rohde & Schwarz launches the first fully transistorised UKW (FM) 300W transmitter.

1975

1977

Elvis Presley dies

Desmond H Pitcher's IBC lecture 'The social computer' is an early predictor of the internet.

1974

IBC is held in Brighton, and features

5,000 DELEGATES

114 EXHIBITORS

40% OF ATTENDEES ARE FROM OUTSIDE THE UK.

The opening session, Broadcasting Technology in the 80s, discusses HDTV.

1980

1985

The first cable TV trial starts in Berlin using Rohde & Schwarz equipment

Key topics of IBC 1988 include HDTV systems and standards, interactive information systems and visual effects and picture processing.

1989

1988

Rohde & Schwarz launches the world's first automatic sound monitoring unit.

IBC becomes an annual event.

1994

1995

Rohde & Schwarz develops some of the first DAB-capable transmitters and multiplexers.

The personal video recorder (PVR) – an early version of a Sky+ box is unveiled at the IBC.

The Euro is launched.

2000

1999

Rohde & Schwarz' SFU broadcast test system introduced for manufacturers of consumer equipment.

Two BBC scientists win IBC Best Technical Paper for research into improving DAB reception.

2004

2005

Rohde & Schwarz celebrates its 75th birthday and wins an Emmy for the DVM measurement platform

Dreamworks' CEO, Jeffrey Katzenberg, tells the IBC that 3D is the future of Hollywood.

Usain Bolt becomes the fastest man in the world running 100m in 9.58 seconds.

Rohde & Schwarz and Samsung develop the A-VSB – an enhancement to the ATSC digital TV transmission standard.

2008

2007

Rohde & Schwarz' acquires DVS and enters the file based media market, making real-time processing of uncompressed 4k possible.

Rohde & Schwarz presents the world's most energy-efficient high-power TV-transmitters, the R&S[®]THU9.

2010

2011

IBC is held in Amsterdam, and features

55,000 DELEGATES

FROM MORE THAN 170 COUNTRIES

1,600 EXHIBITORS

Rohde & Schwarz enters the audio-video multiplexing and encoding market with the R&S[®]AVHE100.

Will.I.Am is keynote speaker at the IBC.

2016

2013

2012

4k implemented in R&S[®]VENICE media production hub.

That's the history...

Meet us at IBC 2017 and find out about the future of broadcasting. Booth 7: E25.

2017

Watch this space for new innovations launched from Rohde & Schwarz

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Supporting you today. And tomorrow.