



BBC Technology Strategy

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TECHNOLOGY STRATEGY

Introduction

This paper defines the BBC's Technology Strategy in terms of key principles and a framework for the development of detailed strategies for each technology area.

The strategy takes a long-term view of the technology direction for the BBC. However, due to the complexity and breadth of factors affecting technology and the business, the strategy has a rolling two year detailed outlook.

The currently ongoing and subsequent step to this paper is the development of the detailed technology strategies which are being written to reflect the direction set out in this paper. As an hpr

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In more detail:

Unified Teams

Close working relationships between commissioning, production and technology increase accuracy and relevance as well as maximise creativity and innovation. Therefore, the engagement model between production and technology teams should be in place as early as possible in the creative workflow to realise these benefits.

Be open and Leverage the Market

External partnerships can deliver benefits to the BBC through access to appropriate expertise, technical services and commercial models. Threse odese t0.1068 Tc (s) Tj1.45104 Tc () Tjf2c (r) Tj-0.100080008 Tc (l) Tj0.1Tc (e) Tj-

The importance of metadata to enable connected and efficient workflows cannot be underestimated. Any new technology introduced into the BBC must be able to capture and pass through metadata. In conjunction with the technology the BBC divisions must redevelop working processes and policies to leverage the wealth of information generated throughout the content production lifecycle.

7 Appendix

The appendix provides the detail where currently completed of the framework



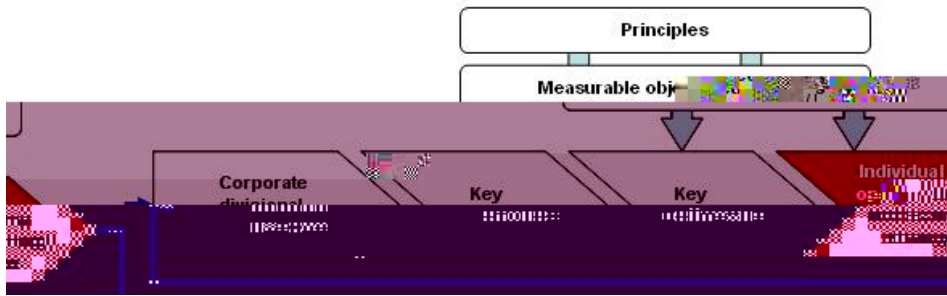
Strategic Principles

Unified teams	Excellence and innovation in the BBC's output through an alliance of technology and business
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Be open & Leverage
the market

External partnerships can deliver benefits to the BBC through appropriate expertise, technical services, commercial models en 0 Tc (v) Tj0.0967 685.68 0.24 3.12 re

Individual Strategies



Strategy Framework diagram

