



CHALLENGE DESCRIPTION



Big Blue Marble is an internationally active company headquartered in Vienna, specializing in innovative broadcasting and streaming solutions.

In 2025, the merger of two industry leaders created a new driving force in video technology: the ORS Group, a subsidiary of ORF, and Insys Video Technologies. By combining decades of broadcasting expertise with state-of-the-art streaming solutions, we now pursue a shared mission: shaping an intelligent, connected, and secure future for content distribution.

With Big Blue Marble, we unite the forward-looking innovative strength of Insys Video Technologies with the reliable infrastructure of ORS. By leveraging the strengths of both companies, we deliver flexible, scalable, and seamless digital solutions—anytime, anywhere, and on all devices.

With a strong focus on scalability, quality, and user experience, Big Blue Marble supports companies, media organizations, and institutions worldwide in producing, managing, and distributing content efficiently and sustainably.

Category:

Via the Inno up Challenge, Big Blue Marble is looking for innovative startups with technologies, services, or solutions that contribute to increasing efficiency and optimizing usage in the live streaming and video-on-demand space.

The focus is particularly on:

- **Streaming content protection:** innovative technologies and solutions to protect streaming content from piracy, unauthorized distribution, and misuse
- **Real-time metadata generation from video streams**
- **User experience innovations:** tools that enhance interactivity, personalization, or accessibility in streaming

Big Blue Marble is seeking startups whose innovative approaches contribute to a more efficient, scalable, and inclusive streaming platform—whether through specialized point solutions or holistic systems that measurably improve security, data efficiency, or user engagement.

Application criteria:

To participate in the Big Blue Marble Challenge, your startup should meet the following criteria:

- Your solution is at least **PoC-ready** (proof of concept).
- Ideally, a **proof of market** already exists.
- Willingness to collaborate with Big Blue Marble.
- Openness to **co-creation** with other finalists to develop an integrated end-to-end solution.
- Working language: **English**.

Offer to the winning team:

Big Blue Marble offers the winning team:

- An equity-free cash prize of EUR 2,500
- The implementation of a proof of concept (up to 6 months) with access to Big Blue Marble resources, mentoring, and technical infrastructure.



Legal Disclaimer:

All natural persons and legal entities of legal age are eligible to participate, provided they meet the participation criteria listed above. Employees of Big Blue Marble and their relatives, as well as public officials, are excluded from participation.

Big Blue Marble defines a task (challenge) on the basis of which innovative startups can apply via the project website www.inno-up.at on an online platform. This platform is used to carry out a preselection of potential participants, which are then presented to the buddy company. Subsequently, Big Blue Marble, with the involvement of the coaches, selects the most suitable three (up to a maximum of five) startups for the final (Pitch Day). The finalists will be notified by email. In a final step, the ideas are refined and presented. One or more winners may be selected from among the finalists.

There is no legal entitlement to the conclusion of contracts or any other business relationship between the participants/winners and Big Blue Marble. Likewise, there is no legal entitlement to a final and/or the selection of a winner. Participants will not receive any compensation for expenses incurred through their participation.

The participation conditions, parts of the process, or the entire process may be changed at any time. Any changes will be announced in due time and published on the platform www.inno-up.at.

Participants expressly acknowledge that the research, development, and other activities of the participants and Big Blue Marble may overlap thematically. No claims of any kind shall arise for participants from such overlap. Registration for participation constitutes explicit acceptance of this disclaimer.

