



## Broadcast and viewer engagement BT Infinity Lab Competition

**We are looking for entrepreneurs and start-ups that could help keep BT Sport at the heart of digital innovation and bring viewers even closer to the action. Previous winners, London based Seenit, are now a key part of BT Sport's Premier League Tonight show.**

We are interested in all solutions that could disrupt the traditional broadcast models and build greater viewer engagement. Some areas of specific interest include: capturing the in venue experience, encourage interaction between sports fans, the use data and analytics to analyse key sporting highlights, ways of making live sports more accessible for impaired viewers as well as new technologies such as 360 video and VR.

***If you have innovations that are relevant to BT Sport we want to hear from you !***

*The Judging panel to be chaired by Jamie Hindhaugh, COO BT TV & Sport. The finals to be held at BT Sport Product Hub, Queen Elizabeth Olympic Park, London on 30<sup>th</sup> January 2018.*

### **Winners will receive:**

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6 months mentoring and support from BT's Research and Innovation teams to evaluate and scope a potential trial of your technology or service with BT Sport.

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Six months membership at TechHub, with access to their workspaces and events.

***Closing date for applications, Monday 20<sup>th</sup> November 2017.***

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**Full information at:**  
[www.btplc.com/btinfinitylab](http://www.btplc.com/btinfinitylab)