# Inside R&D podcast unveils BBC’s pioneering approach to generative AI and media innovation



Inside R&D: Innovation Explained offers a captivating exploration of the future of technology in media, guided by the BBC’s forward-thinking Research & Development team. This podcast serves as an essential resource for anyone keen to understand the myriad innovations that are reshaping how we create, consume, and interact with digital content. Each episode, hosted by the passionate Joseph Turner, invites listeners into conversations with engineers and visionaries who are pushing the boundaries of the industry.

The debut episode, titled "Is Gen AI Going Too Far? Upcoming Trends, Uncharted Truths", sets the stage for an urgent dialogue surrounding generative AI. As this technology rapidly evolves, there are pressing questions about its implications across various sectors. The episode aims to demystify generative AI, exploring both its transformative potential and the ethical concerns associated with its misuse. Given the current discourse surrounding the balance between innovation and responsibility, the podcast is timely and relevant.

According to the BBC's Responsible Innovation & Society team, ongoing efforts are being made to ensure technological advancements align with public media values. Their comprehensive research includes risk assessments for emerging technologies and community engagement initiatives designed to address the ethical dilemmas posed by innovations, particularly in relation to AI's impact on newsrooms. By facilitating workshops focused on the integration of AI in journalism, the BBC seeks to promote responsible practices that uphold the integrity of information dissemination.

Moreover, the BBC’s commitment to embracing innovative media technologies is evident in its pioneering efforts in object-based media. This approach allows viewers to personalise their media experiences, selecting and interacting with individual elements within content. By leveraging web technologies like OpenGL and Web Audio, this initiative not only enhances user engagement but also reflects the BBC’s dedication to openness and innovation. As viewers increasingly seek tailored experiences, such advancements represent a crucial evolution in media consumption patterns.

Eleni Sharp, Executive Product Manager at BBC R&D, shares insights into additional initiatives designed to bridge the gap between technology and audience engagement. Projects like Taster, which tests new ideas and technologies with real audiences, and MakerBox, which equips creative professionals with access to tools such as augmented and virtual reality, underscore the department's commitment to fostering a culture of innovation. In her conversations, Sharp frequently highlights the importance of ethical data usage, affirming that the future of media must prioritise responsibility and transparency.

In 2023, the BBC R&D team also focused on operational enhancements, including the optimization of their Innovation Labs to foster collaboration across teams. These labs are vital for adapting services in an increasingly competitive landscape. Notably, the department is tackling technical challenges such as reducing streaming latency to match broadcast speeds—an essential step in enhancing live television experiences over the internet. These initiatives showcase the BBC’s unwavering dedication to technological advancement and improving the overall audience experience.

As the media landscape continues to shift, the insights shared in "Inside R&D: Innovation Explained" will undoubtedly provide valuable guidance for navigating the future. Tune in to gain a deeper understanding of how the intersection of technology and media is evolving, fostering a dialogue that bridges the gap between innovation, responsibility, and storytelling.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.bbc.co.uk/rd/articles/2025-05-inside-rd/), [[2]](https://www.bbc.co.uk/rd/articles/2025-05-inside-rd/)
* Paragraph 2 – [[1]](https://www.bbc.co.uk/rd/articles/2025-05-inside-rd/), [[2]](https://www.bbc.co.uk/rd/articles/2025-05-inside-rd/)
* Paragraph 3 – [[3]](https://www.bbc.co.uk/rd/projects/responsible-innovation-society), [[4]](https://thenextweb.com/news/bbc-r-and-d-object-based-media)
* Paragraph 4 – [[5]](https://medium.com/the-idea/q-a-with-eleni-sharp-executive-product-manager-at-bbc-r-d-32d57df368f3)
* Paragraph 5 – [[6]](https://www.bbc.co.uk/rd/articles/2023-12-bbc-research-development-2023-highlights)
* Paragraph 6 – [[7]](https://openuk.uk/case-studies/case-study-bbc-research-development/)

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## Bibliography

1. <https://www.bbc.co.uk/rd/articles/2025-05-inside-rd/> - Please view link - unable to able to access data
2. <https://www.bbc.co.uk/rd/articles/2025-05-inside-rd/> - The BBC's Research & Development (R&D) team introduces 'Inside R&D: Innovation Explained', a podcast offering an in-depth look at technological advancements in media. Hosted by Joseph Turner, the series features conversations with engineers and visionaries shaping the future of media. Topics include generative AI, responsible innovation, combating fake news, and distributed ledger technology. The debut episode, 'Is gen AI going too far? Upcoming trends, uncharted truths', explores the rapid evolution of generative AI and its implications across industries.
3. <https://www.bbc.co.uk/rd/projects/responsible-innovation-society> - The BBC's Responsible Innovation & Society (RI&S) team conducts research to ensure that technology and innovation align with public media values. Their work includes risk scanning of emerging technologies, fundamental research on new issues, and engagement with impacted communities. Notable projects involve nationwide surveys on data usage, workshops with journalists on AI in newsrooms, and citizen councils discussing AI ethics in personalisation, all aimed at promoting responsible innovation within the BBC.
4. <https://thenextweb.com/news/bbc-r-and-d-object-based-media> - The BBC's R&D department is pioneering object-based media, a technology that allows viewers to personalise their media experience by selecting and interacting with individual elements within content. This approach enables dynamic storytelling and tailored content delivery, enhancing user engagement. The initiative leverages web technologies like OpenGL and Web Audio, reflecting the BBC's commitment to innovation and openness in media production.
5. <https://medium.com/the-idea/q-a-with-eleni-sharp-executive-product-manager-at-bbc-r-d-32d57df368f3> - Eleni Sharp, Executive Product Manager at BBC R&D, discusses the department's initiatives, including Taster, a platform for testing new ideas and technologies with audiences, and MakerBox, which provides creative professionals with access to new tools like augmented and virtual reality. Sharp also highlights the department's exploration of ethical data usage and public service internet propositions, underscoring BBC R&D's commitment to responsible innovation.
6. <https://www.bbc.co.uk/rd/articles/2023-12-bbc-research-development-2023-highlights> - BBC R&D's 2023 highlights include the evolution of their Innovation Labs, aimed at fostering collaboration and adapting services in a competitive landscape. The department is also working on reducing streaming latency to match broadcast speeds, enhancing live television over the internet. These efforts demonstrate BBC R&D's dedication to technological advancement and improving audience experiences.
7. <https://openuk.uk/case-studies/case-study-bbc-research-development/> - BBC R&D has embraced digital transformation by incorporating Open Source Software (OSS) into its operations. Utilizing an Infrastructure as a Service (IaaS) model with OpenStack, the department actively contributes to OSS, ranking among the top contributors to Open Infrastructure. This approach enhances outcomes and facilitates internal skill development and knowledge expansion around OSS policies and management.