There’s a long history of innovation in television, but IP creates new urgency. Video businesses need to unshackle innovation as a competitive advantage in the health of established video businesses:

**INNOVATION IS THE KEY.** Investors are placing less value on innovation in established businesses, and significantly more on innovations “The New”. Fact based on Enterprise Value / Invested Capital

**Platforms are expected to outspend traditional networks by 2020 in programming investment**

INNOVATION TECHNIQUES, e.g.

- **ITERATIVE** often requires efficiencies, and growing it, requiring a broadening of working.
- **TRANSFORMING THE CORE** requires a broadening of working.
- **BROADER AND BRAVER** requires a broadening of working.
- **TRADITIONAL** requires a broadening of working.

**A FRAMEWORK FOR INNOVATION**

The S-Curve model helps you manage three waves of user expectations and building the new.

Our innovation framework gives specific insights and recommends pragmatic approaches in five business areas.

Visit us at www.Accenture.com/TV2Life