

Bringing TV to Life VIII: Innovation. Applied Now.

Video Transcript

Timecode Start	Narrative
	There's a long history of innovation in television
00:06	Modern market pressures increase the urgency of deploying that precious quality. But it's not easy in a world where quarter by quarter results are scrutinized.
00:17	"Traditionally, operators have been able to maintain their operating cash flow by simplifying the business while transforming the core while revenues are stagnant. As the new capital investment cycles come in, to be able to make sure those don't go into dividends and more into the business to see a better growth strategy. And, while a lot of the investment will go into network, some of it will need to go to areas around digital innovation to enable monetization of the network. But the trick is always going to be about how to actually increase growth in new areas and that's really the magic of the S-curve. Something that basically allows you to invest in your core business while creating the foundation for new growth."
00:49	The s-curve helps you manage three waves of innovation, turning each to distinct competitive advantage. First, invest in efficiencies in your established business to transform your core. Second, invest in strategically-selected initiatives to grow that core. Third, through common capital strategies, incubate disruption to find and deliver the Next Big Thing, pivoting at the right time.
01:15	"Plenty is happening in a piecemeal way at companies today, but we believe there's much greater value in a broader, unified innovation approach. We've tried to make Bringing TV to Life 8, a source book for bringing it all together."
01:29	In our eighth annual Bringing TV to Life report, we're exploring the innovative approaches you'll need along every step of this curve. We dive deep into five parts of your organization. And because the world of TV is inhabited by very different kinds of players, we break insight down for content creators and broadcasters, operators and CSPs, and platforms ... whenever those differences are relevant.
01:57	PRODUCT INNOVATION is the foundation. Push past features to improve how you create, test and further evolve your products that actually have a direct impact on your business results.

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02:10	Then stretch beyond to ENGINEERING INNOVATION , using best practices to deliver speed and efficiency while enabling every part of the business, from marketing to operations.
2:22	Engage your people to deliver OPERATING MODEL INNOVATION as a complete journey of transformation that rethinks everything; develop more agile ways of working across the business, unlocking the advantages from multi-disciplinary capabilities.
2:39	Experiment with material opportunities for COMMERCIAL INNOVATION in your consumer proposition – allowing you to maximize profitability while continuing to serve their quickly evolving needs.
2:52	Innovating your ECOSYSTEM opens new worlds of partnership, product extension and, new value chains.