

Identification of Big Data and AI Data-driven Technologies Converging into the Broadcasting Value Chain

The case of Netflix, BBC, and NHK

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1 Objective

Identify Big Data and AI Data-driven technologies converging into the Broadcasting Value Chain and discuss policy implications for the decision makers in the Broadcasting sector.

2 Methods

The method consists of three steps: identifying Big Data and AI Data-driven technologies, analyzing technological convergence, and classifying converging technologies to the Broadcasting Value Chain.

1. Identifying Big Data and AI data-driven technologies: we will use keywords reported in previous literature for Big Data (Ruiz-Navas S and Miyazaki K, 2018a) and for AI (Miyazaki K et al., 2019) to identify technologies belonging to Big Data and AI data-driven technologies.
2. Analyzing technological convergence: Using convergence indicators reported in the literature (Ruiz-Navas S and Miyazaki K, 2018b), we will identify common technologies among the three companies and analyze them over time to select the converging technologies.
3. Classifying converging technologies to the broadcasting value chain: In this step, we will analyze the functional description of these technologies, categorize them according to their utility to the Broadcasting Value Chain, and discuss policy implications.

3 Results

A list of Big Data and AI Data-driven Technologies converging into the broadcasting value chain from scientific papers and patents from Netflix, BBC, and NHK. Furthermore, we will analyze how the BBC, NHK, and Netflix reportedly use the identified Big Data and AI Data-driven technologies to improve activities in the Broadcasting Value Chain.

4 Conclusion

In line with previous studies, Big Data and AI data-driven technologies are used in activities related to the Broadcasting Value Chain to improve processes and create services. Our expected policy recommendations align with requesting support for the diffusion of the benefits of Big Data and AI Data-Driven Technologies for Broadcasters and support the construction of data literacy capabilities in organizations that support Broadcasting activities such as content creators or equipment suppliers.

References

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