**MEDIA ALERT: Xytech Announces it Will Not Attend IBC Due to Surge in COVID-19 Cases in the Netherlands**

*As The Netherlands Posts Record High Infection Rates,
 IBC Partnership Board Decides to 'Forge Ahead'*

**AMSTERDAM, November 18, 2021 —** [Xytech](http://www.xytechsystems.com), the leader in resource management software for the broadcast and media industries, announced it has withdrawn its participation in IBC2021, scheduled to take place between December 3 and 6 at RAI Amsterdam. Xytech's decision to withdraw was made as COVID-19 infections reached a record high in the Netherlands and as hospitals became constrained across the country.

“The IBC Partnership Board's decision to proceed with the IBC show is in contradiction with the stated commitment to health and safety not only to exhibitors and attendees, but to the general population," commented Greg Dolan, Chief Commercial Officer of Xytech. "We are disappointed and confused to see common sense has not prevailed, and the Netherland’s officials and IBC Partnership Board has chosen this path. Xytech has returned to face-to-face engagements with customers and looks forward to an active 2022 schedule with partners invested in the health and safety of our staff, customers and supporting vendors."

Since the onset of the COVID-19 pandemic, the Netherlands has recorded 2.27 million COVID-19 cases and over 18,000 related deaths. With a nearly 20% infection rate as of November 18. For more on IBC's decision to proceed, please refer to the organization's press release [here](https://cdn.asp.events/CLIENT_IBC_4ED0594D_5056_B739_542FB395BDA17423/sites/IBC-2021/media/November%2021-%20Update/IBC2021%20November%20Press%20Release.pdf).

**About Xytech**

For more than 30 years, the world’s premiere media companies have depended on Xytech to run their businesses. MediaPulse is the only end-to-end solution for the complete content lifecycle. MediaPulse provides scheduling, automation, asset management, billing and cost recovery for broadcasters, media services companies and transmission facilities in a scalable platform-independent solution.  In April 2021, Xytech acquired the ScheduALL brand of enterprise resource management software for broadcasters and media companies, providing end-users with an even more robust product roadmap and greater global service offerings. For more information, visit [xytechsystems.com](http://xytechsystems.com/).

**Media Contacts:**

Katie Kailus

Public Relations

Hummingbird Media

+1 (630) 319-5226

katie@hummingbirdmedia.com

Jeff Touzeau

Public Relations

Hummingbird Media

+1 (914) 602 2913

jeff@hummingbirdmedia.com