Bringing TV to Life VIII
Video, Advertising and Content

Innovating is the key.

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

INNOVATION IS THE KEY.

Investors are placing less value on innovation in established businesses, and significantly more on innovations: “The New”.

A FRAMEWORK FOR INNOVATION

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

More articles will be published soon on innovation across these areas.

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