





IBC ACCELERATOR PROGRAMME 2026

Smart Stories

The new knowledge architecture for content production

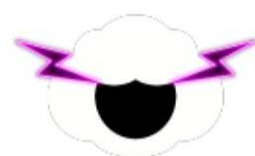


#IBCAccelerators2026

Champions



Participants



trint





Not a new tool. A new category .

A new layer, under the tools you already have.

**Carrying what is true at any moment in time,
and over time.**



A new knowledge architecture

Everyone here is assembling a best of breed stack in the middle of an AI boom.
Whichever choices you make, you need the same three things.

01 A standard way for tools and agents to cooperate

02 A place your editorial policies live, so every one of them obeys

03 One audit trail when any of them acts

**We didn't build an agent
this year. We built what
every agent was missing.**

**Tools stop talking to each other.
They talk to a shared, live description of the story.**



The room that built it

CHAMPIONS · 14

ITN

NBCUNIVERSAL

AP

CHANNEL 4

AL JAZEERA

THE WASHINGTON POST

ITV

BBC

SKY

EBU

SMPTE

REUTERS

SCRIPPS

GC-SC

PARTICIPANTS · 17

SHURE

EVS

CUEZ

MOMENTS LAB

PERSPECTIVE MEDIA GROUP

GOOGLE CLOUD

TRINT

COGNIZANT

AWS

ELECTRIC SHEEP

NUVELICS

OCTOPUS

FONN GROUP

THE WEATHER COMPANY

HYPERCONTENT AI

LIVEU

VIZRT

FEB KICKSTART → MAY FIRST CODE → JUN V0.3.1 MERGED → TWO HACKS →
19 AUG V0.3.2 MERGED, BREAK-FIX FREEZE → BUS CONVERTED IN A WEEK → **SEPT: IT WORKS**

**Built by the industry.
Published to the industry.**



**Four years,
one question**



Something got us thinking...

2023

GALLERY-AGNOSTIC LIVE PRODUCTION

Better connect the stack

GPI → API

2024

EVOLUTION OF THE CONTROL ROOM

Better control the tools

AI as UI

2025

ASSISTANT AGENTS IN LIVE PRODUCTION · PROJECT OF THE YEAR

Everything talks to everything

API → AI

2026

SMART STORIES

Now they can all talk. What should they be talking about?

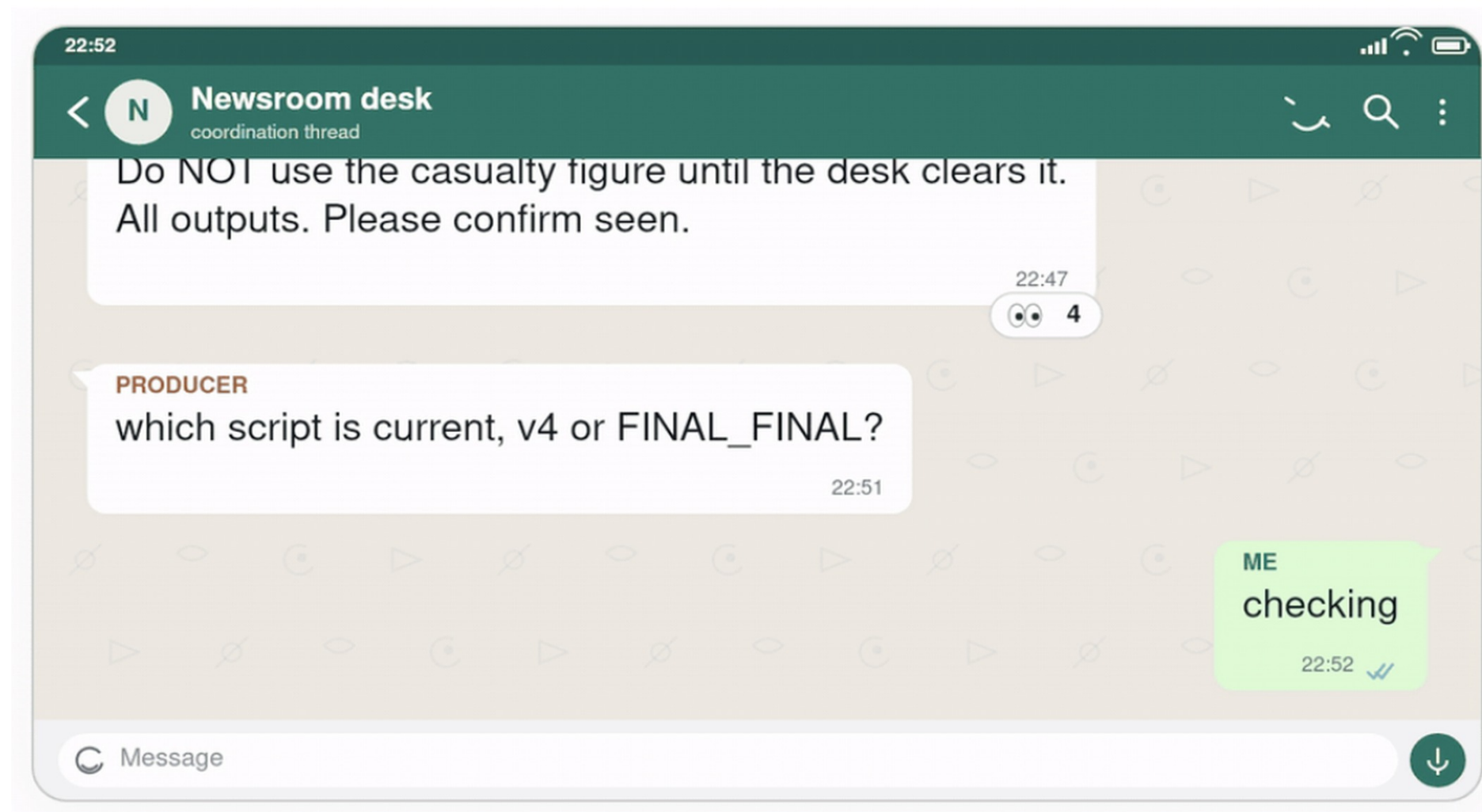
The story.

SOM

From commands to context.



The most important knowledge application in your newsroom today is probably a messaging app.



THE WHITEBOARD
recorded nowhere

THE LAWYER CALL
recorded nowhere

THE SHOUT
recorded nowhere

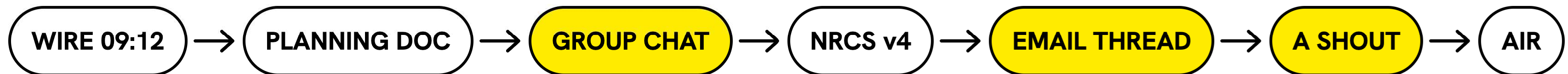
Every system holds a fragment. Every fragment is accurate. No system holds the story.

Lost at handoffs. Dropped between shifts. A person bridges the gap by hand, every time.



Story archaeology

We traced real stories end to end through working newsrooms, with the people who work them. What we found changed the model.



**Every yellow hop is a person, carrying the story by hand.
Nothing writes those down.**



What the dig found

People are the glue

Story, Asset, Telling was already how journalists think: we transcribed it, we did not invent it

A wire is inventory until a journalist runs with it

The story has no durable memory of its own

Newsrooms legitimately differ at the same decision points

**Standards built with practitioners
become infrastructure.**



Everything talks.

Nothing understands.

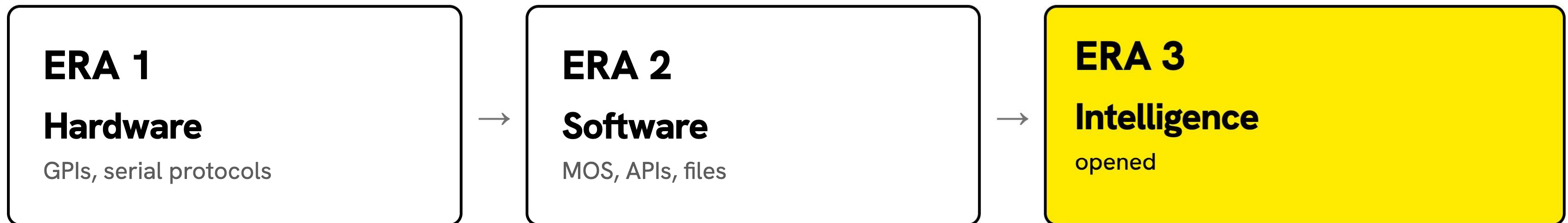


The idea

The setup · the shared story · the shared knowledge



Every era needed a new standard



Each transition needed a new standard. The previous one could not carry the new kind of information.



Orlando, 1998

The same room, the same instinct, and one thing that is not the same at all.

1998

THE MOS ROOM

2026

THIS ROOM

WHAT ARRIVED

New systems, tool by tool

New intelligence, tool by tool

WHO SOLVED IT

Broadcasters and vendors, together

Broadcasters and vendors, together

WHAT THEY AGREED

One protocol

One object model

WHAT THEY DID WITH IT

Gave it away. Nobody owns it.

Gave it away. Nobody owns it.

AND THE ONE THING
THAT IS NOT THE SAME

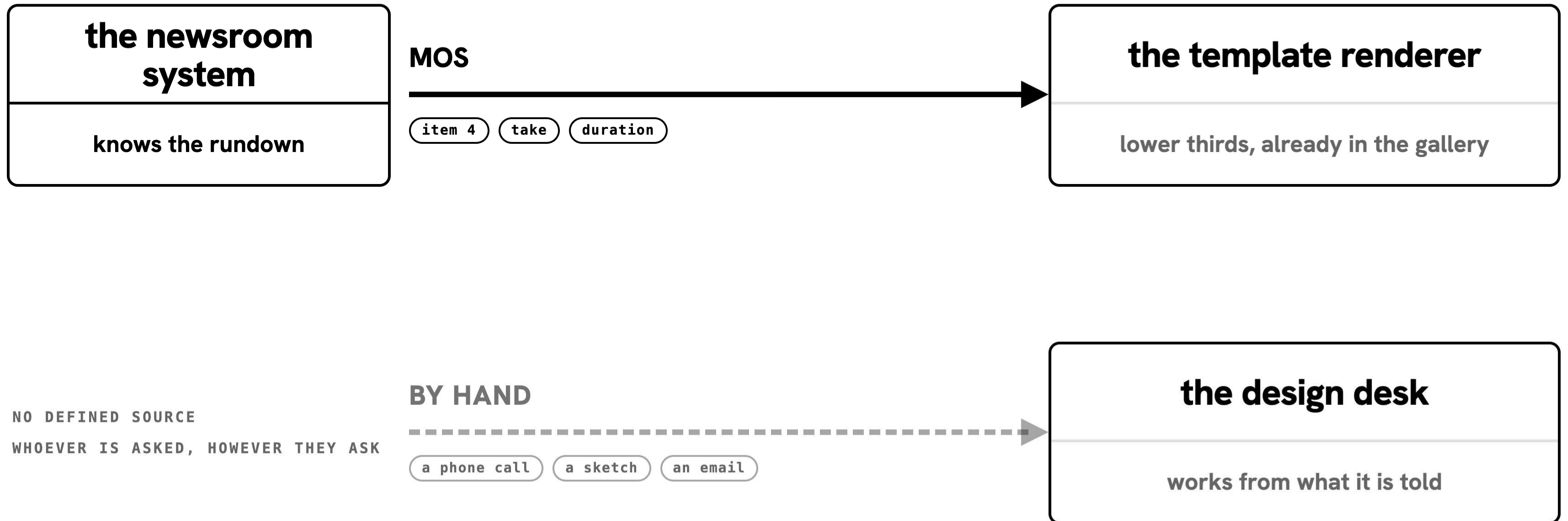
Commands

Context



One newsroom, two graphics jobs

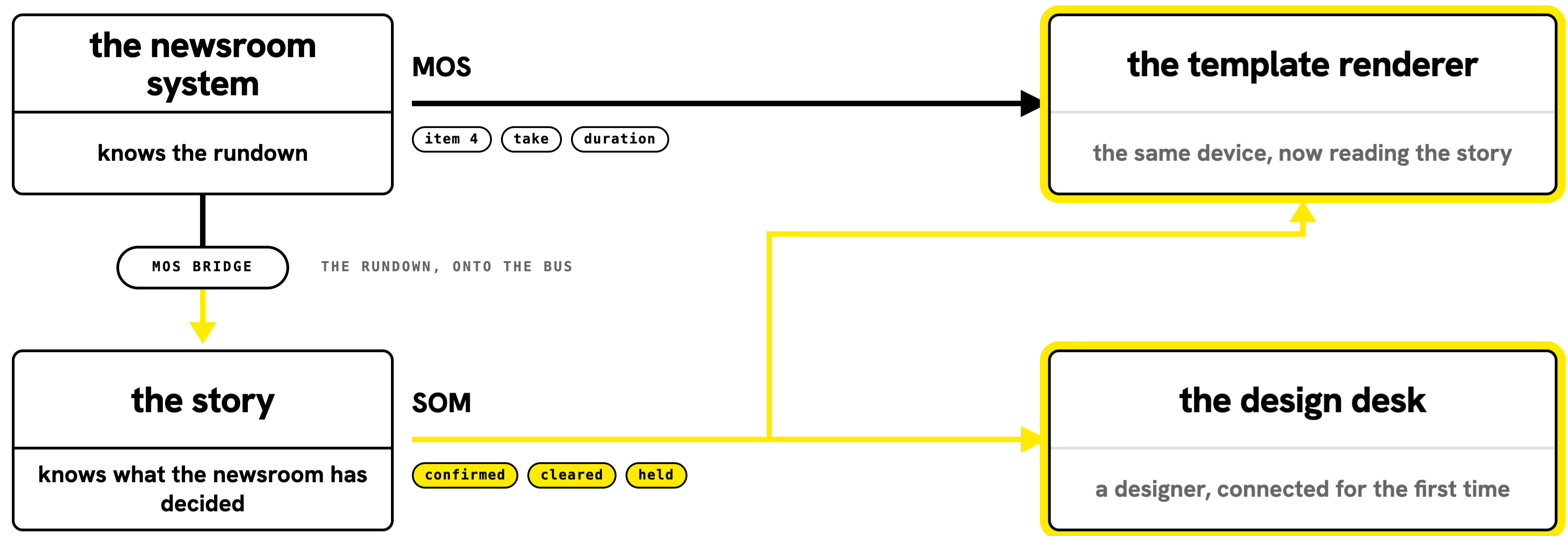
The one MOS has always carried, and the one nobody has ever connected.





One newsroom, two graphics jobs

The one MOS has always carried, and the one nobody has ever connected.



MOS carried the rundown for close to three decades. SOM carries the story.



The unlock: context engineering

Capability stopped being the bottleneck. The results depend on what the model can see.

Prompt engineering became context engineering.

ONE FILE

You drop the style guide into a chat. Generic output becomes your expert partner.

Everyone in this room has had this moment this year.

A WORKING SET

You keep the files it always sees: the brief, the cuttings, the house style. It stops being briefed and starts knowing.

YOUR WORLD

It reaches your notes, your mail, your calendar. You ask "what did we agree?" and it answers.

THE TURN

Now do that for a newsroom. Fifty tools. Hundreds of stories. Every decision moving by the minute. Nobody can hand-feed that.

The story feeds itself.

Published once. Current everywhere. Every tool at once.



Last year: everything talked

IBC 2025: an agent on every tool, speaking MCP to its API, and an orchestrator coordinating every conversation. It worked. And we could not unsee what it taught us.

The Orchestrator

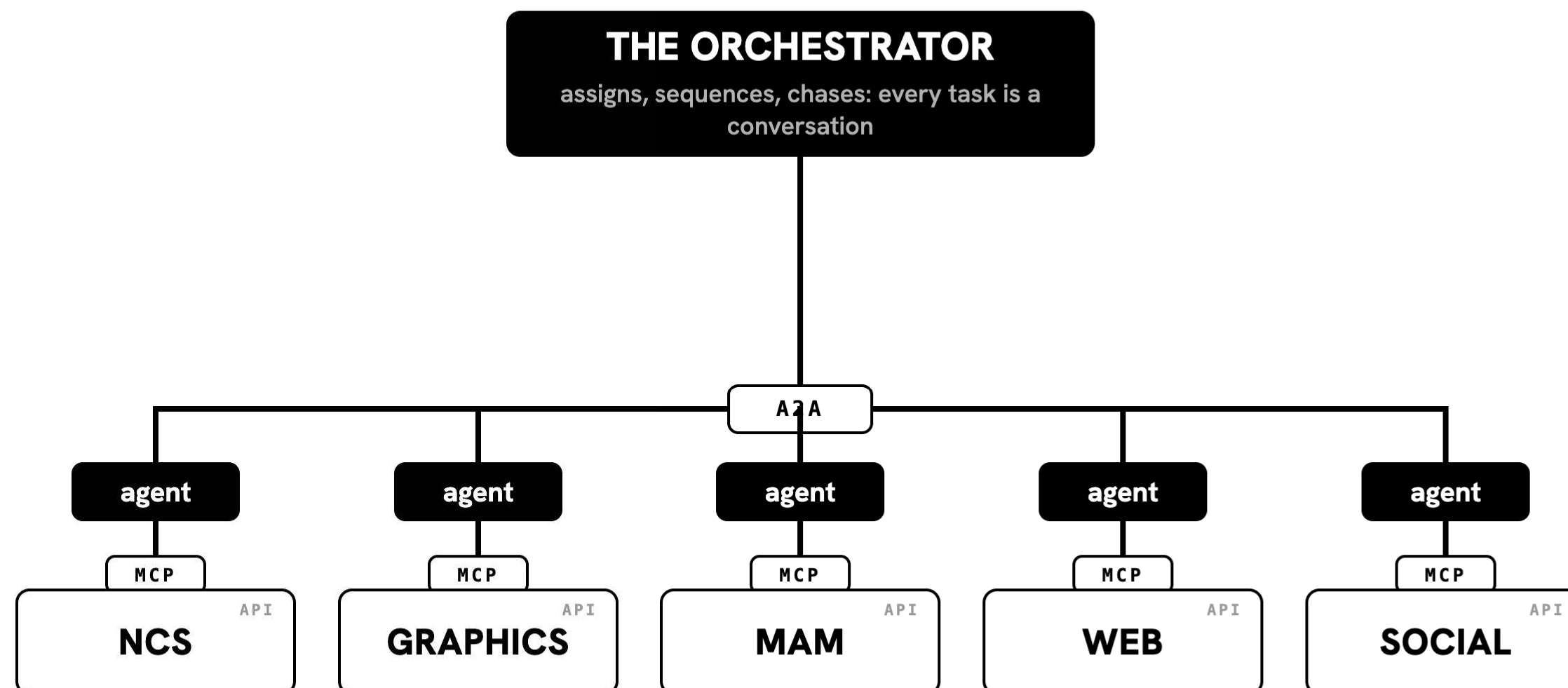
one brain, every conversation
agent to agent · A2A

The Agents

one per tool, wrapping its API
MCP down, A2A up

The Stack

the same platforms, wrapped
every capability conversational



It proved the talking. It
could not carry the knowing.

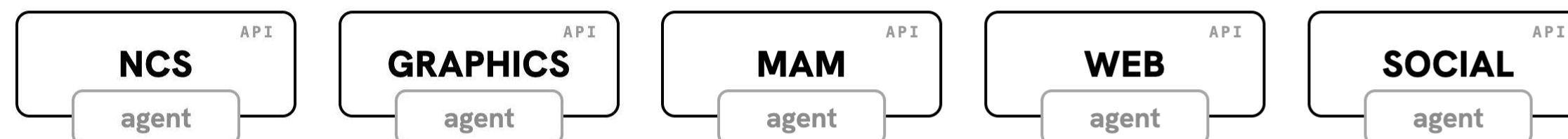


Last year: everything talked

Strip the orchestration away, and watch where the agents go.

The Stack

your platforms, unchanged
each reads and publishes back



**The tools were never the problem.
What sat above them was.**



Context as infrastructure

Stop sending instructions. Publish context. One story, carrying its own state, published once; every system that cares hears it and decides for itself.

The Stories

living objects carrying the state
about · decided · cleared · held

The Story Bus

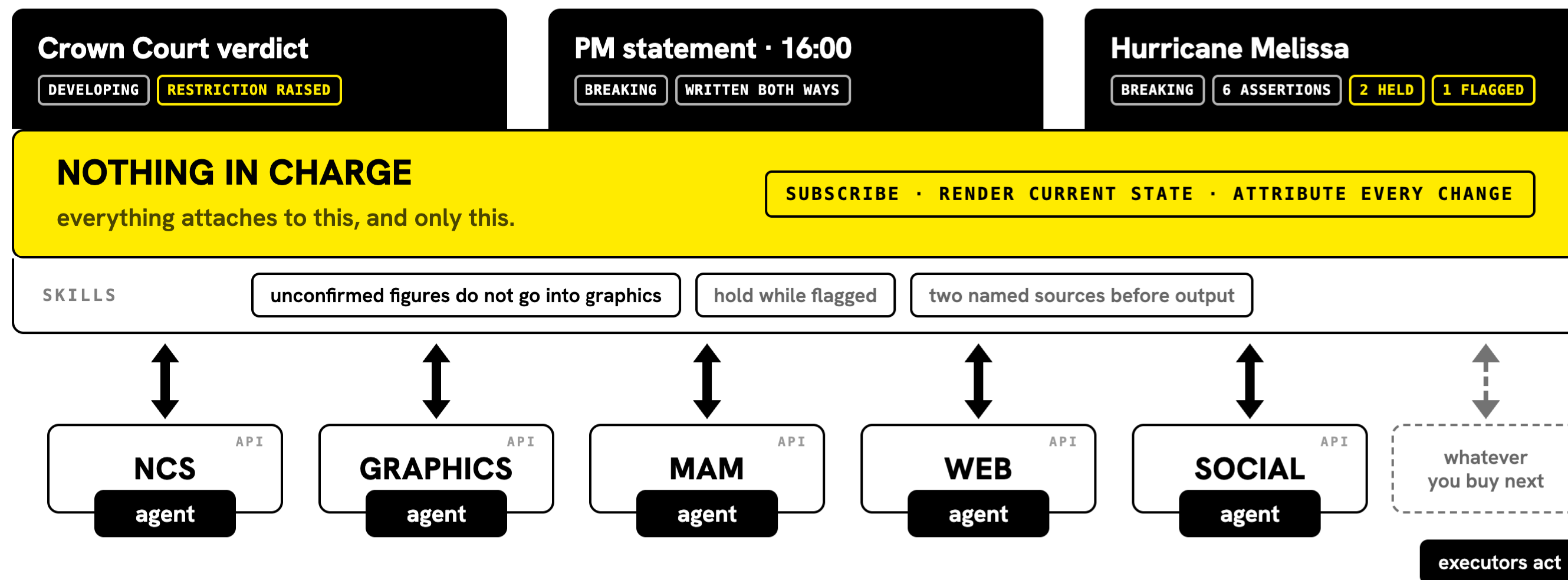
the messaging transport layer
the common integration point

The Rulebook

skills declare
written down, readable by every tool

The Stack

your platforms, their agents inside
what changed is what they can see



Sharing what the newsroom knows is the new data problem. You are looking at its infrastructure.

Nothing new in charge. Every tool keeps getting smarter. And for the first time, **one audit trail across them all.**



What a story carries

The model journalists already think in, now machine readable.

STORY · ASSET · TELLING



What a story carries

The model journalists already think in, now machine readable.

STORY · ASSET · TELLING

What it is about

Who, what, when, where, why and how.
Written down once, in one place.

Where it came from

Every source on the record, and how far
we trust each one.

Where it is in its life

Planned, developing, breaking or
published. Every tool knows which.

How urgent it is

Routine through to flash. Set once, and
read everywhere.

What we expect to happen

The premise. What we think this story is,
how sure we are, and what has to change if
we turn out to be wrong.

What the tools have claimed

Assertions. Every claim a tool or a model
has made, how confident it was, and
whether a person has checked it.



What a story carries

The model journalists already think in, now machine readable.

STORY · **ASSET** · TELLING

What it is

The thing itself. A clip, a script, a graphic, a page.

What kind of evidence it is

Raw material, a single voice, or a piece woven from many. This is what decides which rules apply.

Where it came from

Its provenance travels with it, not in some other system.

What state it is in

Ready, in production, or invalidated. Nothing is ever deleted.



What a story carries

The model journalists already think in, now machine readable.

STORY · ASSET · **TELLING**

Where it went

The bulletin, the web piece, the post. Every destination, named.

When it started, and stopped

The exact window it was in front of an audience.

What was true at that moment

The story as it stood when this published, not as it stands now.

What decision let it through

The gate, and the person who opened it.

Every telling has a gate. A gate is somebody deciding.



What a story carries

The model journalists already think in, now machine readable.

STORY · ASSET · TELLING

The three layers a newsroom already had.

Now every tool can read them, and every telling is a record.



What is a skill?

One word, three meanings.

the library skill

knows nothing about
your newsroom

SHARED · PUBLISHED · OPEN

the newsroom policy

knows every decision
your newsroom has made

YOURS · PRIVATE · IN HOUSE

the vendor skill

declares what their
executor does with it

THEIRS · DECLARED · IN THEIR CODE

THE NEWSROOM RUNS NOTHING · EVERY EXECUTOR SITS WITH THE TOOL THAT OWNS IT

Skills declare. Executors act.

A skill is a markdown file. It cannot call your API, it cannot send anybody work, and it cannot be sold to you.

On the day it can do any of those, your governance has moved somewhere you do not control.



SOM carries context. Skills carry knowledge.

THE RULE AS EDITORIAL WRITES IT

UNCONFIRMED CASUALTY FIGURES

applies to: breaking news

requires: two independent sources, both
named

until then: not cleared for output

cleared by: the standards desk

THE DECLARATION AS THE SYSTEM READS IT

skill: hold-while-flagged

declares: GATE

scope: compliance[].jurisdiction

authored_by: standards desk

**The framework is open.
Your workflow is yours.**

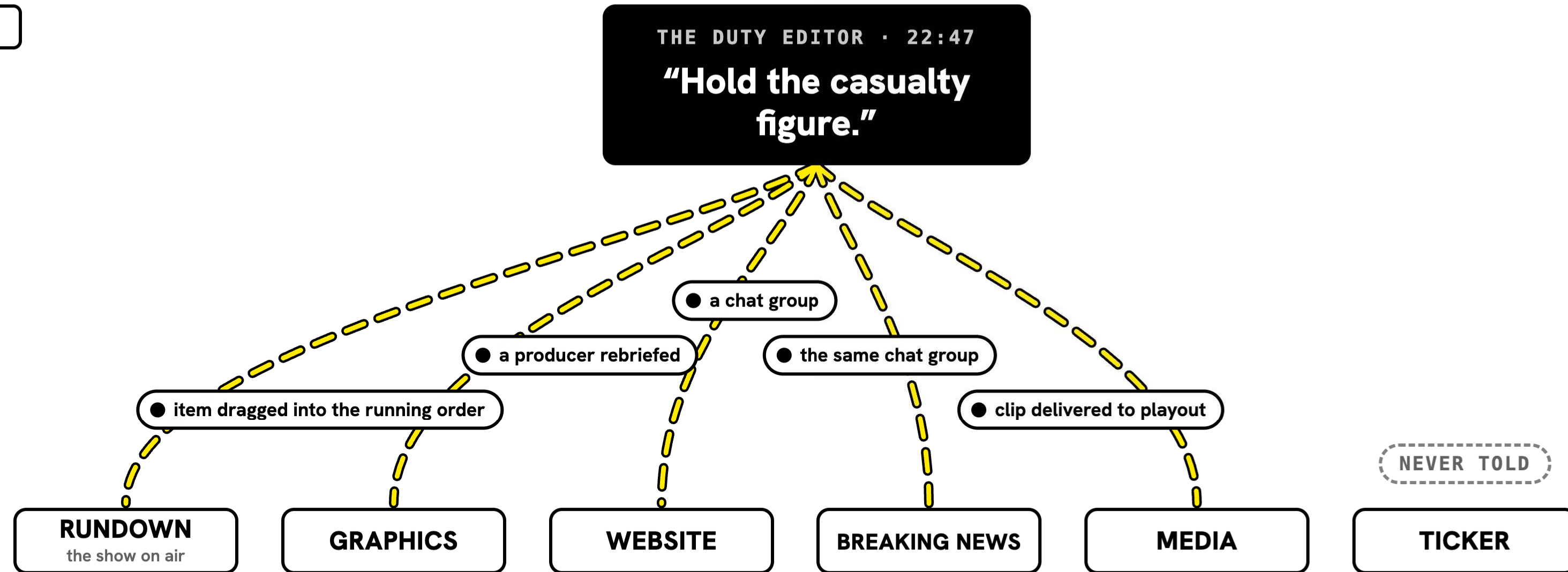
Written by editorial, read by machines.

Skills declare. Executors act. Versioned, auditable. Ten shipped · agentskills.io



When the human decided

TODAY



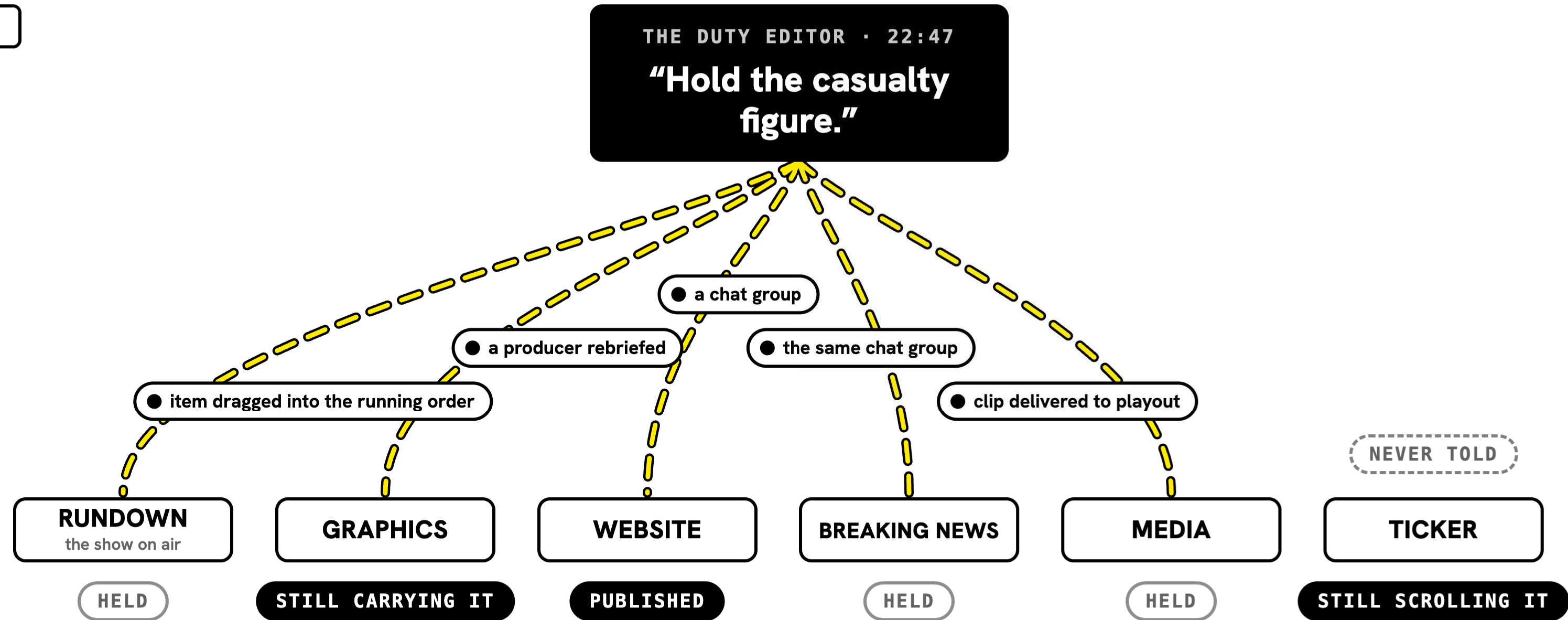
Nothing moves unless a person moves it.

Slow, and error prone. **And every one of them is a firebreak.**



When the human decided

TODAY



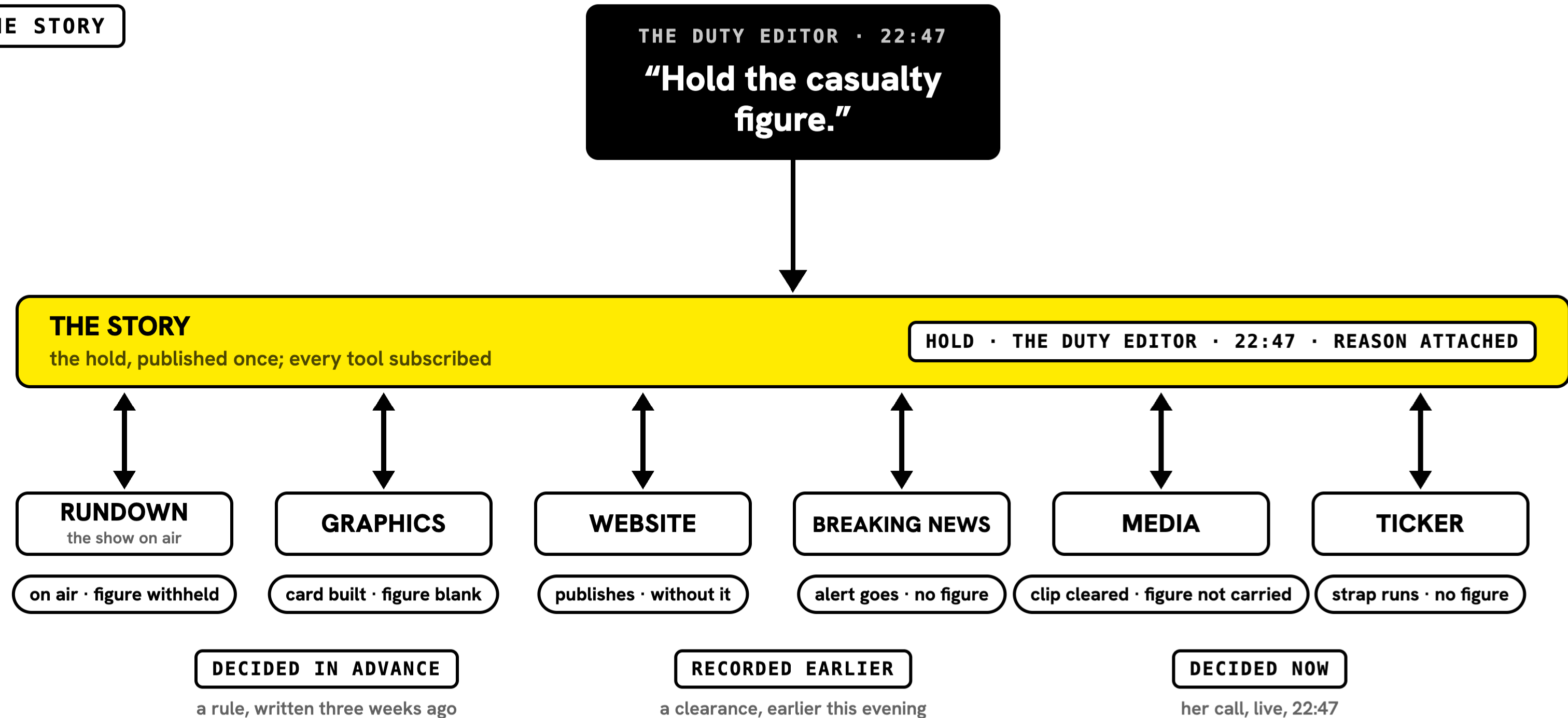
One decision. Six versions of it.

Four different answers.
No record of who decided.



When the human decided

ON THE STORY



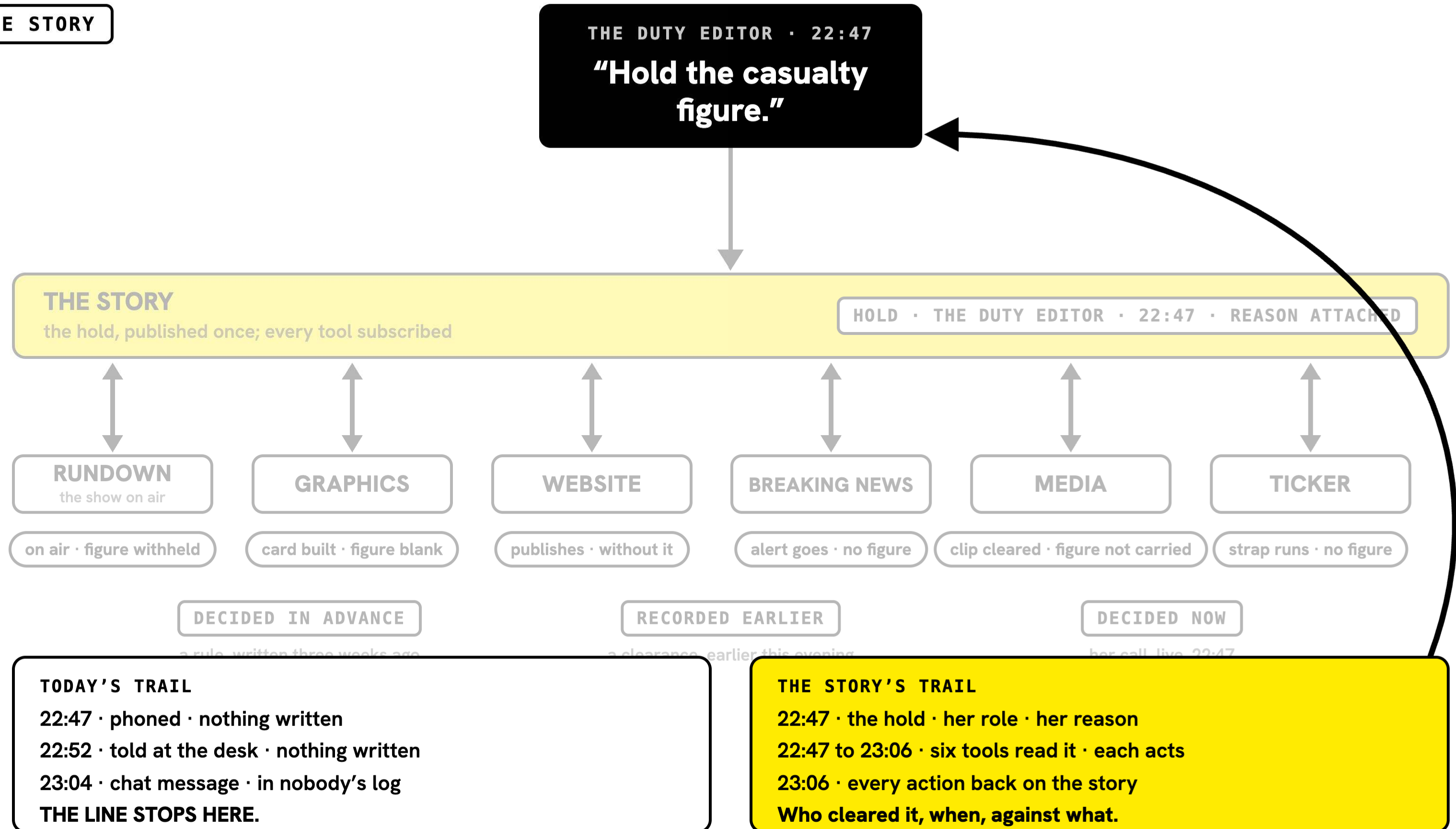
One answer everywhere. A record of who decided.

Two human acts.
Zero machine judgements.



When the human decided

ON THE STORY

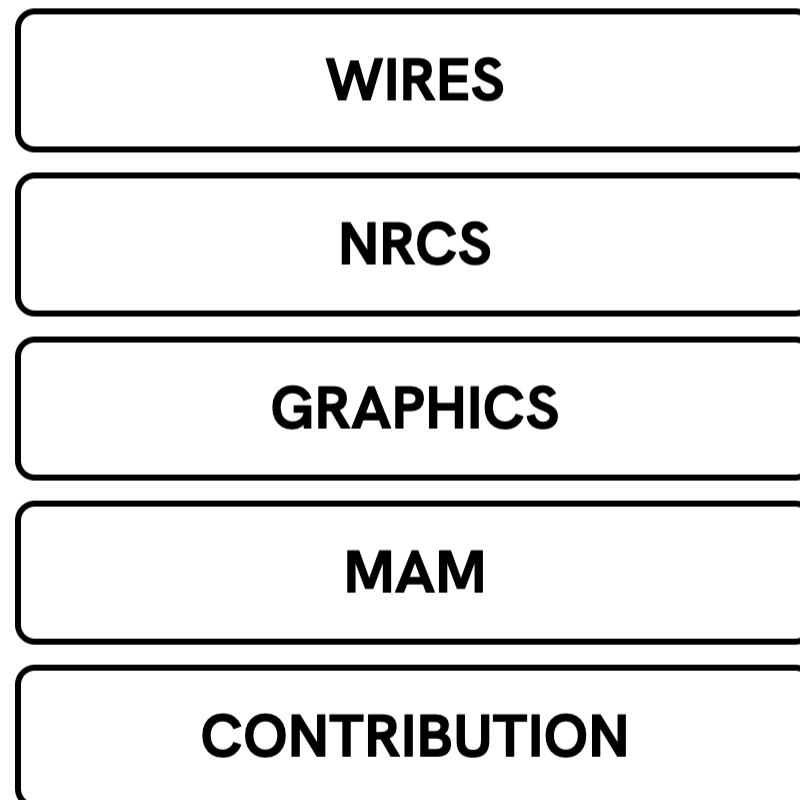




The new common ground

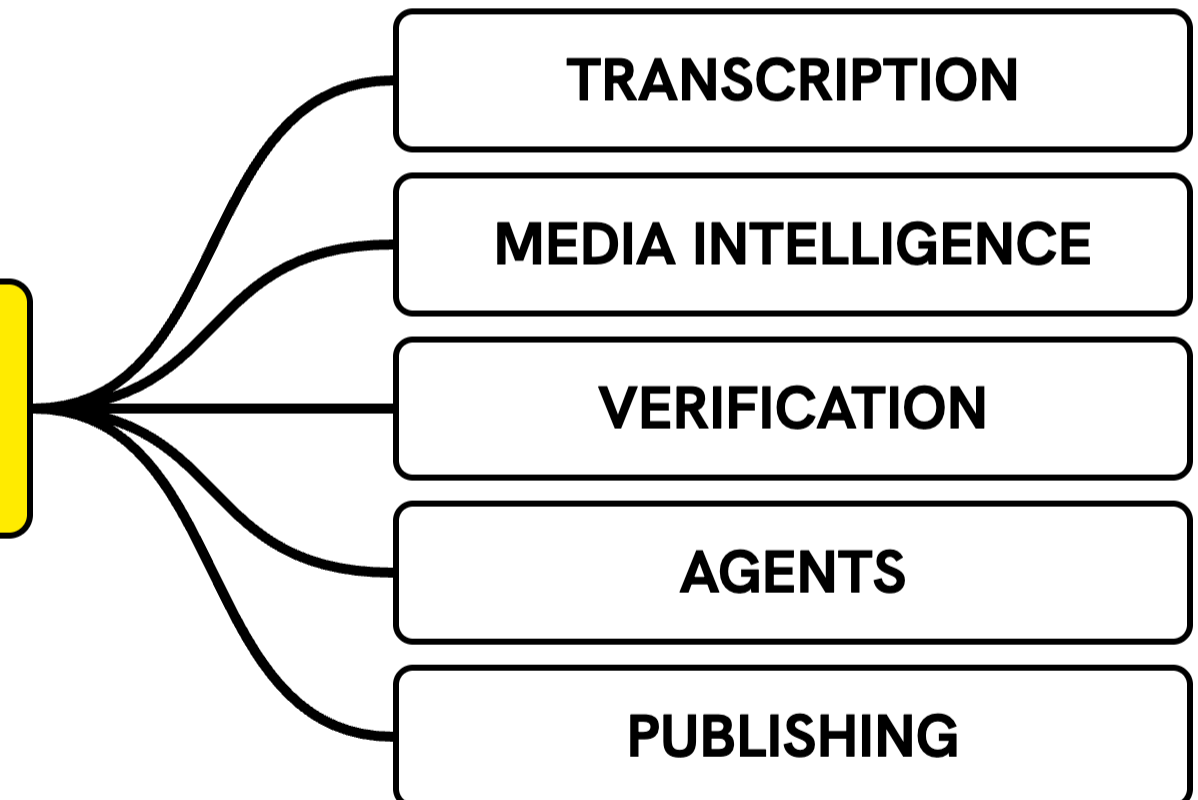
Established tools publish and subscribe as they are. New tools get the editorial state they need. Neither side has to become the other.

THE SYSTEMS YOU RUN ON



THE STORY
SOM + SKILLS

THE CAPABILITIES YOU ARE ADDING





What SOM is not

~~THE MEDIA~~

~~THE RUNDOWN~~

~~A MAM~~

~~A PRODUCT~~

~~A REPLACEMENT~~

~~SOFTWARE~~

WHAT IT IS

ONE NEW STANDARD + SMART JUNCTIONS

You cannot install it, and you cannot buy it.

SOM carries story context the way HTTP carries hypertext: open and unowned.

A standard owned by one vendor is a **product.**

A standard owned by an industry is **infrastructure.**



Proof

Provenance · Accuracy · Compliance · Reach · Synchronisation



Two scenarios. Two casts. One story bus.

The standard does not design the workflow. It lets a newsroom redesign it.

THE STORY BUS



built it, and ran both stories



Google Cloud story bus proven there too

The PM Night

Outside Number Ten. Nobody knows whether he resigns until he says it.



the wire arrives



the rundown



drafts, and holds



the live stream



live transcription



cuts the clip

The Hurricane Night

A storm becomes a hurricane, and one report nobody can confirm.



the wire arrives



the archive



the rundown



synthetic media
detection



the data wire



the graphics



publishes



cleans the audio



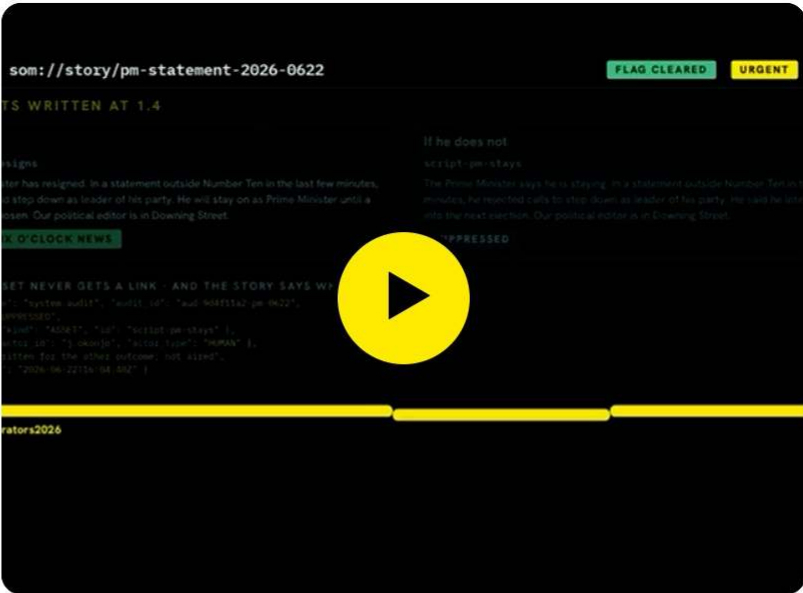
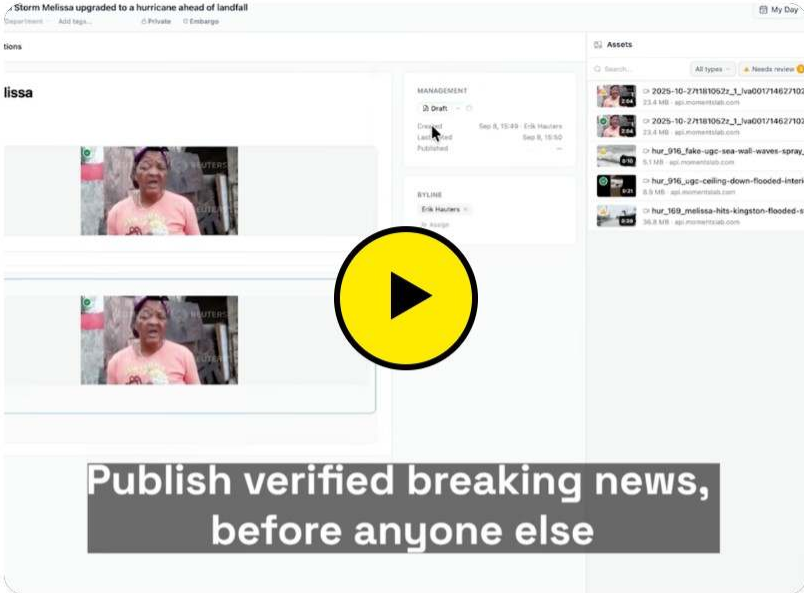
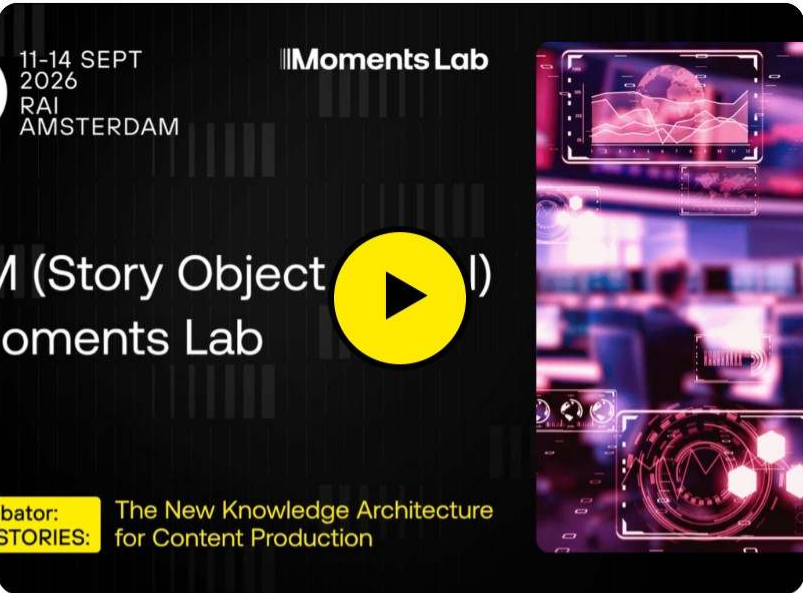
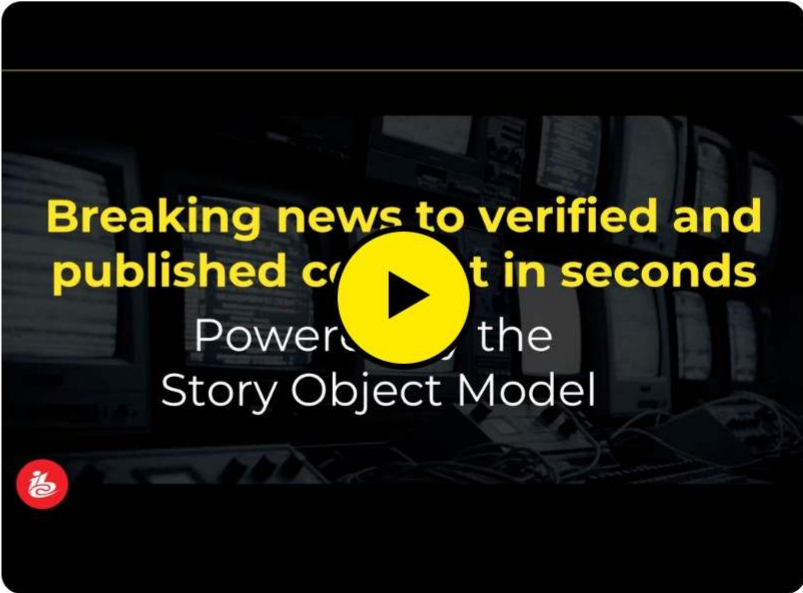
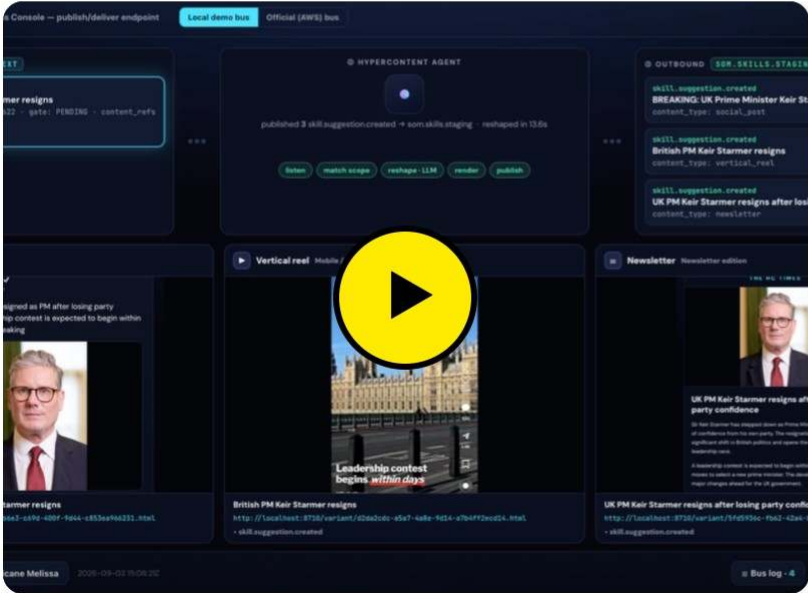
the briefing

Not talking to each other. **Everything understands the story.**



Demos on the pod, and beyond.

Two scenarios on this stage. Far more at the pod, on the stands, and on video.

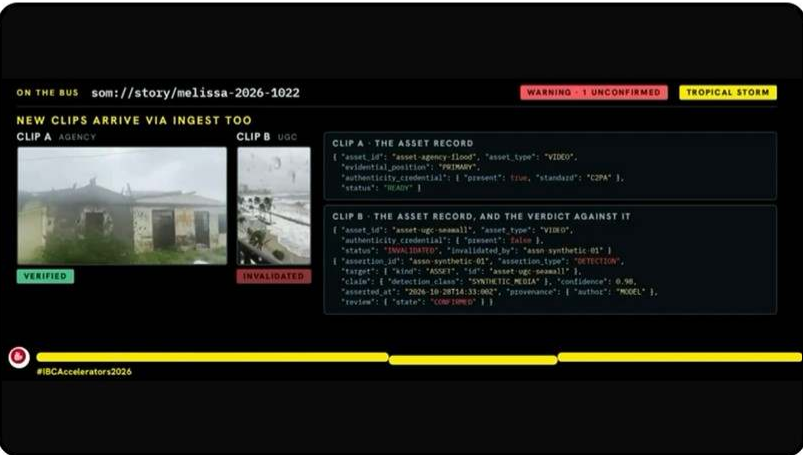


All of it built. All of it ran. See it at the pod all weekend. Coming to the project page soon.



Four of the five went past in three minutes

Here they are, held still.



A synthetic clip caught, and kept

Two clips came in. One of them was fake. The verdict stayed on the story.

PROVENANCE



A fact changing at its source

The storm was upgraded. Everything using the old wording knew at once.

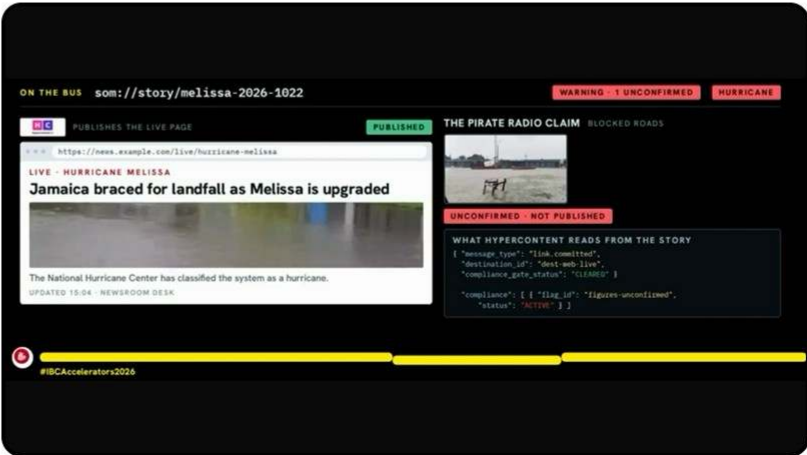
ACCURACY



Two tools that never spoke, agreeing

A script and a graphic both refused the same unconfirmed figure.

SYNCHRONISATION



A thing that did not publish

One claim had a single source. The page went out without it.

COMPLIANCE

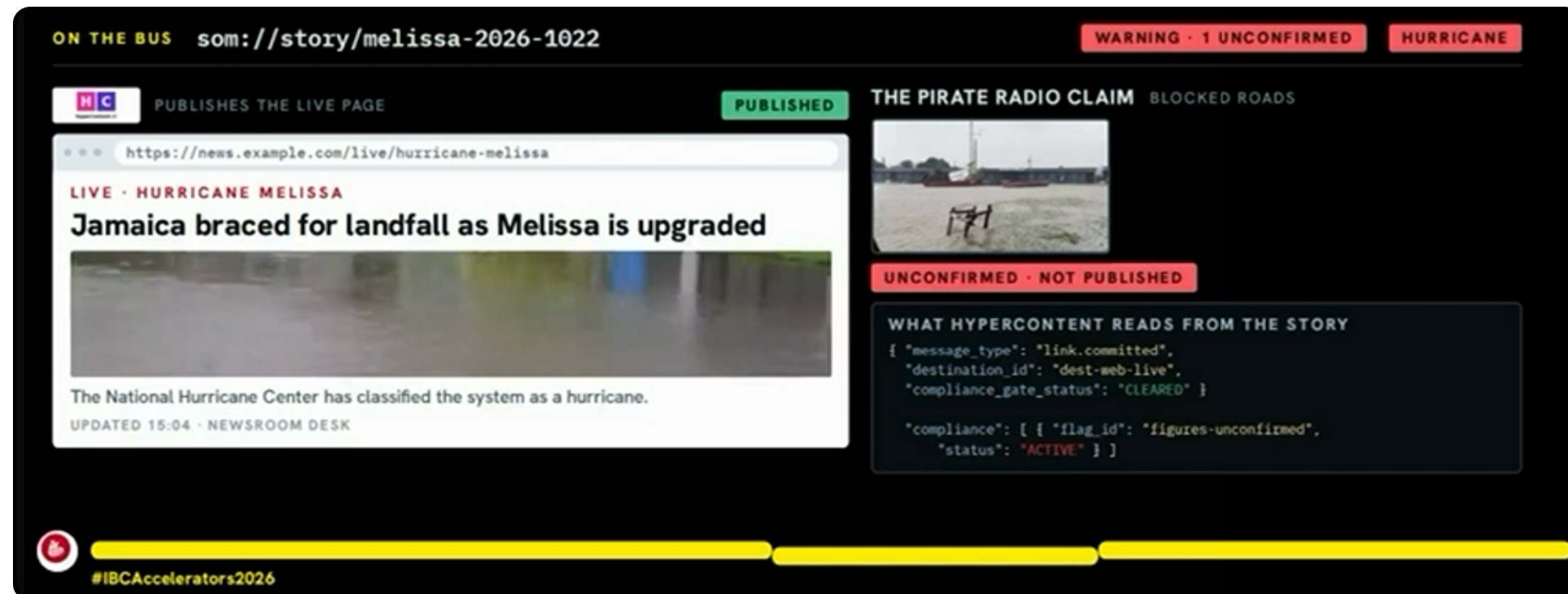
Nobody arranged any of it. **They were all reading the same story.**



The one that looks like nothing

A single source. Nobody could confirm it.

#IBCAccelerators2026



WHAT HAPPENED

A local radio station said three parishes were cut off. One source, and nobody could confirm it. The page published everything else and left that claim out.

WHY THAT MATTERS

Normally a person has to remember that rule, at speed, in the middle of a story. This time the rule was already on the story, and the page applied it without being asked.

WHAT IS ON THE STORY

destination · dest-web-live
compliance_gate_status · CLEARED
figures-unconfirmed · ACTIVE
the claim · not published

It did nothing, on purpose. And it can prove it.



Then a person cleared it

One decision, written down as it happened

ON THE BUS som://story/melissa-2026-1022

WARNING CLEARED

HURRICANE

trint

TRANSCRIBES THE OFFICIAL BRIEFING



LIVE TRANSCRIPT · ODPEM · 00:00

"We are having reports of widespread impact across several parishes.
Landslippage, flooding, fires, storm surge, and power outage.
Roads in Saint Thomas, Portland, and Saint Catherine were blocked by fallen trees, poles, landslides."

THE TRANSCRIPT IS AN ASSET ON THE STORY

```
{ "asset_id": "asset-presser-transcript",  
  "asset_type": "TRANSCRIPT",  
  "derived_from": [ "asset-presser-feed" ],  
  "provenance": { "author": "MODEL",  
                  "model": "trint-asr", "confidence": 0.97 } }
```

THE PIRATE RADIO CLAIM · CLEARED

```
"claim": { "metric": "roads_blocked",  
          "value": [ "Saint Thomas", "Portland",  
                    "Saint Catherine" ],  
          "quote": "Roads in Saint Thomas, Portland, and..." },  
"attributed_to": "ODPEM",  
"originated_from": "asset-presser-transcript",  
"review": { "state": "CONFIRMED" },  
"compliance": [ { "flag_id": "figures-unconfirmed",  
                  "status": "RESOLVED" } ]
```



#IBCAccelerators2026

WHAT HAPPENED

The government briefing landed, Trint transcribed it, and a journalist confirmed the claim. Everything that had been holding it picked it up.

WHY THAT MATTERS

The clearance was written onto the story at the moment it was made. A year from now, what you told people that night is a lookup, not an investigation.

WHAT IS ON THE STORY

review · CONFIRMED
attributed_to · ODPEM
originated_from · the briefing transcript
figures-unconfirmed · RESOLVED

A clearance is a record. **Not a message.**



Nobody had to keep that log. **The story kept it.**

There is no logging system anywhere in that film.

The record is simply what the story collected, as each tool read it and answered.

Nothing in there made an editorial decision. It made sure the people who do knew exactly what they had.

THE HUMAN WAS NOT REPLACED • THE HUMAN WAS PROMOTED • FROM CARRYING THE STATE TO MAKING THE CALL

The other demo. Nothing here is a film.

Five things to watch for.

- 01 It never guessed
- 02 Nothing was sent
- 03 A proposal is not a fact
- 04 The clip knew where to cut
- 05 One approval, four things move

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THE CAST

 Reuters

 OCTOPUS

 LiveU

 nimr

 trint

 HyperContent.AI

WHERE TO LOOK

The story in the middle, and the audit trail on the right. It starts at zero.

The film showed you one scenario. **This one we walk through.**



It never guessed.

Before anyone knew anything, the newsroom prepared both futures.

Reuters

ingest

Octopus

rundown +1

HC HyperContent.AI

cms +1

LiveU

ingest

nini

mam +1

trint

transcription

Guided walkthrough

Pause bus

Click a packet to open it where it sits. A tool lights as it publishes, and its message travels the bus. Nothing shows who read it: reading leaves no trace, and a tool proves it read something by publishing in its turn.

STORY BUS

ON THE BUS0

SKILLS LIBRARY

passive data. Each skill advertises its condition and target and declares what it finds; executors recall and read them; they never act

record-provenance-on-ingest

FIELD

RECALL WHEN something arrives and the record of where it came from is either there or missing

MATCHES

editorial_source[.credibility]

assets[.authenticity_credential]

DECLARES declare what the provenance record says, including when there is none

FOR

AP Storytelling, MomentsLab

raise-flag-on-match

FIELD

RECALL WHEN a watched field takes a watched value

MATCHES

lifecycle_phase = BREAKING

DECLARES declare the flag, it withholds nothing, and the owner writes the compliance entry

FOR

AP Storytelling

surface-on-context-match

FIELD

RECALL WHEN a monitored source carries something that matches the story

MATCHES

match_against = tags[.value]

match_threshold 0.75 to 0.9

DECLARES display it with provenance, speaker, timecode and confidence, and stop

FOR

MomentsLab, The Weather Company, live

match-and-propose

FIELD

RECALL WHEN loose media matches an active story above the threshold

MATCHES

assertions[.assertion_type] = MATCH

assertions[.confidence] >= 0.85

assertions[.review_state] = PENDING

DECLARES propose the match for a person to confirm; nothing in the library rejects a proposal

FOR

MomentsLab

enrich-on-condition

FIELD

RECALL WHEN a condition holds on the story and the configured analysis has returned

MATCHES

editorial_source[.credibility] = UNVERIFIED

enrichment_record_path = assertions[.]

DECLARES declare what the analysis found; the skill itself rejects, invalidates and closes nothing

FOR

MomentsLab

flag-on-mismatch

FIELD-CHANGE

RECALL WHEN a watched field changed and a bound thing still carries the old value

MATCHES

premise.actual_outcome changed

DECLARES declare that the two disagree; it has no hold authority and never auto-changes

FOR

Cust, Vizi

hold-while-f...

RELATIONSHIP-CASCADE

RECALL WHEN a gate of the configured type stands PENDING

MATCHES

editorial_gates[.gate_type] = STANDARDS_APPROVAL

editorial_gates[.status] = PENDING

DECLARES withhold the thing until equal or higher authority clears it

FOR

Cust

gate-by-scope

FIELD

RECALL WHEN a committed asset names a destination path

MATCHES

assets[.usage[.destination_id]]

DECLARES inform on a path whose gate is approved, withhold on one whose gate is not

FOR

HyperContent

apply-clearance

FIELD-CHANGE

RECALL WHEN a compliance flag of the configured type moves from ACTIVE to RESOLVED

MATCHES

compliance[.type] = FIGURE_CLEARANCE

compliance[.status] ACTIVE -> RESOLVED

DECLARES declare the clearance against the held thing

shure/audio-quality-check

FIELD

RECALL WHEN media arrives whose speech may be too noisy or too reverberant to trust as it is

MATCHES

rt60_seconds vnr_db

DECLARES declare the RT60 and VNR it measured as assertions on the raw asset, and raise hold or flag when the clip is too noisy to trust as-is

FOR

Shure

shure/audio-quality-enha...

FIELD

RECALL WHEN a clip has been flagged as too noisy to trust as it is

MATCHES

vnr_db before / after

rt60_seconds_before

DECLARES run a denoise and dereverb pass, produce a cleared asset, and assert the before and after on it; the new asset rides in com.shure.derived_asset

END

Shure

liveu/suggest-coverage

FIELD

RECALL WHEN a story goes urgent and breaking somewhere a unit can reach

MATCHES

lifecycle_phase = BREAKING

priority_level = URGENT

DECLARES suggest a unit and a live stream for a person to accept; it books nothing and starts nothing

FOR

LiveU

CURRENT STORIES

the latest version of each story on the bus - colour = the tool that last changed it

No stories held yet

IN THE NEWSROOM

A wire from Reuters says the Prime Minister will make a statement. It does not say what. The newsroom opens the story in Octopus, writes it to the bus, registers what it expects to happen, and writes two sets of presenter scripts.

ON THE BUS

```
story.created · Octopus · identifier issued
premise · expected outcome = resignation
script-resign PREPARED · script-no-resign
PREPARED
neither preferred
```

BEAT · WIRE IN · STORY ON THE BUS · PREMISE AND TWO SCRIPT SETS

Two futures on the story. Neither one preferred.



Nothing was sent to anything.

Two tools read the same story and decided for themselves.

Reuters

ingest

Octopus

rundown +1

HC HyperContent.AI

cms +1

LiveU

ingest

mimir

mam +1

trint

transcription

Guided walkthrough

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STORY BUS

ON THE BUS

4

story.context Octopus

story.context Octopus

story.context Octopus

story.context Reuters

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assertions[].[confidence >= 0.85]

assertions[].[review.state = PENDING]

DECLARES propose the match for a person to confirm; nothing in the library rejects a proposal

FOR MomentsLab

enrich-on-condition

FIELD

RECALL WHEN a condition holds on the story and the configured analysis has returned

MATCHES

editorial_source[].[credibility = UNVERIFIED]

enrichment_record_path = assertions[].[

DECLARES declare what the analysis found: the skill itself rejects, invalidates and does nothing

FOR MomentsLab

flag-on-mismatch

FIELD-CHANGE

RECALL WHEN a watched field changed and a bound thing still carries the old value

MATCHES

premise.actual_outcome changed

DECLARES declare that the two disagree; it has no hold authority and never auto-changes

FOR Cues, Vizrt

hold-while-f

RELATIONSHIP-CASCADE

RECALL WHEN a gate of the configured type stands PENDING

MATCHES

editorial_gates[].[gate_type = STANDARDS_APPROVAL]

editorial_gates[].[status = PENDING]

DECLARES withhold the thing until equal or higher authority clears it

FOR Cues

gate-by-scope

FIELD

RECALL WHEN a committed asset names a destination path

MATCHES

assets[].[usage[].[destination_id]

DECLARES inform on a path whose gate is approved, withhold on one whose gate is not

FOR HyperContent

apply-clearance

FIELD-CHANGE

RECALL WHEN a compliance flag of the configured type moves from ACTIVE to RESOLVED

MATCHES

compliance[].[type = FIGURE_CLEARANCE]

compliance[].[status ACTIVE -> RESOLVED]

DECLARES declare the clearance against the held thing

shure/audio-quality-check

FIELD

RECALL WHEN media arrives whose speech may be too noisy or too reverberant to trust as it is

MATCHES

rt60_seconds vnr_db

DECLARES declare the RT60 and VNR it measured as assertions on the raw asset, and raise hold or flag when the clip is too noisy to trust as-is

FOR Shure

shure/audio-quality-enhance

FIELD

RECALL WHEN a clip has been flagged as too noisy to trust as it is

MATCHES

vnr_db before / after

rt60_seconds before

DECLARES run a denoise and dereverb pass, produce a cleaned asset, and assert the before and after on it; the new asset rides in com.shure.derived_asset

FOR Shure

liveu/suggest-coverage

FIELD

RECALL WHEN a story goes urgent and breaking somewhere a unit can reach

MATCHES

lifecycle_phase = BREAKING

priority_level = URGENT

DECLARES suggest a unit and a live stream for a person to accept; it books nothing and starts nothing

FOR LiveU

CURRENT STORIES

the latest version of each story on the bus - colour = the tool that last changed it

Prime Minister to make a statement outside Downing Street

DEVELOPING - last change: Octopus

IN THE NEWSROOM

The lobby briefing is cancelled, so the story goes urgent and breaking. HyperContent drafts a social post, a reel and a newsletter, and holds all three. LiveU suggests one of its units and a live stream, a journalist approves it, and a person starts the transmission.

ON THE BUS

story · urgency URGENT · phase BREAKING
HyperContent · drafted, not released
LiveU · suggestion · approved by a person
Mimir · live feed written to the story as an asset

BEAT · URGENT AND BREAKING · HYPERCONTENT HOLDS · LIVEU SUGGESTS · FEED ATTACHED

Nobody sent either of them a task.



A proposal is not a fact.

The machine said it. Nothing moved until a person agreed.

Reuters

ingest

Octopus

run down +1

HC HyperContent.AI

distribution

LiveU

ingest

minix

man +1

trint

transcription

Guided walkthrough

Pause

Click a packet to open it where it sits. A tool lights as it publishes, and its message travels the bus. Nothing shows who read it: reading leaves no trace, and a tool proves it read something by publishing in its turn.

STORY BUS

ON THE BUS

10

delivery.media_available

LiveU

system.audit

LiveU

skill.warning.raised

LiveU

story.context

Octopus

skill.warning.raised

HyperContent

story.context

Octopus

story.context

Octopus

story.context

Octopus

story.context

Octopus

SKILLS LIBRARY

passive data. Each skill advertises its condition and target and declares what it finds, executes recall and read them, they never act

record-provenance-on-ingest

FIELD

RECALL WHEN something arrives and the record of where it came from is either there or missing

MATCHES

editorial_source[].[credibility]

assets[].[authenticity,credential]

DECLARES declare what the provenance record says, including when there is none

FOR

AP Storytelling, MomentsLab

raise-flag-on-match

FIELD

RECALL WHEN a watched field takes a watched value

MATCHES

lifecycle.phase = BREAKING

DECLARES declare the flag, it withholds nothing, and the owner writes the compliance entry

FOR

AP Storytelling

surface-on-context-match

FIELD

RECALL WHEN a monitored source carries something that matches the story

MATCHES

match_against = tags[].[value]

match_threshold 0.75 to 0.9

DECLARES display it with provenance, speaker, timestamps and confidence, and stop

FOR

MomentsLab, The Weather Company, Trint

match-and-propose

FIELD

RECALL WHEN loose media matches an active story above the threshold

MATCHES

assertions[].[assertion_type = MATCH]

assertions[].[confidence >= 0.85]

assertions[].[review.state = PENDING]

DECLARES propose the match for a person to confirm; nothing in the library rejects a proposal

FOR

MomentsLab

enrich-on-condition

FIELD

RECALL WHEN a condition holds on the story and the configured analysis has returned

MATCHES

editorial_source[].[credibility = UNVERIFIED]

enrichment_record_path = assertions[].[

DECLARES declare what the analysis found; the skill itself rejects, invalidates and closes nothing

FOR

MomentsLab

flag-on-mismatch

FIELD-CHANGE

RECALL WHEN a watched field changed and a bound thing still carries the old value

MATCHES

premise.actual_outcome_changed

DECLARES declare that the two disagree; it has no hold authority and never auto-changes

FOR

Cue2, Vizit

hold-while-f...

RELATIONSHIP-CASCADE

RECALL WHEN a gate of the configured type stands PENDING

MATCHES

editorial_gates[].[gate_type = STANDARDS_APPROVAL]

editorial_gates[].[status = PENDING]

DECLARES withhold the thing until equal or higher authority clears it

FOR

Cue2

gate-by-scope

FIELD

RECALL WHEN a committed asset names a destination path

MATCHES

assets[].[usage[].[destination_id]

DECLARES inform on a path whose gate is approved, withhold on one whose gate is not

FOR

HyperContent

apply-clearance

FIELD-CHANGE

RECALL WHEN a compliance flag of the configured type moves from ACTIVE to RESOLVED

MATCHES

compliance[].[type = FIGURE_CLEARANCE]

compliance[].[status ACTIVE -> RESOLVED]

DECLARES declare the clearance against the held thing

FOR

Shure

shure/audio-quality-check

FIELD

RECALL WHEN media arrives whose speech may be too noisy or too reverberant to trust as it is

MATCHES

rt60_seconds vnr_db

DECLARES declare the RT60 and VNR it measured as assertions on the raw asset, and raise hold or flag when the clip is too noisy to trust as-is

FOR

Shure

shure/audio-quality-enha...

FIELD

RECALL WHEN a clip has been flagged as too noisy to trust as-is

MATCHES

vnr_db before / after

rt60_seconds_before

DECLARES run a denoise and dereverb pass, produce a cleaned asset, and assert the before and after on it; the new asset rides in com.shure.derived_asset

FOR

Shure

liveu/suggest-coverage

FIELD

RECALL WHEN a story goes urgent and breaking somewhere a unit can reach

MATCHES

lifecycle.phase = BREAKING

priority.level = URGENT

DECLARES suggest a unit and a live stream for a person to accept; it books nothing and starts nothing

FOR

LiveU

CURRENT STORIES

the latest version of each story on the bus - colour = the tool that last changed it

Prime Minister to make a statement outside Downing Street

BREAKING - last change: Octopus

IN THE NEWSROOM

Trint sees the feed arrive and transcribes it live, recording that a model made the transcript from the LiveU feed. It reads the premise, watches for the words, and when the Prime Minister resigns it flags the moment and proposes a claim.

ON THE BUS

asset · transcript · made by a model · from the LiveU feed
claim · PROPOSED · the Prime Minister has resigned
review · waiting for a person
story · unchanged

BEAT · TRANSCRIPT AS AN ASSET · PREMISE WATCHED · CLAIM PROPOSED

A proposal is not a fact.



One approval settles three things.

One journalist, one approval, and three things settled at once.

Reuters
ingest

Octopus
rundown +1

HyperContent.AI
distribution

LiveU
ingest

Mimir
mam +1

trint
transcription

Guided walkthrough

Pause bus

Click a packet to open it where it sits. A tool lights as it publishes, and its message travels the bus. Nothing shows who read it: reading leaves no trace, and a tool proves it read something by publishing in its turn.

STORY BUS

ON THE BUS16

☐ skill.warning.raised Trint

☒ skill.run.completed Trint

☐ story.context Octopus

☒ skill.run.completed Trint

☐ story.context Octopus

☐ delivery.media_available Mimir

☐ delivery.media_available LiveU

☒ system.audit LiveU

☐ skill.warning.raised LiveU

☐ story.context Octopus

☐ skill.warning.raised HyperContent

☐ story.context Octopus

☐ story.context Octopus

☐ story.context Octopus

☐ story.context Octopus

☐ story.context Reuters

record-provenance-on-ingestFIELD

RECALL WHEN something arrives and the record of where it came from is either there or missing

MATCHES

editorial_source[].[credibility]

assets[].[authenticity_credential]

DECLARES declare what the provenance record says, including when there is none

FOR AP Storytelling, MomentsLab

raise-flag-on-matchFIELD

RECALL WHEN a watched field takes a watched value

MATCHES lifecycle.phase = BREAKING

DECLARES declare the flag, it withholds nothing, and the owner writes the compliance entry

FOR AP Storytelling

surface-on-context-matchFIELD

RECALL WHEN a monitored source carries something that matches the story

MATCHES

match_against = tags[].[value]

match_threshold 0.75 to 0.9

DECLARES display it with provenance, speaker, timecode and confidence, and stop

FOR MomentsLab, The Weather Company, Trint

match-and-proposeFIELD

RECALL WHEN loose media matches an active story above the threshold

MATCHES

assertions[].[assertion_type] = MATCH

assertions[].[confidence] >= 0.85

assertions[].[review.state] = PENDING

DECLARES propose the match for a person to confirm; nothing in the library rejects a proposal

FOR MomentsLab

enrich-on-conditionFIELD

RECALL WHEN a condition holds on the story and the configured analysis has returned

MATCHES

editorial_source[].[credibility] = UNVERIFIED

enrichment_record_path = assertions[].[enrichment_record_path]

DECLARES declare what the analysis found; the skill itself rejects, invalidates and closes nothing

FOR MomentsLab

flag-on-mismatchFIELD-CHANGE

RECALL WHEN a watched field changed and a bound thing still carries the old value

MATCHES

premise.actual_outcome changed

DECLARES declare that the two disagree; it has no hold authority and never auto-changes

FOR Cue2, Vizrt

hold-while-f-RELATIONSHIP-CASCADE

RECALL WHEN a gate of the configured type stands PENDING

MATCHES

editorial_gates[].[gate_type] = STANDARDS_APPROVAL

editorial_gates[].[status] = PENDING

DECLARES withhold the thing until equal or higher authority clears it

FOR Cue2

gate-by-scopeFIELD

RECALL WHEN a committed asset names a destination path

MATCHES

assets[].[usage[].[destination_id]

DECLARES inform on a path whose gate is approved, withhold on one whose gate is not

FOR HyperContent

apply-clearanceFIELD-CHANGE

RECALL WHEN a compliance flag of the configured type moves from ACTIVE to RESOLVED

MATCHES

compliance[].[type] = FIGURE_CLEARANCE

compliance[].[status] ACTIVE -> RESOLVED

DECLARES declare the clearance against the held thing

FOR AP Storytelling

shure/audio-quality-checkFIELD

RECALL WHEN media arrives whose speech may be too noisy or too reverberant to trust as it is

MATCHES

rt60_seconds vnr_db

DECLARES declare the RT60 and VNR it measured as assertions on the raw asset, and raise hold or flag when the clip is too noisy to trust as-is

FOR Shure

shure/audio-quality-enhanceFIELD

RECALL WHEN a clip has been flagged as too noisy to trust as it is

MATCHES

vnr_db before / after

rt60_seconds before

DECLARES run a denoise and dereverb pass, produce a cleaned asset, and assert the before and after on it; the new asset rides in com.shure.derived_asset

FOR Shure

liveu/suggest-coverageFIELD

RECALL WHEN a story goes urgent and breaking somewhere a unit can reach

MATCHES

lifecycle.phase = BREAKING

priority.level = URGENT

DECLARES suggest a unit and a live stream for a person to accept; it books nothing and starts nothing

FOR LiveU

CURRENT STORIES

the latest version of each story on the bus - colour = the tool that last changed it

Prime Minister to make a statement outside Downing Street

BREAKING last change: Octopus

IN THE NEWSROOM

A journalist reads the quote and the proposed claim and approves it. The claim is confirmed. The transcript is confirmed. And the premise is confirmed, because the resignation is what happened.

ON THE BUS

claim · CONFIRMED
asset · transcript · CONFIRMED
premise · CONFIRMED
approval · recorded against the transcript · who and when

BEAT · CLAIM CONFIRMED · TRANSCRIPT CONFIRMED · PREMISE CONFIRMED

One approval. Three things settled, and all of it on the record.



Then four things move.

Nobody was told. Four things happened anyway.

Reuters

ingest

Octopus

run-down +1

HyperContent.AI

distribution

LiveU

ingest

mimir

mam +1

trint

transcription

Guided walkthrough

Pause bus

Click a packet to open it where it sits. A tool lights as it publishes, and its message travels the bus. Nothing shows who read it: reading leaves no trace, and a tool proves it read something by publishing in its turn.

STORY BUS

record-provenance-on-ingest

FIELD

RECALL WHEN something arrives and the record of where it came from is either there or missing

MATCHES

editorial_source[].[credibility]

assets[].[authenticity_credential]

DECLARES declare what the provenance record says, including when there is none

FOR AP Storytelling, MomentsLab

raise-flag-on-match

FIELD

RECALL WHEN a watched field takes a watched value

MATCHES lifecycle.phase = BREAKING

DECLARES declare the flag; it withholds nothing, and the owner writes the compliance entry

FOR AP Storytelling

surface-on-context-match

FIELD

RECALL WHEN a monitored source carries something that matches the story

MATCHES

match_against = tags[].[value]

match_threshold 0.75 to 0.9

DECLARES display it with provenance, speaker, timestamp and confidence, and stop

FOR MomentsLab, The Weather Company, Trint

match-and-propose

FIELD

RECALL WHEN loose media matches an active story above the threshold

MATCHES

assertions[].[assertion_type] = MATCH

assertions[].[confidence] >= 0.85

assertions[].[review_state] = PENDING

DECLARES propose the match for a person to confirm; nothing in the library rejects a proposal

FOR MomentsLab

enrich-on-condition

FIELD

RECALL WHEN a condition holds on the story and the configured analysis has returned

MATCHES

editorial_source[].[credibility] = UNVERIFIED

enrichment_record_path = assertions[].[

DECLARES declare what the analysis found; the skill itself rejects, invalidates and closes nothing

FOR MomentsLab

flag-on-mismatch

FIELD-CHANGE

RECALL WHEN a watched field changed and a bound thing still carries the old value

MATCHES

premise.actual_outcome changed

DECLARES declare that the two disagree; it has no hold authority and never auto-changes

FOR Cuz, Vort

hold-while-f...

RELATIONSHIP-CASCADE

RECALL WHEN a gate of the configured type stands PENDING

MATCHES

editorial_gates[].[gate_type] = STANDARDS_APPROVAL

editorial_gates[].[status] = PENDING

DECLARES withhold the thing until equal or higher authority clears it

FOR Cuz

gate-by-scope

FIELD

RECALL WHEN a committed asset names a destination path

MATCHES

assets[].[usage[].[destination_id]

DECLARES inform on a path whose gate is approved, withhold on one whose gate is not

FOR HyperContent

apply-clearance

FIELD-CHANGE

RECALL WHEN a compliance flag of the configured type moves from ACTIVE to RESOLVED

MATCHES

compliance[].[type] = FIGURE_CLEARANCE

compliance[].[status] ACTIVE -> RESOLVED

DECLARES declare the clearance against the held thing

FOR AP Storytelling

shure/audio-quality-check

FIELD

RECALL WHEN media arrives whose speech may be too noisy or too reverberant to trust as it is

MATCHES

rt60_seconds vnr_db

DECLARES declare the RT60 and VNR it measured as assertions on the raw asset, and raise hold or flag when the clip is too noisy to trust as-is

FOR Shure

shure/audio-quality-enhance

FIELD

RECALL WHEN a clip has been flagged as too noisy to trust as it is

MATCHES

vnr_db before / after

rt60_seconds_before

DECLARES run a denoise and dereverb pass, produce a cleared asset, and assert the before and after on it; the new asset folds in com.shure.derived_asset

FOR Shure

liveu/suggest-coverage

FIELD

RECALL WHEN a story goes urgent and breaking somewhere a unit can reach

MATCHES

lifecycle.phase = BREAKING

priority.level = URGENT

DECLARES suggest a unit and a live stream for a person to accept; it books nothing and starts nothing

FOR LiveU

CURRENT STORIES

the latest version of each story on the bus - colour = the tool that last changed it

Prime Minister resigns

BREAKING last change: Octopus

IN THE NEWSROOM

Mimir takes the in and out points from the flagged quote, cuts the clip and pushes it to Octopus. The resignation scripts get a link in the running order, which is a commitment to air. The other set does not, and the story records which were suppressed and why. HyperContent reads the approval and releases what it was holding.

ON THE BUS

asset · clip · in and out from the flagged quote
script-resign · linked to the running order · commitment to air
script-no-resign · suppressed · reason recorded
HyperContent · released

BEAT · CLIP CUT · SCRIPTS LINKED · OTHERS SUPPRESSED · SOCIAL RELEASED

One approval. Four things move. Nobody was told.



What that night proved.

Six products. One story. No orchestrator.

It never guessed.

Two scripts prepared, neither preferred, both sitting on the story. Nobody knew yet, and it did not pretend to.

Nothing was sent to anything.

Every tool read the story, decided for itself, and said what it had done. Two of them chose to do nothing.

A proposal is not a fact.

The machine raised it. The story stayed empty. A person cleared it, and the clearance went on the story bus.

One approval. Four things move.

And the in and out points of the clip came from the claim’s own timerange, not from anybody scrubbing a timeline.

The machine proposed. The person disposed.

And the disposal is part of the story now, rather than part of somebody’s memory.

WHAT DID NOT HAPPEN

~~Somebody called every desk.~~

~~Somebody told each tool what to do.~~

~~A central orchestrator made the decisions.~~

None of those three exist in what you just watched.

SEE IT RUNNING, ALL FOUR DAYS
AT THE POD, OFF THE AWS BUS
WITH THE PEOPLE WHO BUILT IT



**One new standard,
plus smart junctions.
SOM replaces nothing.**

TAMS holds the frames. SOM holds the story context.



What a junction is

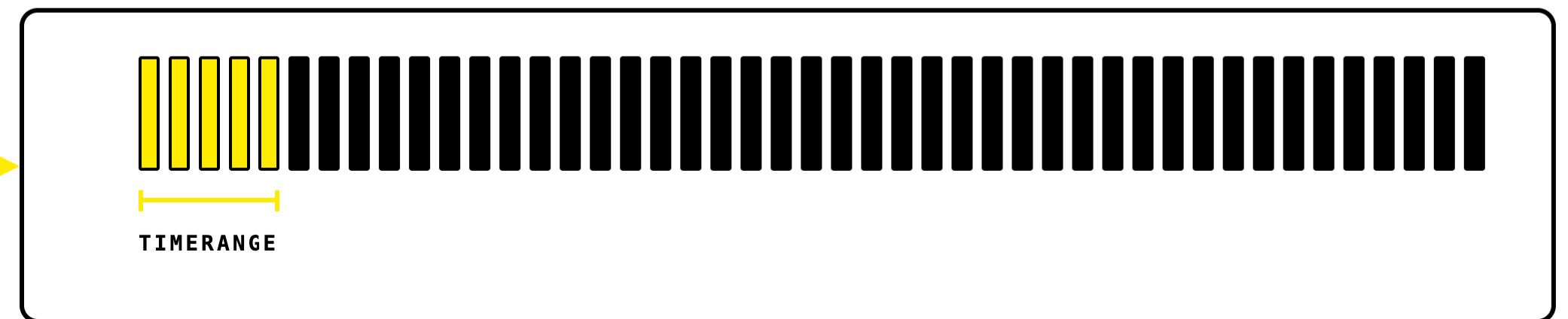
An open standard, and the story layer it never had.

SOM THE STORY LAYER



Knows what it is. Holds no media at all.

TAMS THE MEDIA LAYER • BBC R&D



Knows where every frame is. Never moves one of them.

A PATTERN, NOT A ONE-OFF

SOM replaces nothing. TAMS is the first junction, and MOS is the next: the one nearly everyone in this room already has.

The frames stay where they are. **The story just knows where to look.**



What we publish today

The SOM specification, on GitHub

The Skills library and authoring guide

The reference implementation

The integration guide

206 fields, as the specification publishes today ◇

storyobjectmodel.com



The journey





Published, not finished

The open items are written down, in the open, next to the specification.

**Implement it. Pressure
test it. Argue with it.**

WHAT'S NEXT

cross-story relationships

story arcs

identity across organisations

entities

content credentials and detection

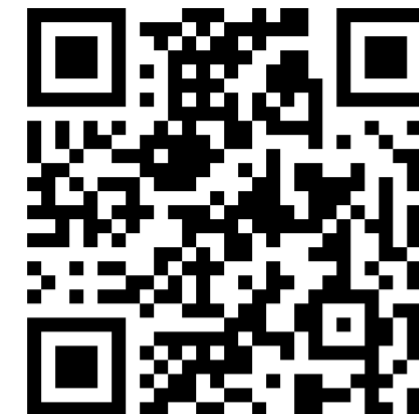
C2PA

CONNECT



The IBC project page

the project, the deck, the vendor films, the extended version



storyobjectmodel.com

the specification and the repo, the interactive demo emulator, register to stay with it for what's next

One decision, made once, obeyed everywhere, provable afterwards.



Context is infrastructure.

Let's build it like infrastructure.