



The future is now

5.9 million businesses reached

9 million views

82 million impressions

£1.9 million generated in potential revenue

BT is the technology partner for Britain plc, now and in the future. 'The Future is Now' tells that story authoritatively and accessibly.

Fronted by Steph McGovern, this innovative series turns the spotlight on the trailblazing British business who are already doing now what we'll all be doing tomorrow. It provides the inspiration, knowledge and confidence for Britain's businesses to succeed in their own digital transformation to 2025 and beyond.

Too many content 'franchises' promise much but don't deliver. 'The Future is Now' is a five-year programme that has already gone above and beyond, reframing the way customers and prospects view BT Enterprise, And how BT Enterprise regards itself too.

"We hoped The Future is Now would be a step-change. In fact. It's been a giant leap forward strategically and creatively."

Harriet Gorbeck, BT Enterprise Head of Marketing Content and Events



Episode 1: Excel Esports relies on BT's rock-solid connections to build a world-beating team.



Episode 2: Condense Reality creates volumetric video with BT's support and know-how.



Episode 3: IGS uses the IoT and BT's unbreakable connections to run indoor vertical farms.