



# ACCENTURE STORIES TO WATCH AT IBC 2018

## VIDEO TRANSCRIPT

### **Story One: Advanced TV Advertising**

With TV advertising adjusting to digital disruption, reigniting growth will require overhauling the out-dated impression-led approach and making advertising buys more appealing. Consortiums like OpenAP in North America are leading the way, standardizing audience targeting, and renewing their appeal to advertisers. Expect more on similar consortium-led initiatives at IBC.

### **Story Two: Creating A Culture of Innovation**

In the face of digital video disruption, innovation is essential for growth. At IBC there will be a focus on the practical steps to make innovation data- and outcome-driven. Embedding a culture that enables constant innovation, including a way to fail safely, will see executives addressing operating model change, multi-disciplinary team governance, and the adoption of Agile “test and learn” approaches.

### **Story Three: Voice-enabled Digital Assistants and Disintermediation**

Voice-enabled digital assistants, powered by Artificial Intelligence, are emerging as a favored interface for the home. With algorithms increasingly performing the role of gatekeeper, between consumers and brands. Expect fresh announcements for new collaborative services on existing platforms, with others focusing on designing products and services that maintain a direct consumer connection.

### **Story Four: Blockchain – from theory into practice**

It's time to stop talking theory and start getting down to practical implementation. In an increasingly data-driven industry, blockchain can reconfigure key business processes. Expect to

hear about new applications for regulatory compliance, content protection, audience data sharing, and for content personalisation to get ... well, more personal.

### **Story Five: Artificial Intelligence Adoption in Media & Entertainment**

Artificial Intelligence will take centre stage at IBC. As media companies continue to experiment with AI across their business, expect a raft of new use-cases to be revealed, with its application in content curation and advertising being big news. AI advances could give individuals their own curated channel—integrating linear, VOD and catch-up. And make it possible to deliver linear television contextual advertising, at scale.

Come explore innovation with us at IBC 2018 ... **Potential Unleashed.**

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