

Open Innovation: BBC Future Media & Technology

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BBC Future Media & Technology

BBC

ANALOGUE

ANALOGUE & DIGITAL

DIGITAL

Broadcasting (Linear, Narrative)

Networked Media (Nonlinear, Participatory)

Freeview
Sky Digital
DAB
DVB-H
HDTV
Multicast

iPOD
GOOGLE NEWS
NAPSTER
Flickr
STAR WARS GALAXIES
UKNOVA
BLOGGER
PSP
GARAGEBAND
WIKIPEDIA
GOOGLE TV



R&D in the 'first wave'

High barriers to launch services

R&D focused on core infrastructure and standards

Long development cycles from R&D to market

Innovation mainly developed out of academia and industry research labs

Innovation in the 'second wave':

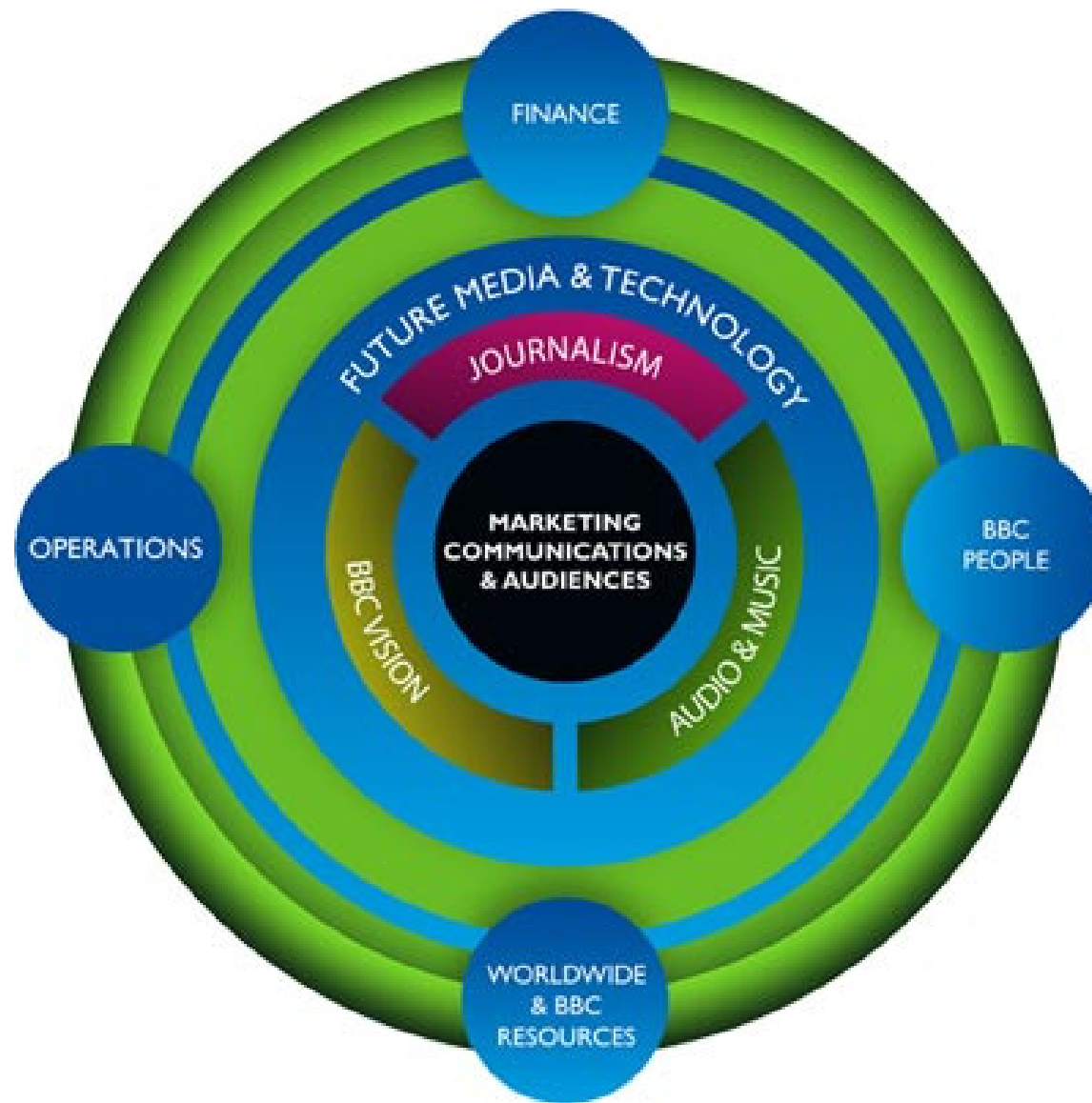
Lower barriers to innovation

Enterprise level tools available for free via APIs, RSS, etc

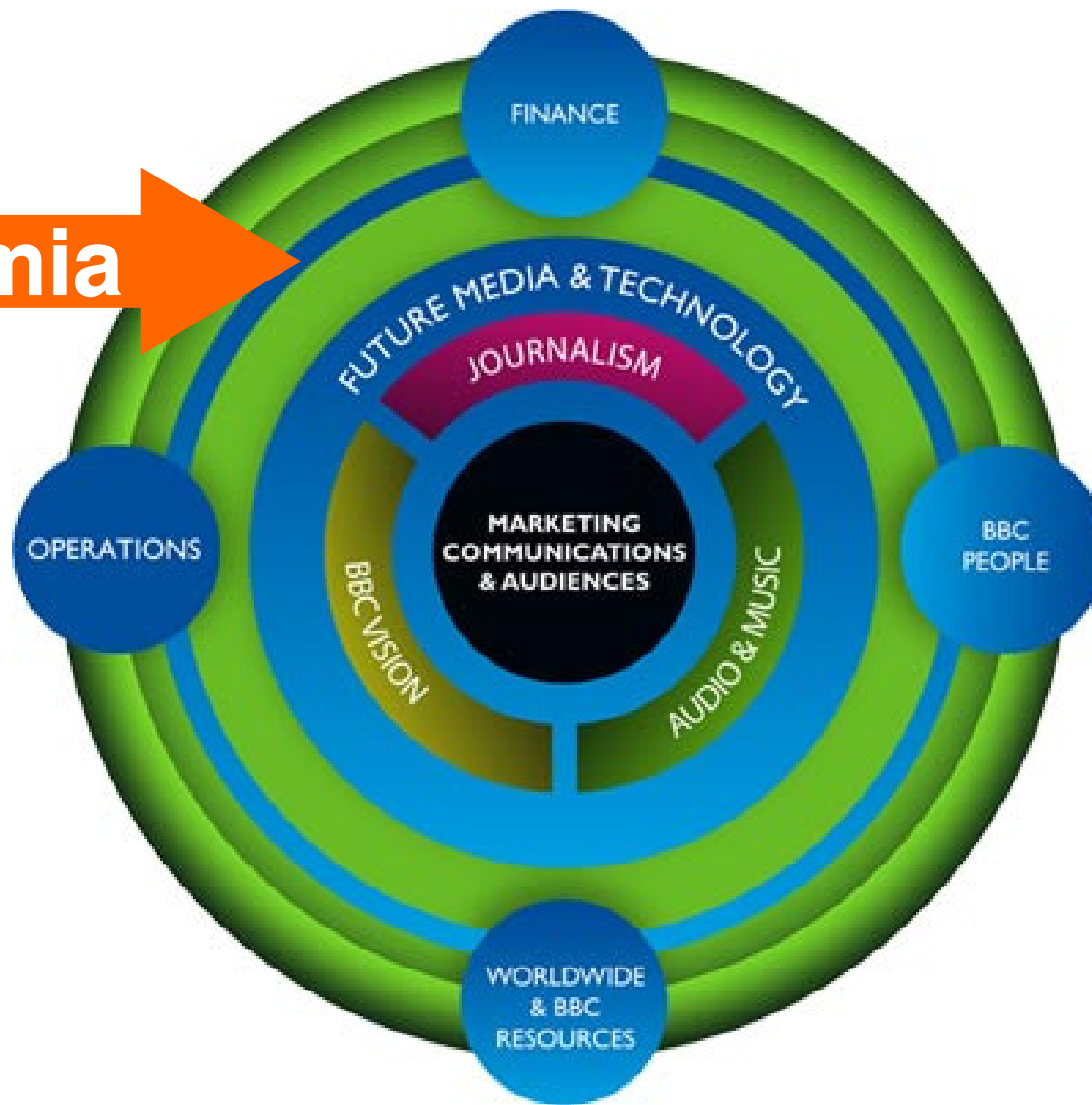
Extremely fast development cycles

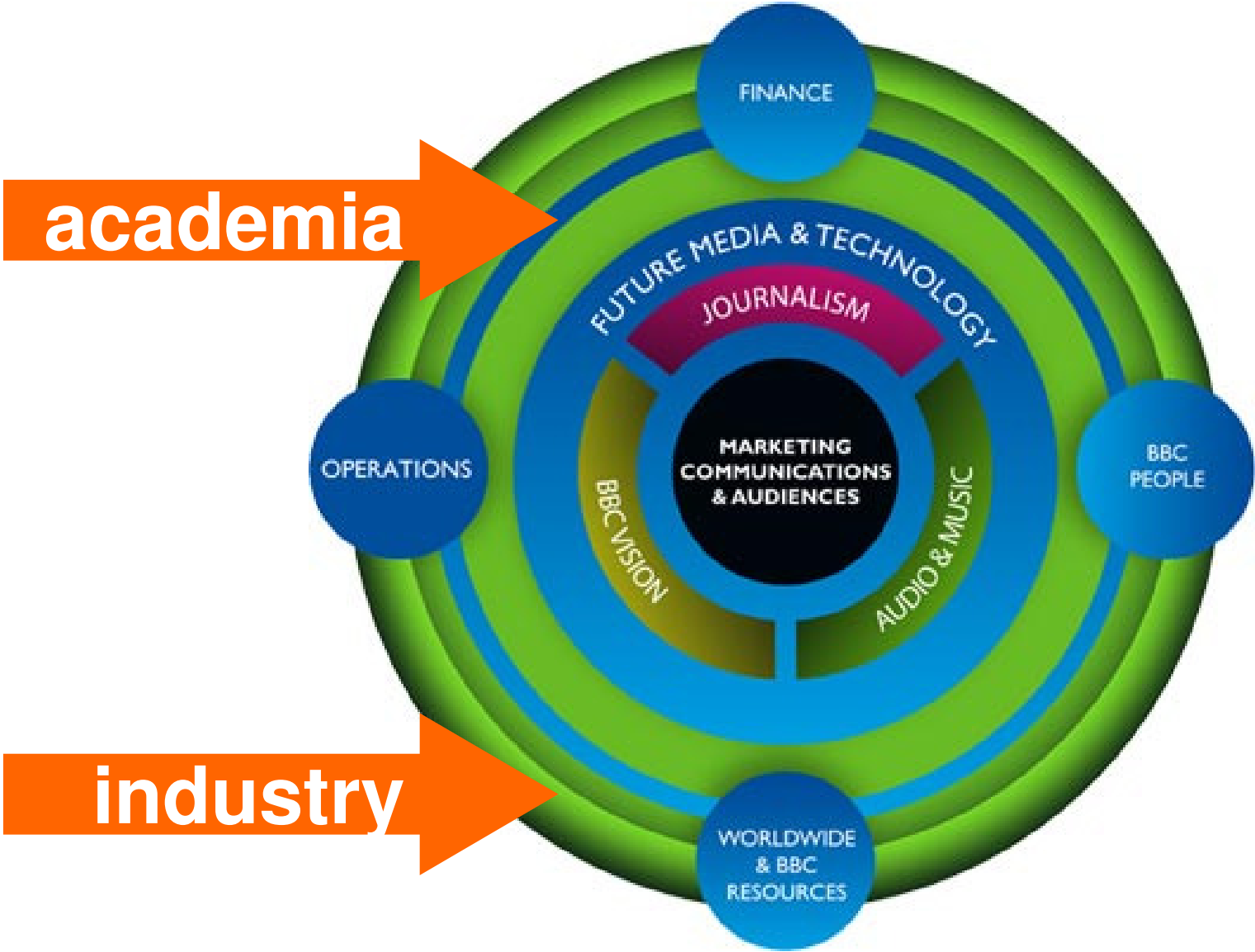
More activity in service and content innovation than core infrastructure technologies

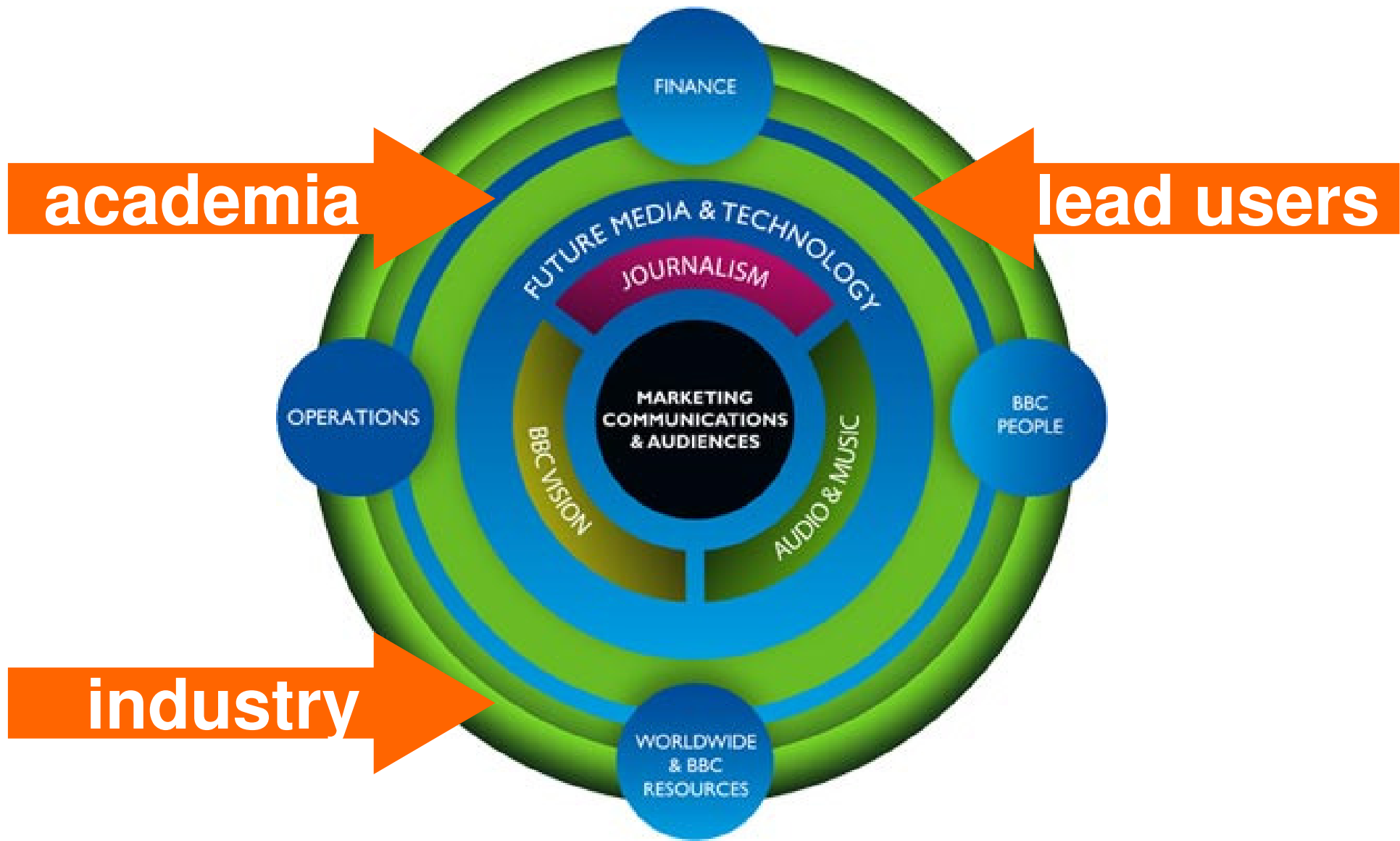
Innovation happening amongst users, not just research communities

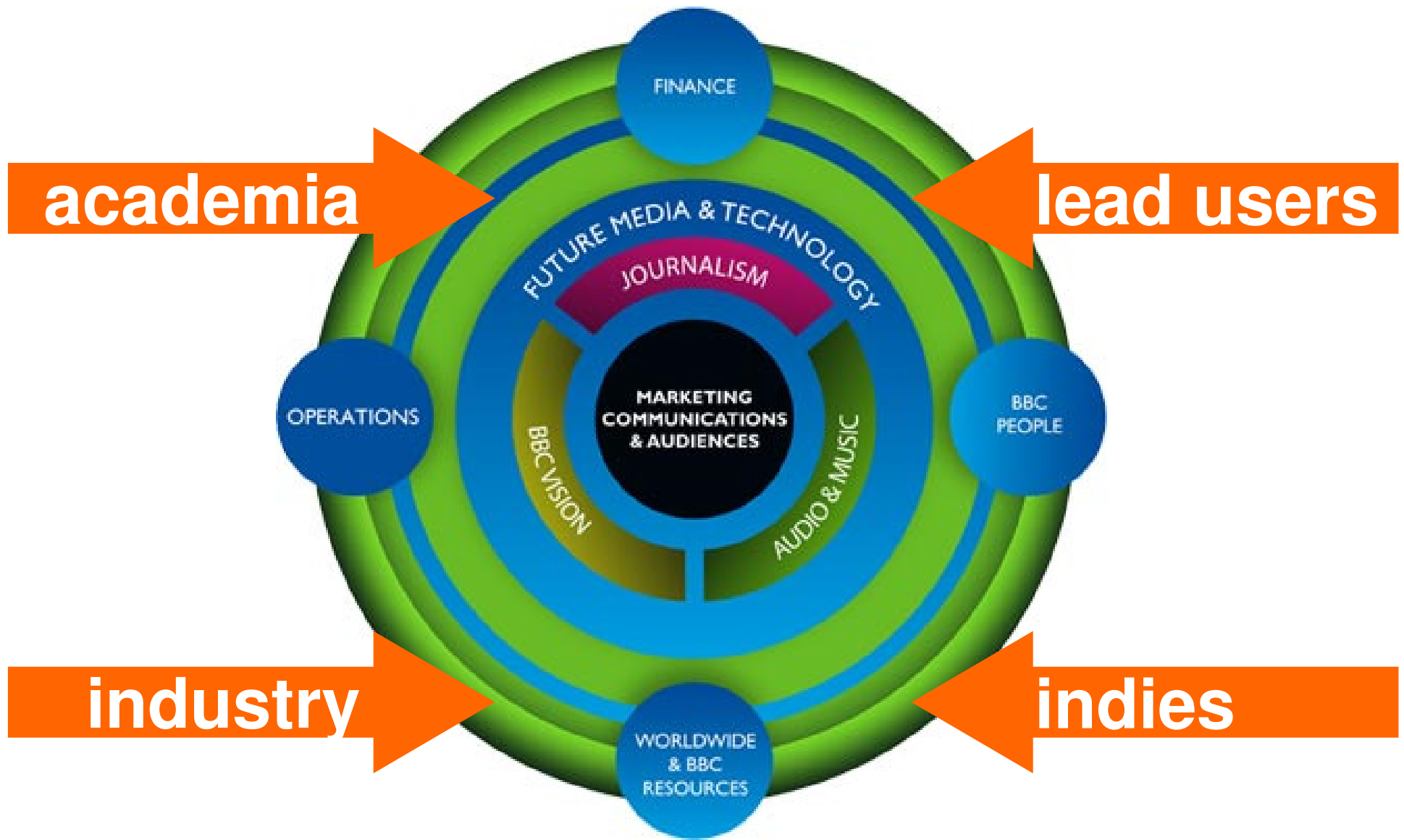


academia

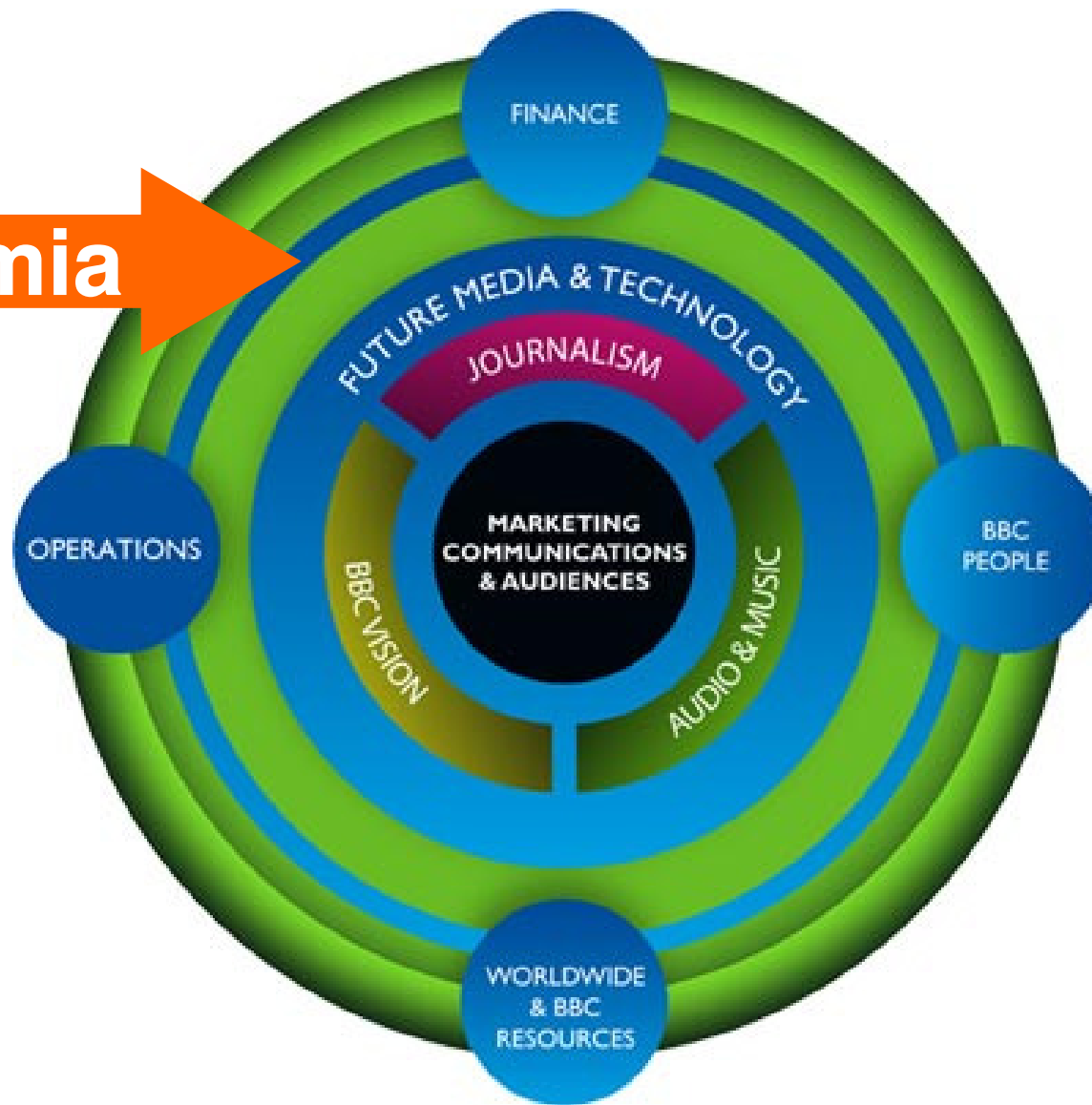








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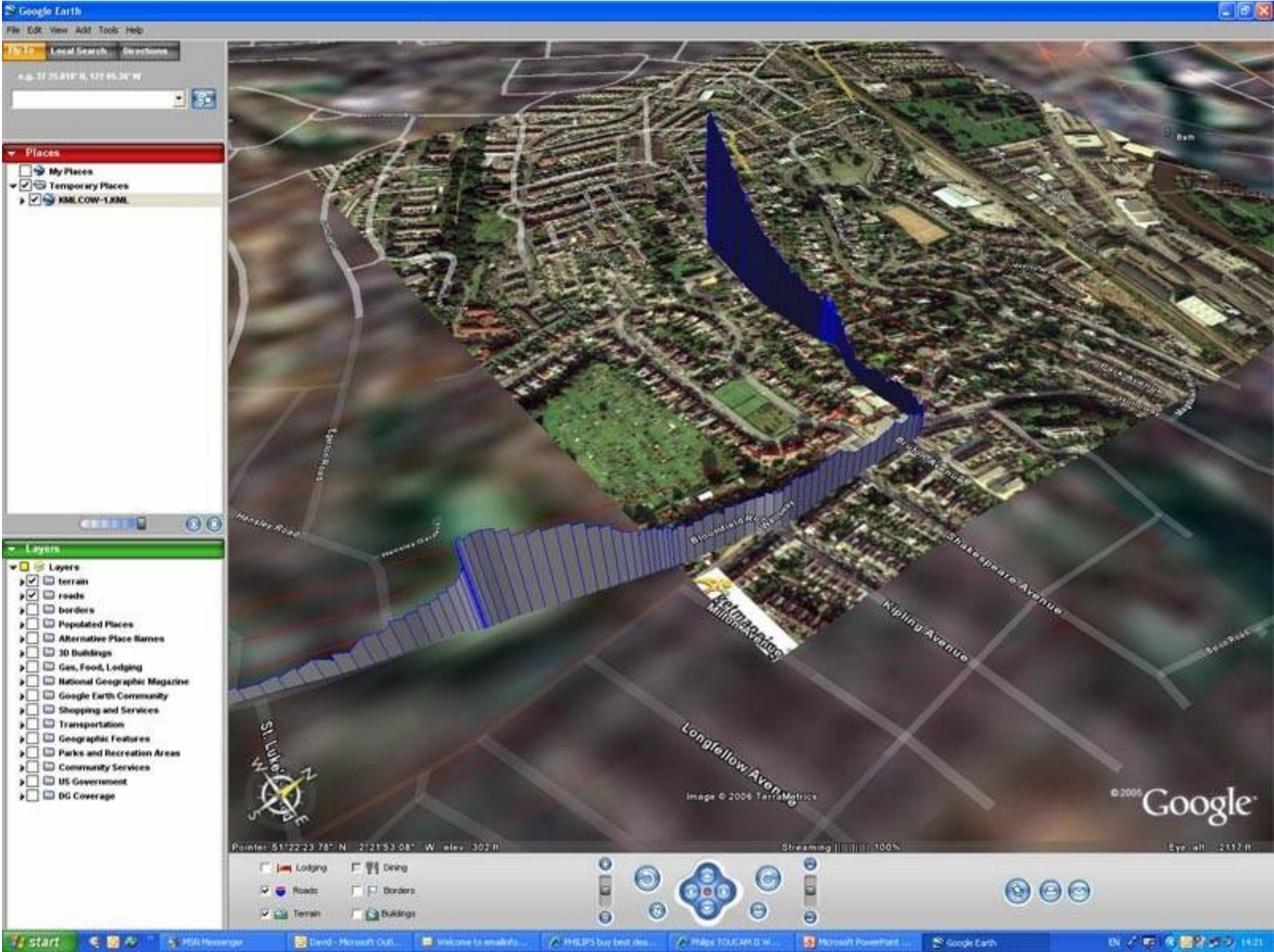


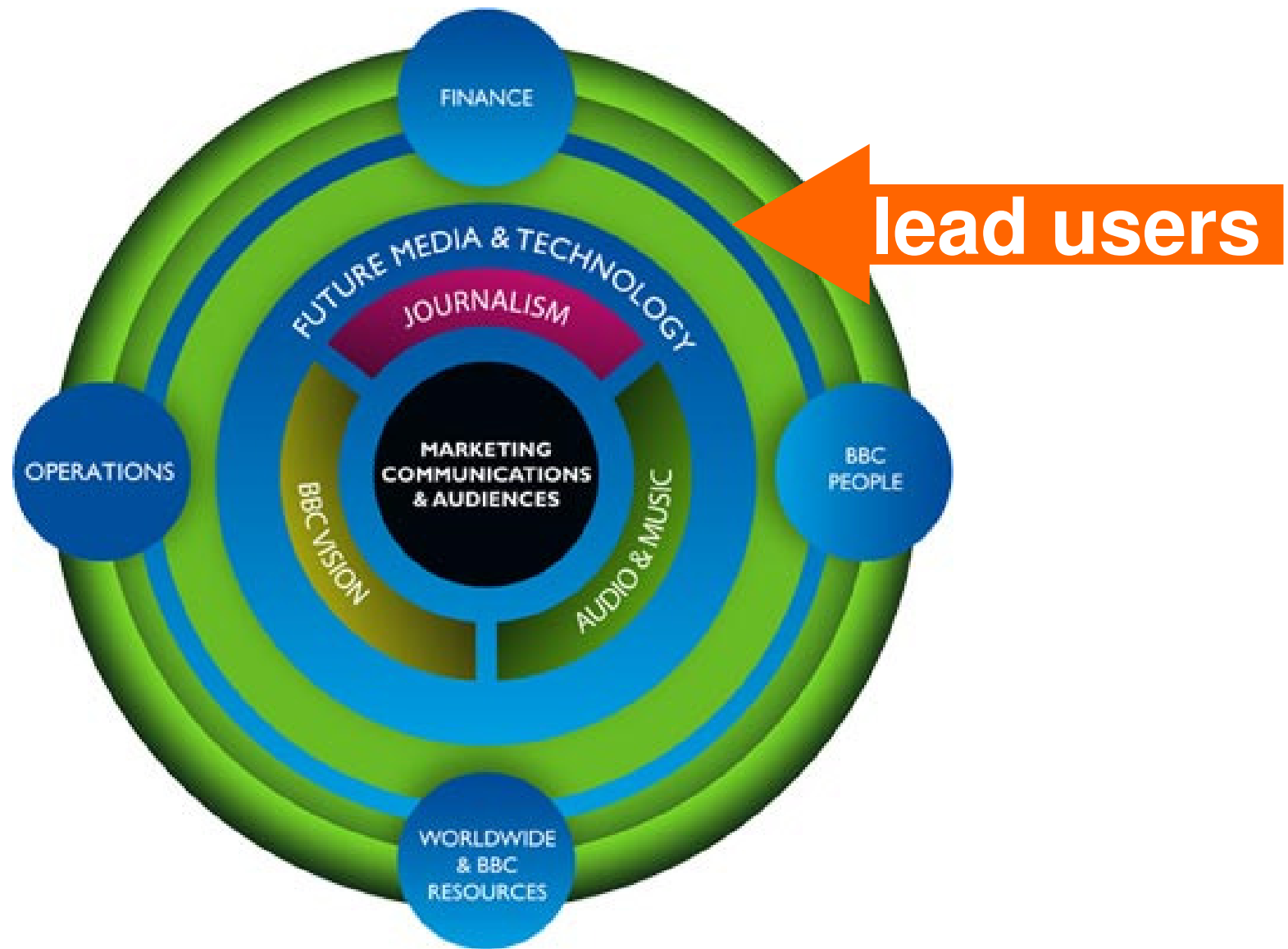
Home

Edit page



Welcome to the AHRC/BBC New Media Knowledge Transfer Website.
The aim of this site is to facilitate current and future collaboration
between BBC New Media and the academic community.







backstage.bbc.co.uk

USE OUR STUFF
TO BUILD YOUR STUFF

HOME

BACKSTAGE BLOG

FEEDS & APIS

YOUR PROTOTYPES

YOUR IDEAS

Build what *you* want using BBC content

backstage.bbc.co.uk is the BBC's developer network to encourage innovation and support new talent. Content feeds are available for people to build with on a non-commercial basis.

Join the [email discussion list](#) to tell us how we could improve the service and converse with others about backstage.bbc.co.uk

BACKSTAGE BLOG

Stormy Weather

If you follow the backstage mailing list, you might have noticed that some feeds of BBC weather forecasts were made public there yesterday (Thursday) by a list member.

Get Involved

- Submit your Prototype
- Submit your Idea
- Subscribe to the email discussion group

Latest Prototypes

Plugin for TV-Browser

09 Jun 2006 | Comments (0)

Tiggdo

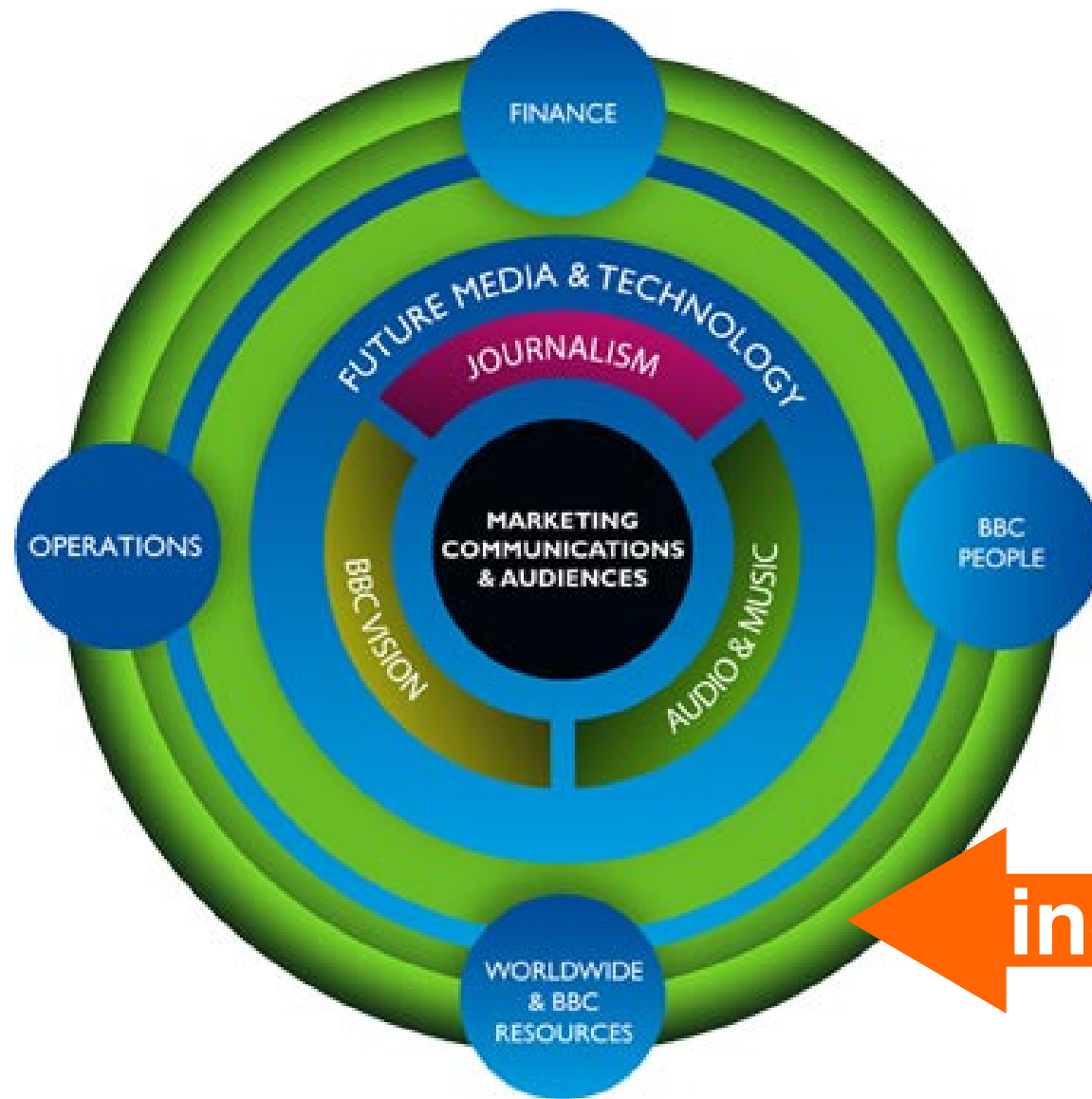
09 Jun 2006 | Comments (0)

TV Search

09 Jun 2006 | Comments (0)

Latest Ideas

Radio Now and Next in Yahoo



indies



Innovation Labs 2006

[Partners](#) [Support Team](#)

[LONDON](#) [MANCHESTER](#) [YORKSHIRE](#)

The latest from all the labs ...



Winners of 2006 Labs

The pilot Labs in Yorkshire, London and the North-West have all now finished. The Labs were a great success, with a total of 12 ideas getting further development funding and support from the BBC Internet commissioning team. In most cases this means funding and collaboration with BBC teams to build a more developed prototype that can be evaluated and tested in a BBC context.



For the BBC teams, the Labs has been a great experience, helping us build better relationships with indies across the UK, and with regional partners like North-West Vision and the London Development Agency. We're currently planning next year's Labs, and hope to include more regions across the UK. If you are a representative from a Regional Development Agency and are interested in hosting a Lab in your region, email [Matt Locke](#) for more information.



Yorkshire Lab Winners [Technophobia - Podium](#)

Technophobia developed their idea for a micro-community

Innovation Labs News

[Winners of 2006 Labs](#)

The pilot Labs in Yorkshire, London and the North-West have all now finished. The Labs...

[Read more](#) »

11 Apr 2006 11:04am

[More resources, and the 'four domains of search'](#)

Jem Stone has emailed me a good link to a site listing lots of web2.o... [Read more](#) »

20 Mar 2006 7:03pm

[Latest News](#) »

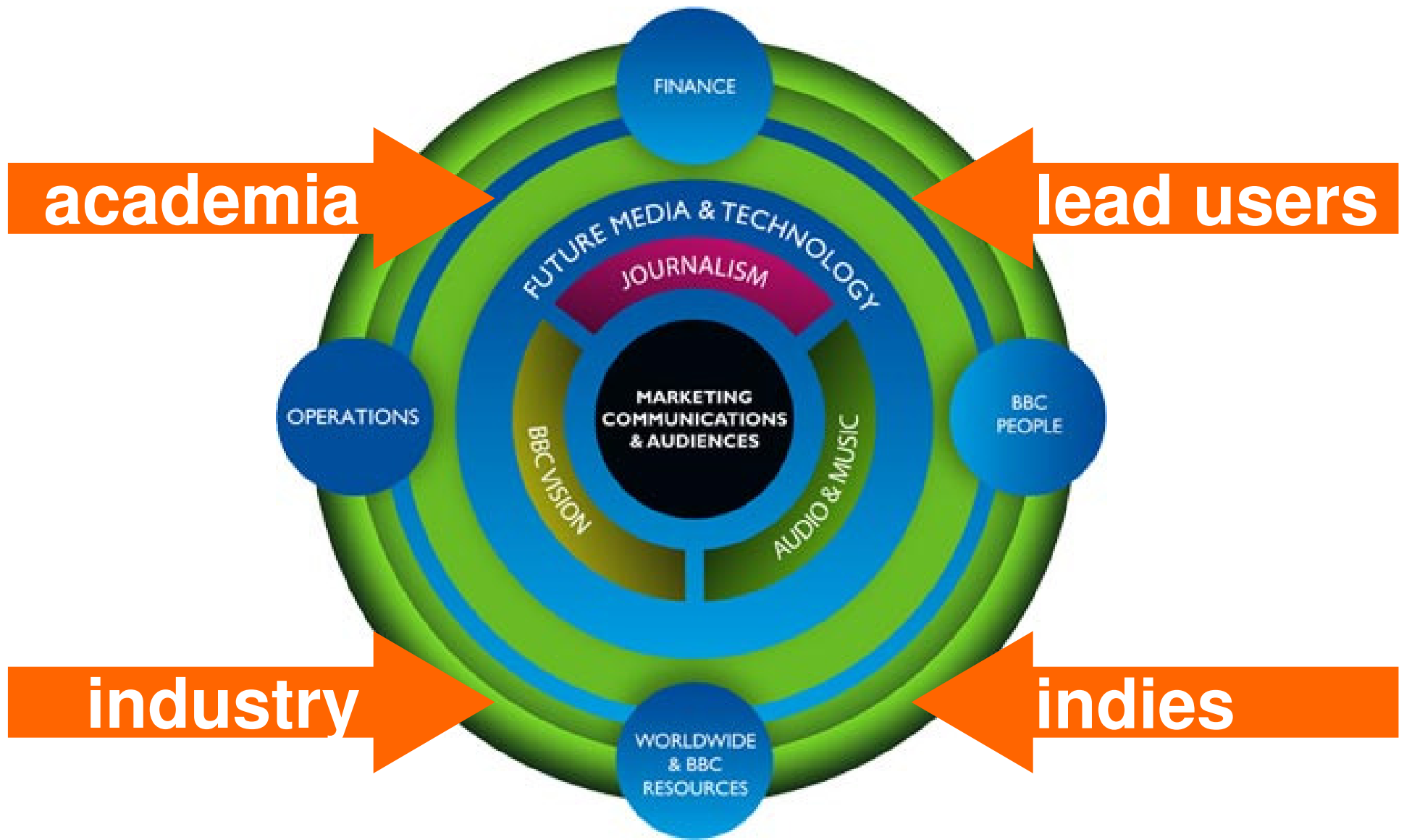
[RSS](#) News RSS Feed

The BBC Innovation Labs is a pilot project to develop









Innovation in lead-user environments

Pros:

Shifts strategy from 'designing for users' to 'users as designers'

Encourages open structures across inventories, assets, networks

Encourages innovation as a social, collaborative, iterative process

'Perpetual Beta' – closing the gap between research and implementation

Innovation in lead-user environments

Cons:

Need to manage expectations – its not a tap you can turn off...

Need to ensure that 'lead-users' within organisation can participate

Needs organisational 'hacking' – creating paths for innovation into organisation

Issues of ownership and IP need to be handled carefully

What we're doing next...

'BBC 2.0' research project

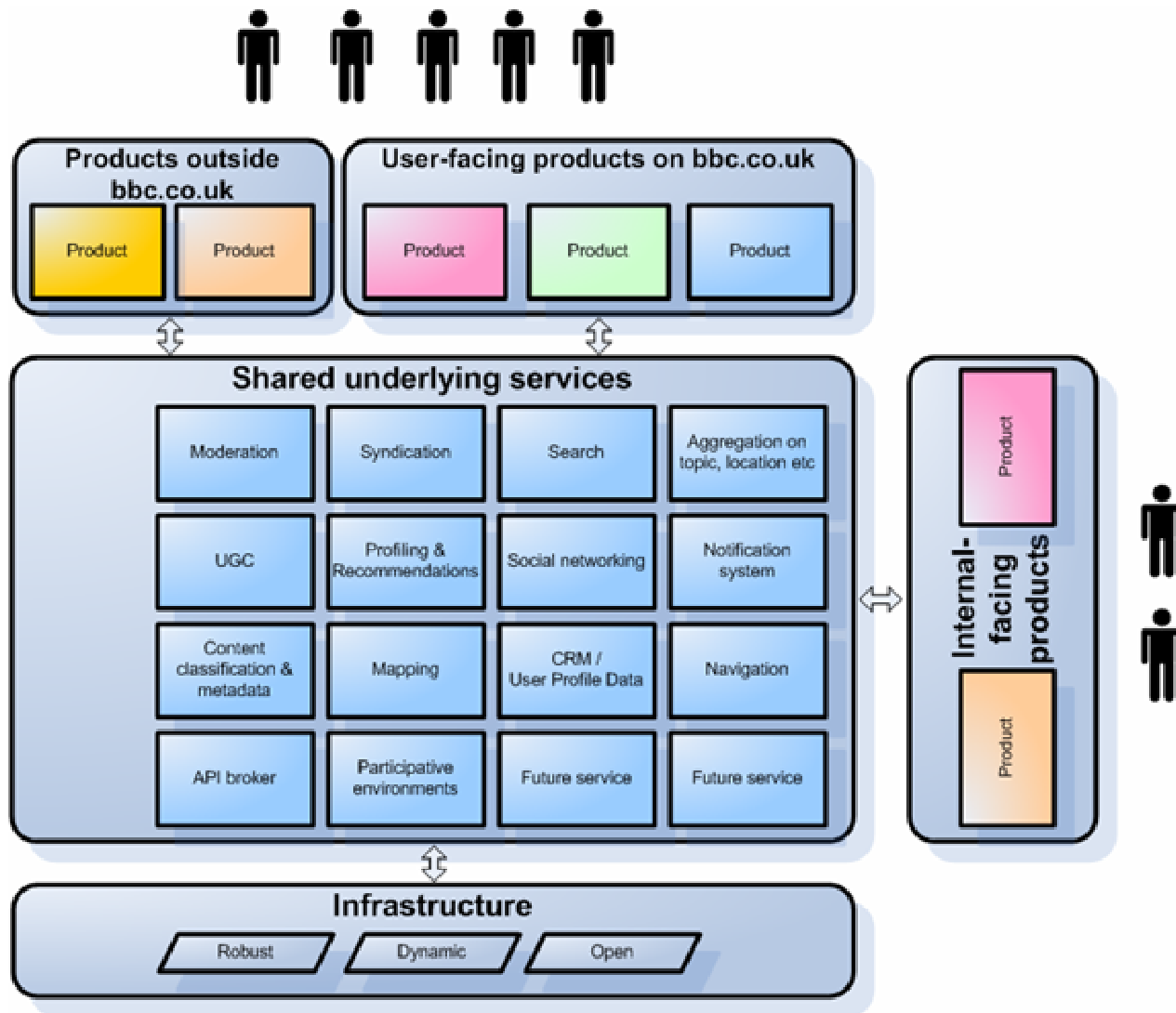
New open innovation portal at open.bbc.co.uk

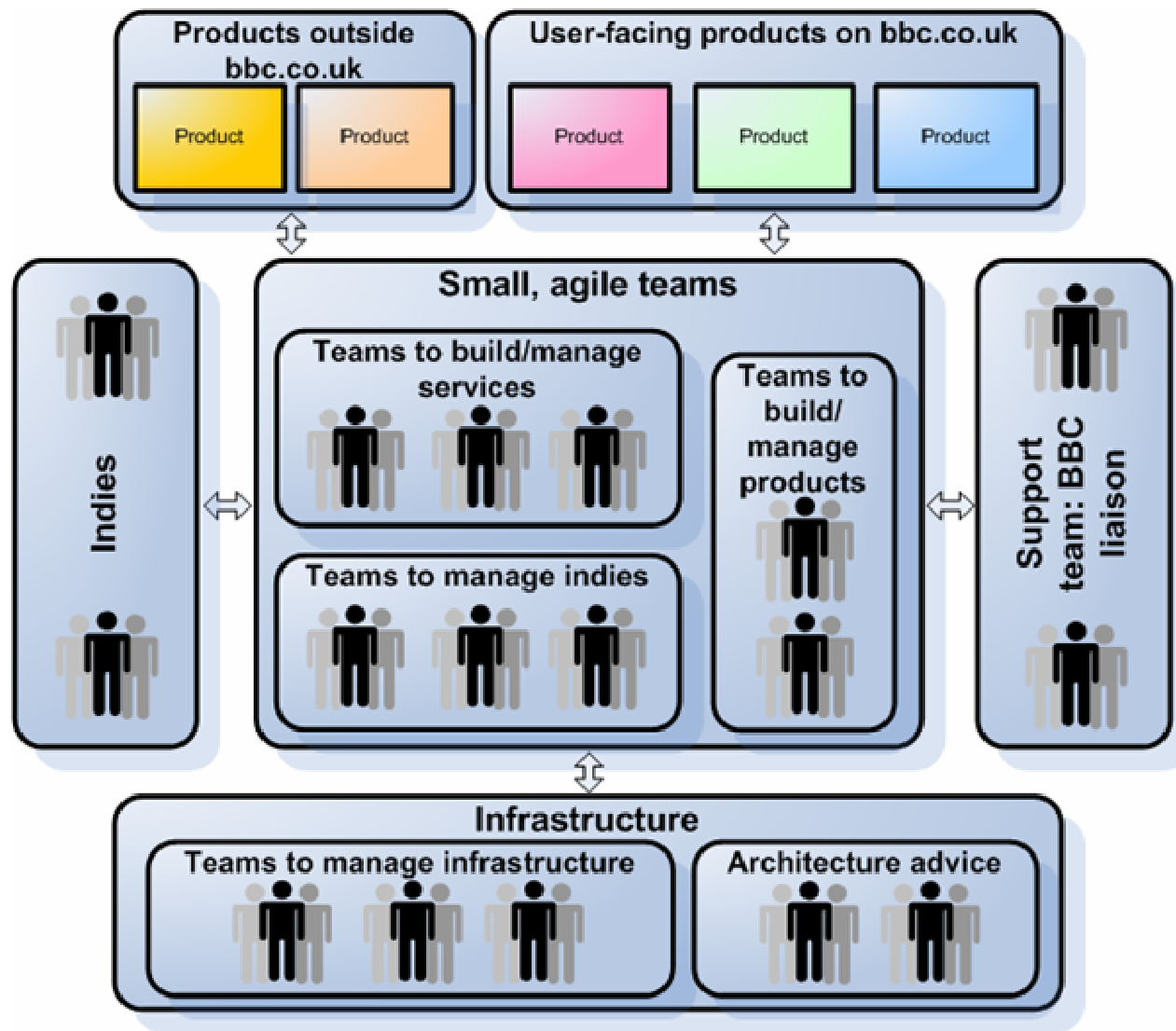
More Labs – Scotland, London, North England, South England

Development of the AHRC project – 7 new seminars and funding stream

Operationalising Labs/Backstage – new internal innovation models

Working towards an open, permeable development environment within 2 years





BBC Open Innovation:

<http://backstage.bbc.co.uk> – lead users

<http://open.bbc.co.uk/labs> - indies

<http://open.bbc.co.uk/reboot/> - lead users

<http://tell.memore.info/> - academia

Thanks!

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BBC