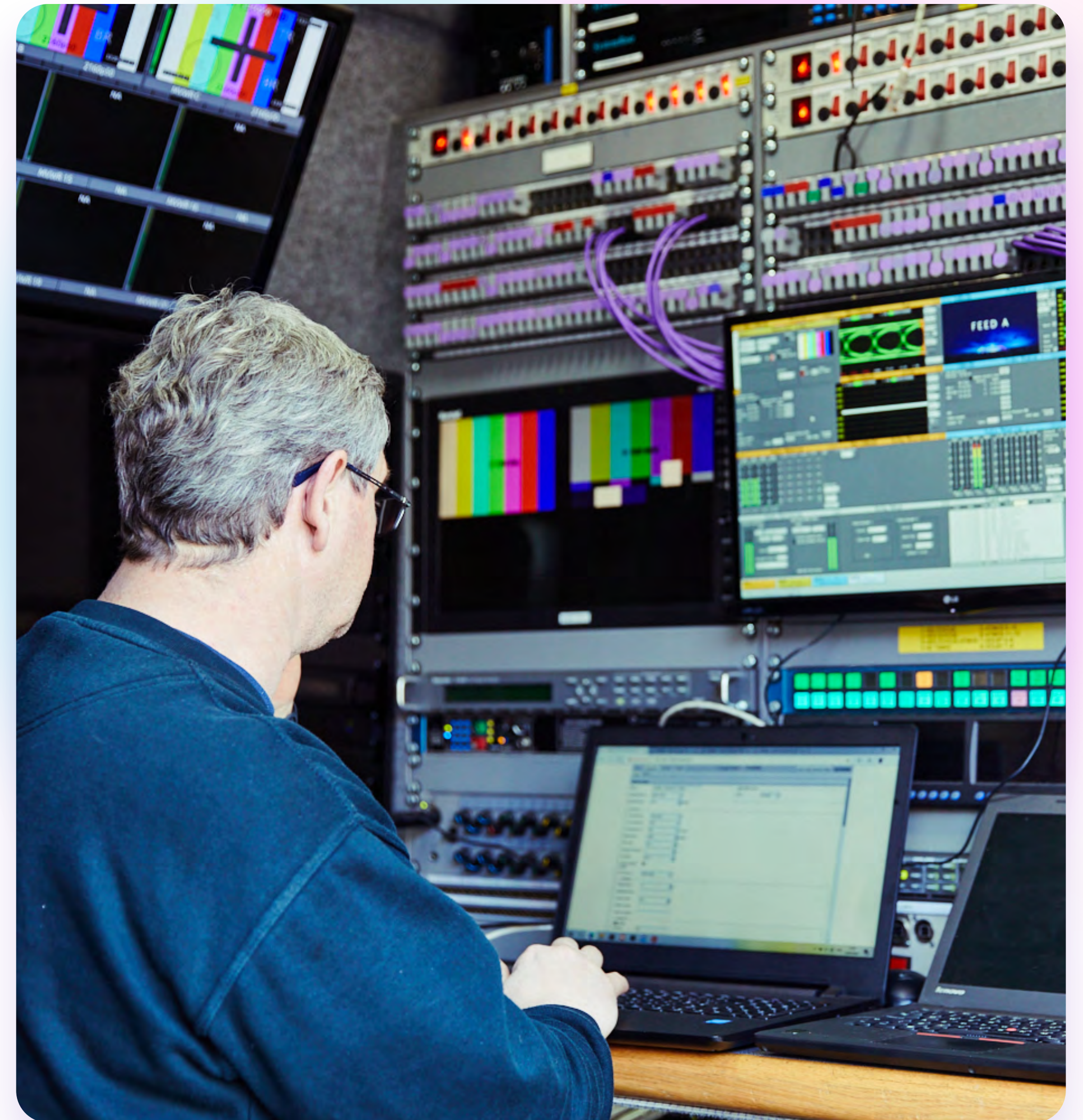


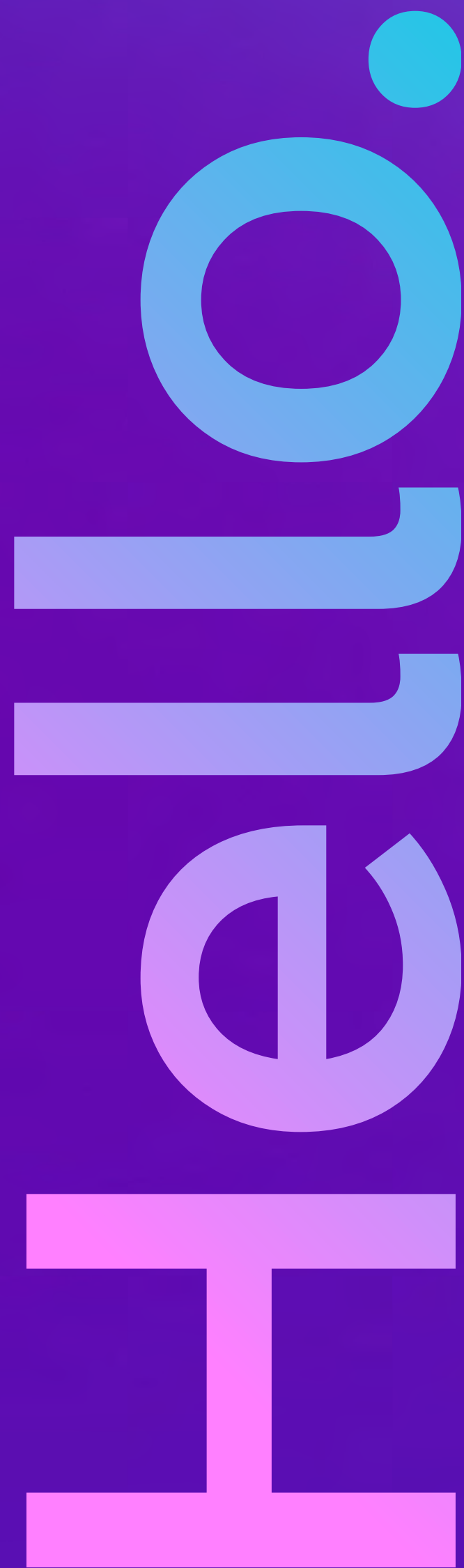


MEDIA AND BROADCAST

Spotlight

June 2024 edition - Issue 11





It's a busy summer ahead with the UEFA European Championships in Germany now underway, the countdown to the Summer Olympics in Paris, and the general election campaign in the UK now in full swing too. We're excited and proud to be playing a major part in delivering these events for our customers and the millions of viewers who'll be tuning in.

We're also turning our attention to this year's IBC and looking forward to seeing many of our customers and colleagues across the industry in what promises to be another great event. Our focus is centred on supporting our customers through this period of digital transformation, and as well as showcasing some of our newest

cloud-based solutions, we'll be giving you a glimpse into the future of live production through our IBC Accelerator collaborations too.

Since I was appointed to lead BT Media and Broadcast *in 2023*, I've had the pleasure of meeting many of our customers, and seeing some of our newest and transformational solutions come to life. Meeting your aims and expectations drives everything we do. That's why it's vital to get your feedback, so I want to thank everyone who took the time to complete our recent customer survey. Your account teams will be communicating more around our action plans and any improvement initiatives as we implement them.

Collaboration and partnerships are at the heart of our business and I'm excited to see what we can achieve together over the coming months. In the meantime, I hope that in spite of the hectic live schedule, you'll also have the opportunity to enjoy some holiday time with your families and friends too.

Dominic Wall
Head of BT Media and Broadcast

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Building a sustainable future

Like all businesses, media and broadcast companies need to manage the impact they're having on the environment. But while there's still work to be done, the industry can be proud of the progress its already made in this area. The creation of BAFTA's albert scheme, for example, shows things are moving in the right direction.

For our part, we're committed to reaching net zero by March 2031, and we're already using 100% renewable

electricity in our premises. Most recently, we were pleased to renew our **Committed to Sustainability** accreditation with DPP – scoring five out of five.

Also, at our business summit in March, we brought together a panel of industry experts to discuss the issues – including how we need to think smarter and work together more closely to create a sustainable future for our industry.

[Read our article on how sustainability goes beyond spending ›](#)

IBC Accelerators return for 2024

The IBC Accelerator Programme is back. Once again, it's taking on real-life challenges, in a bid to find effective, practical solutions. This time around, we're excited to be part of the 'Connect and Produce Anywhere' accelerator, along with BBC R&D and **TV 2 Danmark**.

This follows last year's Accelerator Programme, which saw the development of an all-IP, edge-first, multi-cloud, multi-software testbed environment. The next phase will seek to innovate further, particularly in

areas like environmental monitoring, orchestration, deployment observability and licence options.

This isn't the only Accelerator Programme project we're involved in, so stay tuned for more information coming soon.

Find out more about this project on our [LinkedIn feed](#) ›



Industry event round-up

We've been out and about, attending the latest big industry events. As always, it's great to connect with other media and broadcasting professionals, and hear what they think. Here's what we've been up to.



DTG Summit

There was a jam-packed agenda for this year's summit. Highlights for us included insights on the move from digital TV to streaming and how the industry should adapt to Gen Z viewing habits – which are increasingly dominated by online platforms like TikTok and YouTube.

[See more from the DTG Summit ›](#)



The Media Production & Technology Show

This event is always a great chance to see the latest broadcasting innovations and hear insights from top experts. It's also an opportunity to catch up with friends and peers from across the industry, so it was fantastic to be there again this year.

[Check out some of the highlights ›](#)



Create Share Engage 2024

At this SVG Europe event, industry experts came together to discuss the most important issues in live sports production – such as how to increase access to content for fans, why fan engagement is a priority and how to create fantastic tailored content. The event also looked at why sustainability is vital to attract younger audiences.

[Learn more about SVG Europe ›](#)

SMPTE visits the BT Tower

Why is interoperability key for collaboration in the media and broadcasting industry? With media infrastructure evolving fast and a rapid shift towards the cloud, is the industry making the right moves or heading down a series of technological dead ends? We were delighted to welcome **SMPTE United Kingdom Section** to the BT Tower to discuss this crucial topic.

Want to know more? [Catch the video replay.](#) ›

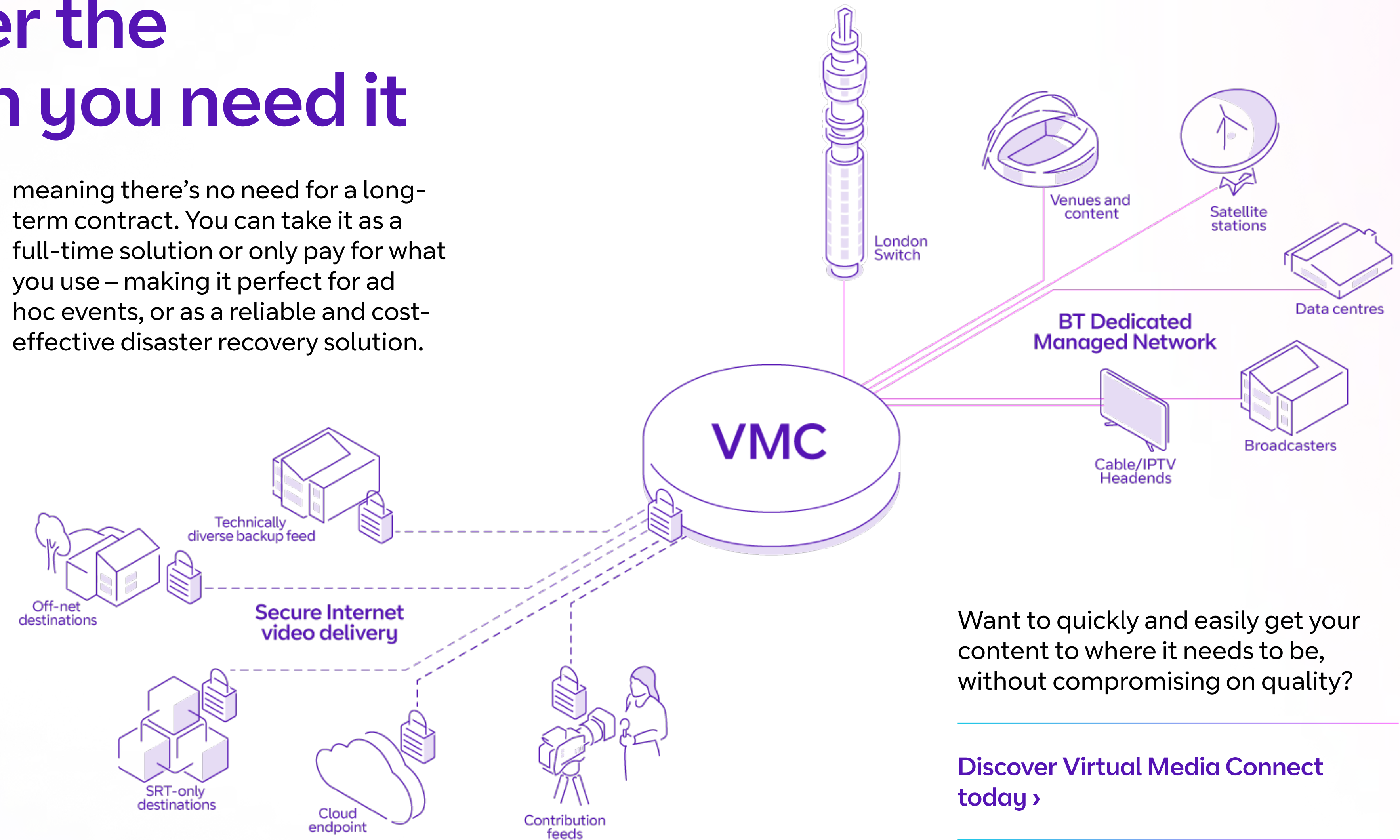


Live video over the internet, when you need it

With a busy calendar of major live events coming in 2024, Virtual Media Connect (VMC) is an excellent way to make sure you're ready to broadcast the action anywhere, anytime.

Using the Secure Reliable Transport (SRT) protocol to deliver content over the internet through our London Switch, Europe's largest content exchange, VMC is available on both a fixed term and occasional use basis,

meaning there's no need for a long-term contract. You can take it as a full-time solution or only pay for what you use – making it perfect for ad hoc events, or as a reliable and cost-effective disaster recovery solution.



Want to quickly and easily get your content to where it needs to be, without compromising on quality?

Discover Virtual Media Connect today ›



Get **complete visibility** across your media operations with our Vena Portal

Vena, our next-generation media platform, is designed to meet the demands of today and tomorrow. It offers a wide range of powerful features, including the Vena Portal, which combines real-time status monitoring, routing visualisation and historical data. It lets you see what's happening across your services so you can make more informed decisions, faster.

Here's a taste of what you get with Vena Portal:



Real-time status monitoring

Keep track of your media and data services in real time, complete with a dashboard showing your overall service health.



Geographical routing map

Understand how data flows from one location to another on a simple map and how your services get rerouted during outages.



Historic data

Access 28 days of historical data. Analyse past incidents so you can troubleshoot and capacity plan effectively.

Contact us today to learn more about Vena and see a demo of the Vena Portal

2024's live sports coverage picks up pace

As we approach the mid-point of the year, our TV Outside Broadcast team are already racking up the wins for live sports coverage. We've been involved in the Champions League, the Premier League, Premiership Rugby and more, delivering numerous visions via fibre and satellite for several major broadcasters.

There are a busy few months ahead too, with the Paris 2024 Olympics coming soon – not to mention important non-sporting events like

the recently announced UK general election. We're looking forward to working with our customers to bring the action to viewers around the world.

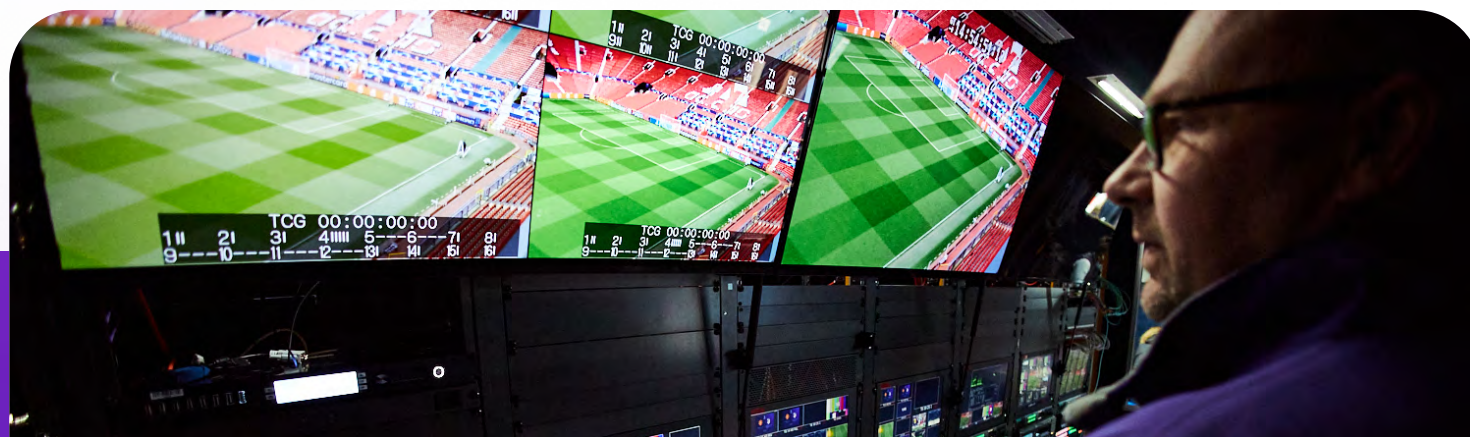
[Learn more about what our TVOB team can deliver ›](#)



Unmissable insights from our business summit

Many important issues were raised at our business summit, 'Paving the way to the future together'. In our new series of articles, we explore some of these, looking at the challenges and how the industry might overcome them.

Didn't make it to the business summit? Check out our [customer testimonials](#) and see what you missed.



Why broadcasters have to be agile to satisfy the insatiable appetite for live content

While on-demand content has gained a significant chunk of audience attention, demand for live content is growing. In this article, we look at how broadcasters can make the most of their resources while giving viewers what they want.

[Read now ›](#)



How broadcasters can lead the way towards net zero

Every business has a duty to improve the sustainability of its operations, and those in media and broadcasting are no exception. But what's the right approach for our industry, and how should we measure results?

[Read now ›](#)



Is the media and broadcast industry not cool enough to attract new talent?

Nearly a third of young people in the UK want to be a YouTuber. How can our industry compete with that and find the experts of tomorrow? We've come up with a few possible solutions.

[Read now ›](#)

Meet our latest recruits

We’ve had a couple of new joiners since our last newsletter. Feel free to give them a follow on LinkedIn.



Chris Horrill,
Business Development
Manager

Chris recently joined our Account Management team, coming over from BT Wholesale. Having been with BT for 19 years, Chris brings a wealth of knowledge with him, so we’re happy to have him on board.

“I’m excited about introducing customers to our comprehensive suite of media services, providing them with innovative solutions to create, distribute, and manage their media content efficiently and securely. We’re working on lots of exciting projects this year and as the industry evolves towards cloud-based and on-demand services, BT is the right partner to be talking to about the future.”

[Follow Chris ›](#)



Kathi Boeck,
Product Manager

Kathi is going to be heading up our coding and multiplexing product, having most recently worked for ITV on its ITVX streaming app.

“I love working in the broadcasting industry, where technical advancements constantly change the way we work and create exciting new opportunities. That’s why I’m thrilled to join the Media and Broadcast team to help our customers with innovative end-to-end solutions and support their journey into the future of broadcasting.”

[Follow Kathi ›](#)

New award nominations for our team

We’re delighted to announce that two of our team members have been nominated for industry awards.



Andy Wilson, Contract Manager

Andy is up for an Innovator of the Year award at the **British Ex-Forces in Business Awards**. Before joining us in 2022, he spent 23 years in the armed forces, eventually becoming second in command at the largest training establishment in the British Forces.

During his time with us, Andy has made a big impact. He’s been involved in several key projects and played a crucial role in designing and implementing a Military Recruitment Programme for BT.



Tasha Jones, Technical Specialist

Tasha has been shortlisted in the Inspiring Technologist category at the **RTS Technology Awards 2024**. Having originally joined us as an apprentice in 2017, she quickly found her feet and has gone from strength to strength. This nomination is a fantastic recognition of her hard work and dedication.

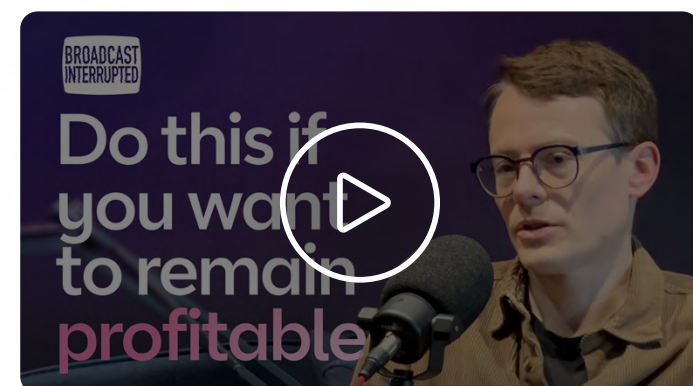
Tasha has already become a key member of our team, and we’re looking forward to seeing what she’ll achieve in the years ahead.

Congratulations to Andy and Tasha – and good luck!

Watch now: Broadcast Interrupted

Pull up a seat and tune into Broadcast Interrupted, our podcast series looking at some of the key issues facing media and broadcasting professionals.

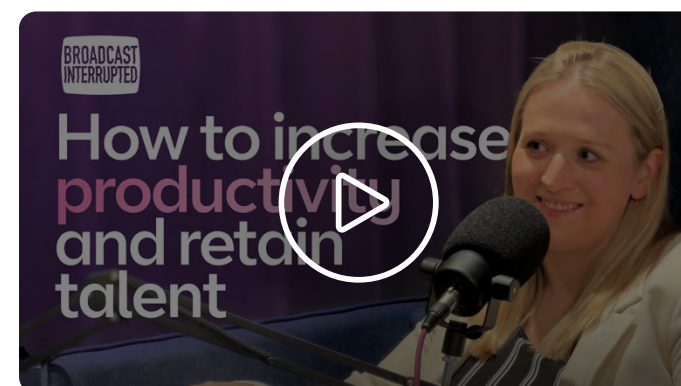
In each episode, a member of our team discusses a critical industry topic and reveals a little more about themselves.



Episode 1: Economic uncertainty

Explore the financial pressures affecting businesses today. How is it possible to deliver the best media experiences while keeping your costs down?

[Watch now ›](#)



Episode 2: Broadcasting's got talent - but is it diverse enough?

The industry needs to attract new blood, but is it drawing on a diverse enough talent pool to find the best candidates?

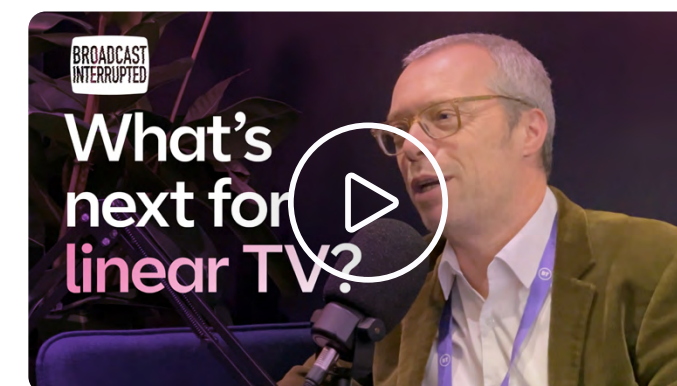
[Watch now ›](#)



Episode 3: A cloud-based future: but is it all silver linings?

With the industry transitioning to cloud-only workflows and greater automation, what does the future hold? Is there still a role for traditional connectivity and skilled people to engineer and operate it?

[Watch now ›](#)



Episode 4: Is linear playout really dead?

Although audiences are consuming more and more on-demand media, linear playout still has a role to play – for now. But what will that look like in the future?

[Watch now ›](#)



Our latest customer feedback results

Meeting your aims and expectations drives everything we do. That's why it's vital to get your feedback, so we can help you deliver amazing experiences for audiences around the world. With that in mind, thanks to everyone who took the time to complete our recent customer survey.

We were delighted to get an almost 70% response rate. Even better, we saw a marked improvement in the scores you gave us, especially in the

focus areas from the previous survey. However, we also recognise that there are still things we can do better, so based on your feedback, our focus areas for this year are to drive thought innovation and continue improving our delivery and portfolio innovation.

Hear what some of our customers say about [working with us](#).



Let's talk

If you're interested in any of the technologies or services mentioned in this newsletter, please let us know. Get in touch with your account manager or use the [contact form](#) on our website



MEDIA AND BROADCAST

Offices Worldwide

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