

WarnerMedia Leans in to Future Tech and Launches Innovation Lab

WARNER MEDIA

WarnerMedia announced plans to launch the WarnerMedia Innovation Lab, a future-forward incubator that will combine emerging technologies with content from across its operating units to create new and innovative consumer experiences and businesses. This new initiative will further encourage deep collaborations across WarnerMedia and AT&T, as well as between key corporate partners and developers of emerging new technologies.

“Our goal in launching this dedicated laboratory is to accelerate innovation around how our content can thrive and grow within emerging formats and platforms,” said WarnerMedia CEO John Stankey. “By taking advantage of AT&T’s technological capabilities we are literally creating a next-generation playground for our creative, tech and strategy executives, and key business partners.”

A key accelerant to the Lab will be technology and infrastructure expertise garnered from across all of AT&T’s businesses. **The Innovation Lab will meld core competencies in areas ranging from the “Internet of Things” (IoT), AI, and Machine Learning, to Virtual Reality & Mixed Reality with WarnerMedia’s world class IP and creative talent** in order to design new creative experiences for consumers and drive more immersive content engagement.

Initial areas of exploration are expected to include AT&T’s 5G infrastructure offerings to develop, deliver, and deploy new immersive consumer content experiences in the form of AR/VR/MR/gaming offerings, enhancing real-time interactivity and connectivity. The Lab will also look to combine data and insights from across AT&T’s more than 300 million direct-to-consumer relationships across wireless, video, and broadband services with WarnerMedia’s premiere and engaging content, in order to harness the potential of dynamic content, innovative advertising formats and delivery using Artificial Intelligence and Deep Learning research.

Additionally, the Lab will foster further advertising collaboration between WarnerMedia and Xandr, AT&T’s newly launched advertising company. Together, they are working to redefine the consumer advertising experience and improve the relevancy of advertising, fueled by data and content connections.

In addition to work taking place within AT&T, the Lab has also already secured its first outside partner, the NBA. Backed by a storied and groundbreaking relationship with WarnerMedia’s sports division, the league will work with the Lab to develop new ways to deliver on the fan experience.

“We are always exploring what is next for sports media and what it means for the future NBA experience,” said NBA Commissioner Adam Silver. “This collaboration with WarnerMedia will help identify cutting-edge ways to use technology to deliver more immersive experiences to NBA fans.”

The Innovation Lab, which will be led by Jesse Redniss, WarnerMedia’s EVP of data strategy, and housed in New York City, is another way WarnerMedia and AT&T are realizing one of the benefits of the merger by bringing to life innovative media experiences. The company has already begun rolling out offerings that blend its key franchises and an array of cutting-edge technologies in exciting ways. Existing projects include the VR short film for TBS’ Final Space, a partnership between Warner Bros. and Magic Leap to develop a mixed reality theatrical trailer experience for blockbuster Fantastic Beasts: The Crimes of Grindelwald, and a partnership between Warner Bros. and Intel to demonstrate a first-of-its-kind concept car that transports guests to Gotham City, home to DC Comics’ Batman, showcasing the future of immersive entertainment in autonomous vehicles.