

Digital Game Changers

With BT Sport, Accenture helped BT become major league pay-TV provider.




High performance. Delivered.

Sef Tuma, Managing Director, Accenture:

"The big thing with BT Sport is that the launch date was immovable. It was the first day of the English Premier League and thus at that point that was when the product had to go out."

Dan Farrell, Managing Director, Accenture:

"We helped to bring together different component parts to help BT deliver quite a challenging project in quite a short period of time."

Greg McCall, COO, Television & Content, BT:

"Accenture are brilliant at navigating through large organizations. But more importantly they had the skills we were looking for to deliver the solution in the time scales we had."

Dan Farrell: "I think we put together a group of people who had a very real passion for the media industry, for new product launch, for innovation in this area in general."

Nick Wong, Director of Online, BT Consumer Division: "For us it's a new venture. We're integrating lots of different systems, processes and partners that we've not necessarily used before. We have a good foundation in terms of an existing TV platform and some of the expertise, but really it was around coordinating and

stitching together all those pieces whilst under the pressure of time."

Greg McCall: "Trying to deliver the content at the same time as building our systems was really, really difficult. Probably the biggest challenge we had. And what Accenture brought to the table was skills, knowledge and solutions."

Sef Tuma: "We brought a lot of components that were already pre-integrated and built to allow us to at least have those pieces banked and we could spend a lot more time creating an innovative, highly engaging product."

Greg McCall: "Delivering live events requires a completely different culture and different thought processes. I think Accenture brought a lot of energy and a lot of knowledge of what it means to deliver in this fast-paced environment."

Nick Wong: "We've been very pleased with the initial response from our customers and consumers. I think particularly for the digital product, consumers are really seeing the quality – particularly of the live video stream."

Greg McCall: "We now have over a million downloads of the sports app in a very short time period."

Sef Tuma: "For a lot of the consumers for BT, the mobile device and watching the stream though mobile is actually the primary viewing mechanism for the TV channel. Which is very exciting, because first of all that's something quite unique. But secondly, it also allows for a highly interactive and engaging experience with the content – allowing users not only to immerse themselves in video but also the news and stats and social that is also integrated into the experience."

Greg McCall: "This is an opportunity second to none and what we're doing – the ambitions we've got as organization – coupled with the fantastic talent we've got stands us in a great position to do something that is going to be transformational in this industry."

Nick Wong: "I think we're very ambitious about what we want to do in the future and that's what really excites us but so far it feels good to have got it into market and entertaining so many people in such a short period of time."

BT Sport has changed the game for sports broadcasting in the UK.

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