

# What's next



## Enterprise

# IBC Amsterdam didn't disappoint in 2019

For 52 years IBC has brought together the world's leaders in media, technology and entertainment, focusing on broadcasters, content, and equipment manufacturers. Nuance has been participating for nine years, anxiously anticipating the buzz of this dynamic conference every September. The show this year didn't disappoint, allowing Nuance to showcase Dragon TV and all the innovations being made on this innovative voice solution.

## Selena Castellanos

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Nuance has participated in many IBC offerings; whitepapers, articles, webinars and most notably the [IBC Amsterdam event](#). This is a bustling show where the latest technology advancements in the intelligent engagement space are showcased. While most conferences or trade shows last two to three days, IBC lasts five days and spans over a weekend to ensure plenty of time for meetings to take place, especially given so many travel long distances to attend.

Attendance for 2019 was roughly 55,000, ranging from technology titans of industry to small content providers looking for networking opportunities. There were impactful keynotes and smaller breakout sessions appealing to niche market segments.

## Trends and top take-aways?

There were many “tracks” to address the many niche attendees and topics of interest. Some of the trends and top items of note coming off this important event were virtual reality content, the importance of customer data and security and how 5G is making an impact.

5G is an area of great interest to me as someone who markets in the telco vertical, but it will be available to everyone in no time, changing the landscape in short order. In fact, during the show, one German technology group conducted the world's first complete 5G broadcast transmission. This solution will enable broadcasters to contribute their assets for efficient distribution of high-quality video to the future 5G ecosystem, reaching smartphones and other devices.

If you are unfamiliar with Dragon TV, this solution delivers seamless user experiences for the home, improving content discovery and enabling users to complete tasks faster than ever before—using voice. Leveraging Natural Language Understanding, Dragon TV manages conversations by using both context and memory. In fact, Dragon TV won an [Emmy](#) in 2017 for engineering and technology.

## What's next in Dragon TV and voice?

Nuance partnered with IBC, Liberty Global and the BBC UK to deliver a [webinar](#), “Creating brand loyalty and new TV revenues with next-generation voice control.” This webinar illustrates what's required to take voice engagement to the next level, to maximize audience experience and ensure customer retention and revenue growth.

Explore beyond navigation and content discovery and you'll see how voice is transforming consumer security, satisfaction and retention – and driving new revenues including TV-based ecommerce.

In addition to the webinar, there was a great [article](#) with Tony Lorentzen focusing on the power

of next generation voice with Dragon TV. There are so many great ways to share the exciting things happening in this dynamic space, and I'm grateful IBC is helping us share it with the masses.

**Tags:** [5G](#), [Dragon TV](#)

## More Information



### **Find out how you can make an impact with voice engagement**

Nuance partners with IBC to bring great insights into telco voice engagement in the TV space

[Learn more](#)



### **About Selena Castellanos**

Selena Castellanos joined Nuance in March 2014 focused on business development and marketing for Voicemail to Text and has taken on several roles including managing a global field marketing team in the mobile division. Recently joining the Enterprise team, she leverages her 20+ years of telecommunications sales and marketing experience to support the Nuance Telco Vertical as well as looking after DragonTV from a Product Marketing perspective. Selena holds a bachelor's degree in Psychology and an MBA from Rollins College in Winter Park, Florida.

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