



# YOUVIEW CASE STUDY

## VIDEO TRANSCRIPT

### **Dan Farrell**

I think the original brief was really loose, the idea of kind of creating an innovative home device around getting IPTV to the masses. I suppose as the BBC started to work with ITV, Channel 4, Channel 5, Arqiva, BT and TalkTalk, it just became really important that each of the seven companies had their say and a bit of input into what the product needed to do.

At the start of the project you probably couldn't even call it a company actually, it was a project team of various people who had come together to try and envision this thing and make it happen.

I was initially involved in helping out to kind of organise and shape the various different aspects of technology so planning, budgeting, forecasting, effectively creating a plan for what are we going to do, how are we going to do it and how are we going to get the product launched as quickly as possible.

It was an integration game, it was about putting together different pieces of technology and making it all work together and I think where Accenture are the best is that we're integrating to create a collective outcome.