Innovate UK | Business Connect

28 October 2026

Eros Innovation : Trusted Cultural AI Infrastructure: Film, Character & Rights

Information Session / Q&A

Agenda

- 10.00 GMT – Welcome and Housekeeping
- 10.10 GMT – Introduction to Innovate UK and iX
- 10.20 GMT – Introduction to Eros Innovation
- 10.30 GMT – Eros Innovation iX challenge
- 11.00 GMT – Q&A
- 11.20 GMT – Next steps
- 11.30 GMT – Close

Housekeeping

- The Information Session will last up to 1.5 hours
- Please use Q&A box for submitting your questions
- There will be application guidance at the end of session
- This session will be recorded and shared later
- If you are watching the recording, please send questions to babar.javed@iukbc.org.uk
- Please complete the survey we'll send

Innovate UK Business Connect



Innovate UK Business Connect exists to connect innovators with new partners and new opportunities beyond their existing thinking- accelerating ambitious ideas into real-world solutions.

IS8 focus on Creative Industries and Digital & Technology areas plus Frontier Tech

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What is the Innovation Exchange (iX) Programme?

- iX is a cross-sector programme that **connects organisations facing complex challenges with innovators** developing breakthrough solutions.
- Using our broad and diverse network, our sector experts act as matchmakers, **enabling the transfer of innovation across industries**.
- **iX has delivered proven success** in Energy, Defence, Health, Transport and many other sectors, helping turn these ideas into commercially successful products and services, driving productivity, and supporting business growth.



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The Details: Overview of Process and Timeframe

06 Impact, adoption and growth (6-12 months+)

05 Ongoing Relationship between the challenger holder and winning solution provider

04 Typically, 1 full day with each pitch taking a 1-hour slot

03 Assessment period of around 3 to 4 weeks

02 Competition Opens Minimum of 30 days

01 Define and Scope Challenge 1-2 weeks





The challenge holder is introduced to the organisation they wish to work with.



Submissions selected by the challenge holder are given 3 weeks to prepare.



A multidisciplinary team review and assess all applications and provide a summary document to the challenge holder.



We then market this out to our expansive audience of innovative businesses across all relevant horizontals and verticals.



We work with the challenge holder to understand & experience the challenge and define it in an accessible way.

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Innovation Exchange- Guide to Producing an iX Challenge Entry

Producing an iX challenge entry is an easy five step process:

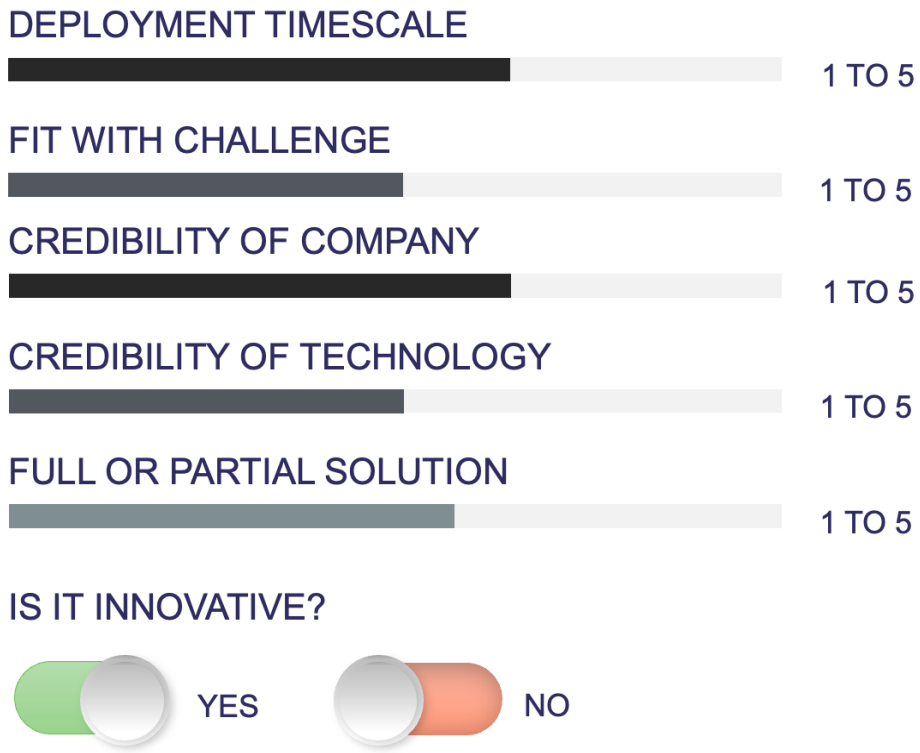
Company Overview	Idea Summary*	Technology Readiness*	Intellectual Property*	Extra Attachments
Provide details of the company name, address, contact name, email, turnover.	A succinct explanation of your proposed solution to the challenge.	A succinct description of the testing that has been undertaken and how quickly the solution will be operational.	Detail the main IP goal, provide a roadmap for IP arising and how you would work with the Challenge Holder regarding the solution IP.	No more than three and only included if they add weight to the 'idea summary'

*No more than 300 words

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Our Assessment

A multidisciplinary team of assessors independently review and grade each submission against the following criteria.



We collate everyone's views and scores to provide a summary document to the challenge holder.

Companies are selected to pitch by the challenge holder. We just advise and share our knowledge.

A portfolio approach

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Benefits

Challenge Holders:

- Solutions to current challenges they cannot solve.
- Access to an untapped network of solution providers to solve current technical challenges.
- Ability to deliver projects faster and more efficiently.
- An independent, transparent, bespoke and fully-funded filtering service that delivers results.

Solution Providers:

- Access to new markets and specialised expertise.
- Faster market entry / new collaboration enhancing the visibility of new innovations.
- Strengthening brand reputation and increasing revenue streams.

Innovation Exchange (iX) Impact

We drive **productivity and economic growth** by supporting businesses to develop and realise the potential of new ideas, including those from the UK's world-class research base.

We **connect businesses to the partners, customers and investors** that can help turn these ideas into commercially successful products and services, driving productivity, and supporting business growth.

Our mission is to enable the creation and adoption of innovation across the UK.

300+ challenges launched

>4000

applications

>1500 pitches

Delivering 170 contracts



Since 2019

Direct business benefit



£120m+

Business value

Over a six-year period. Based on the most recent evaluation.

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Routes to Procurement & Commercialisation

What Happens After a Successful iX?

There is no single route to procurement — outcomes depend on solution maturity, risk appetite, and organisational needs:

- **Direct Commercial Contract (Procurement)**
- **Joint Development / Co-Creation**
- **Funded iX Pilot Projects**
- **Strategic Partnership / Investment**
- **Public Sector Procurement**



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INTRODUCTION

EROS INNOVATION

A global cultural and domain intelligence platform

Innovate UK Business Connect · Innovation Exchange information session · 27 October 2026

WHO WE ARE

OWNED DATA. DOMAIN-SPECIFIC MODELS. DEPLOYED ACROSS CREATORS, ENTERPRISES AND GOVERNMENTS.

01 · OWN

The cultural asset base

Film library, characters, music and cultural datasets — owned end-to-end, with chain-of-title.

02 · BUILD

Large Cultural Models

Domain-specialised models trained on owned, rights-cleared data, with orchestration on top.

03 · DEPLOY

Nine verticals, three markets

One infrastructure serving consumers, enterprises and governments.

We are the rights-cleared cultural layer that general-purpose AI cannot legally replicate.

WHAT WE OWN

THE CULTURAL MEMORY CORPUS: OWNED, NOT SCRAPED

11,000+
films processed, with chain-of-title established

100,000+
proprietary characters with structured metadata

1.5T
rights-cleared cultural tokens

34
languages live

90M
users across the Eros Now ecosystem

~2B
estimated fan audience across films and characters

Figures are management-reported.

WHAT WE BUILD

ONE INTELLIGENCE ARCHITECTURE, FROM DATA TO DEPLOYMENT

Applications	Nine verticals serving consumers, enterprises and governments
Gateway	APIs with identity, consent and provenance controls
Orchestration	Routes each task by quality, cost, latency, rights and jurisdiction
Model layer	Eros LCM family, the brain underneath every vertical — language, video, image, voice, music, character, health — plus approved external models
Data layer	Owned films, characters, music and cultural datasets, rights-cleared

OUR VERTICALS

NINE VERTICALS, ONE CULTURAL INFRASTRUCTURE PLATFORM

Eros Universe
Creator super-app: AI creator tools, Avatar and Pass

Eros Music Worlds
AI music, performance and microdrama; catalogue licensing

Eros Brahmand
Films and franchise IP; licensing to streamers and merchandisers

Eros GenAI
LCM API and custom models for studios, sports and broadcasters

Eros LifeScience
Health models and AI-enabled primary health clinics

Eros AIVidya
AI skilling at population scale with university partners

Eros Xperiences
Immersive tourism, heritage and devotional experiences

Eros Economy
Rights settlement and creator-economy rails

Eros Institute
Identity layer and sovereign AI research

VERTICALS · CONSUMER & ENTERTAINMENT

CREATORS, MUSIC AND ENTERTAINMENT

B2C

Eros Universe

The creator super-app

- AI creator tools, Avatar and Pass
- Funnel from 90M Eros Now users
- Distribution via Apple, Amazon, Google and telcos

B2C · B2B

Eros Music Worlds

AI-native music and microdrama

- AI music, performance and microdrama
- Launch slate: songs, five albums, microdrama and films
- Catalogue licensing to streamers and telcos

B2C · B2B

Eros Brahmand

Films and franchise IP

- Films, franchise IP and consumer experiences
- Slate → presales → licensing
- IP licensing to streamers and merchandisers

VERTICALS · ENTERPRISE & HEALTH

ENTERPRISE AI AND HEALTH INTELLIGENCE

B2B

Eros GenAI

Eros Large Cultural Models, delivered as an API

- LCM API access for studios, sports and broadcasters
- Custom model builds, licensing and localisation
- Voice, dubbing, ASR and song models

B2B · B2G

Eros LifeScience

From public-health deployments to enterprise health models

- Health LCMs for insurers, hospitals and pharma
- AI primary health clinic deployments in Gujarat, Andhra Pradesh and Uttarakhand
- Health research with consent-governed data flows
- Separate clinical, privacy and regulatory controls

VERTICALS · SOVEREIGN & INSTITUTIONAL

LEARNING, EXPERIENCES AND THE IDENTITY LAYER

B2G

Eros AIVidya

AI skilling at population scale

- University partnerships → courses → students
- Rollout signed with Acharya, Malla Reddy and DY Patil
- Tamil Nadu and Pondicherry universities signed

B2C · B2G

Eros Xperiences

Immersive cultural experiences

- Immersive tourism, heritage and devotional
- Tirupati cultural-AI engagement
- Heritage state engagements

B2G

Eros Economy & Institute

Rights settlement and identity

- Economy: rights settlement and creator wallets
- Institute: identity layer and sovereign AI R&D
- Tamil Nadu has signed Eros Institute

WHERE WE DEPLOY

ONE PLATFORM, THREE MARKETS

B2C · CONSUMER

Direct to users

90M users, with distribution via Apple, Amazon, Google and telcos

Universe · Music Worlds · Brahmand · Xperiences

B2B · ENTERPRISE

Models and rights, licensed

Studios, streamers, broadcasters, telcos, sports, insurers, hospitals and pharma

GenAI · LifeScience · Brahmand · Music Worlds

B2G · SOVEREIGN

Public programmes

MeitY's India AI Mission recognises Eros LCM as sovereign AI; Gujarat, Andhra Pradesh, Tamil Nadu, Pondicherry

AIVidya · LifeScience · Xperiences · Economy & Institute

B2C, B2B and B2G share infrastructure, not all data, with separate clinical, privacy and regulatory controls.

WHERE WE OPERATE

INDIA AS OUR DEPLOYMENT BASE; THE UK AND UAE EXTEND OUR REACH

India

Government-linked deployments and institutional programmes.

United Kingdom

Creative AI, university and industry engagement, with UK production, gaming, health and education ambitions.

Partnering with Innovate UK Business Connect through the Innovation Exchange to work with UK innovators.

UAE

Regional AI and cultural collaboration opportunities.

Cultures remain sovereign to nations. Identity remains owned by users.

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October 2026

Eros Innovation : Trusted Cultural AI Infrastructure: Film, Character & Rights

Innovation Exchange (iX) Challenge

Background

- Eros Innovation combines entertainment IP, digital infrastructure, cultural AI models and creative-economy platforms.
- Its assets span film, characters, music, cultural datasets, synthetic media and legacy-talent workstreams.
- Eros needs trusted infrastructure linking authoritative rights and consent records across source assets, datasets, model adaptation, inference, outputs, licensing and distribution.
- Solutions must manage identity, likeness, voice and character rights, including territory, term, restrictions, revocation and cultural consistency.
- Eros will provide controlled assets, records and legal permissions; providers will securely interpret, verify and operationalise them.

Challenge 1

Rights, Attribution & Provenance

- Create machine-readable rights and automated licensing linked to authoritative source records.
- Track provenance across assets, datasets, model adaptation, inference, outputs, licensing and distribution.
- Support revocation and identify affected downstream outputs and uses when permissions change.
- Enable provenance-aware adaptation, inference-time attribution, watermarking or comparable open-standard methods without vendor lock-in.
- The initial pilot prioritises rights discovery, permissions, provenance and licence authorisation; payments, wallets and settlement are longer-term objectives.

Challenge 2

Identity, Consent & Cultural Authenticity

- Manage identity, likeness, voice, performance and character rights across original, synthetic and derivative media.
- Record and operationalise consent and permitted use by territory, term, platform, medium, restrictions and revocation.
- Provide evidence that each use is authorised.
- Maintain cultural authenticity and consistency across individual characters, assets and the wider Eros library.
- Applicants may address this track alone or propose an integrated solution spanning both challenges.

Common Assessment Use Case

- Eros will supply a controlled film, fictional “Character X”, and authoritative rights and consent records.
- Applicants assess a specified campaign across defined territories, media and term using a declared AI workflow.
- The solution must verify rights, permissions and restrictions; return Approve, Deny or Abstain with source-linked evidence; flag human or legal review; create an auditable record; and track later changes or revocation.
- Three scenarios will be tested: permitted, prohibited and ambiguous.
- Assessment considers accuracy, traceability, explainability, ambiguity handling, auditability and scalability.

Functional Requirements

- Interpret Eros-supplied assets, authoritative rights or consent records and legal permissions.
- Return Approve, Deny or Abstain for a declared use, with source-linked evidence and human review where necessary.
- Enforce or evidence consent, territory, term, restrictions, licensing and revocation, producing an auditable receipt.
- Expose secure APIs or equivalent interoperable interfaces for Eros-controlled policy, orchestration and governance infrastructure.
- Integrate with, rather than replace, technology on Eros's roadmap.
- Demonstrate measurable pilot outcomes that can extend beyond the initial use case.

Technical Requirements

- Use inputs with a demonstrable lawful basis, authorisation, source linkage, provenance and declared purpose.
- Support traceability across assets, datasets, model adaptation, inference, outputs, licensing and distribution.
- Interoperate through open standards, avoid vendor lock-in, and support geographic governance and cross-jurisdiction controls.
- Provide reproducible evidence and enable independent or negative testing within agreed security boundaries.
- Protect Eros data and IP. Eros assets, prompts, outputs or evaluation materials must not train provider-owned or cross-customer models without written authorisation.

Operating Conditions

- Operate securely with commercially sensitive, rights-protected assets and Eros-supplied records.
- Ownership of data outputs will be agreed between the parties.
- Keep pilot data within agreed security boundaries; use separately approved routes for Eros-controlled model adaptation.
- Support UK-led testing and potential cross-border deployment where legal bases, permissions and controls vary by jurisdiction.
- Avoid unnecessary disclosure of confidential intellectual property during the application stage.

Out of Scope

- Using data without lawful basis, authorisation, source linkage, provenance or declared purpose.
- Training or fine-tuning provider-owned or cross-customer models on Eros materials without written authorisation.
- Duplicating or replacing platform components already on Eros's roadmap.
- Requiring payouts, wallets or settlement during the initial pilot.
- Generic content-generation platforms without a clear capability in rights, provenance, identity, consent or authenticity.

Cost Requirement

- The proposed proof of concept is approximately three months.
- Potential support is £25,000–£50,000 per selected solution, subject to scope and approval.
- Eros is seeking up to four solutions to pilot.
- Before selection, Eros and successful providers will confirm assets, use cases, authoritative records, interfaces, legal basis, security boundaries, success criteria and measurable outputs.
- The first pilot will prioritise rights discovery, permissions, provenance and licence authorisation.

Rewards & Market Opportunity

- Successful applicants will pitch to Eros Innovation and Innovate UK Business Connect.
- Selected solutions may enter short pilots, with potential adoption, licensing, partnership, commercial engagement or investment.
- Applicants receive support through the Innovation Exchange process and access to Eros's creative, AI and commercial teams.
- The opportunity offers validation in cultural AI, rights-aware content and synthetic-media authenticity.
- Potential collaboration spans Eros's international film, music, AI-model, transmedia-character and creative-economy activities.

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Timescales

- Competition launch: 6 October 2026.
- Q&A session: 27 October 2026, to be confirmed.
- **Application deadline: 13 November 2026.**
- Finalist selection and notification: 4 December 2026.
- Pitch Day: late December 2026 or early January 2027 (tbc)
- Pilot scoping follows Pitch Day and provider selection.
- Expected pilot: approximately three months, February–May, subject to scope and commercial arrangements.

Eligibility & Assessment Criteria

- Open to established businesses, academic institutions, start-ups, SMEs and individual entrepreneurs based in the UK or intending to establish a UK base.

Applications will be assessed on:

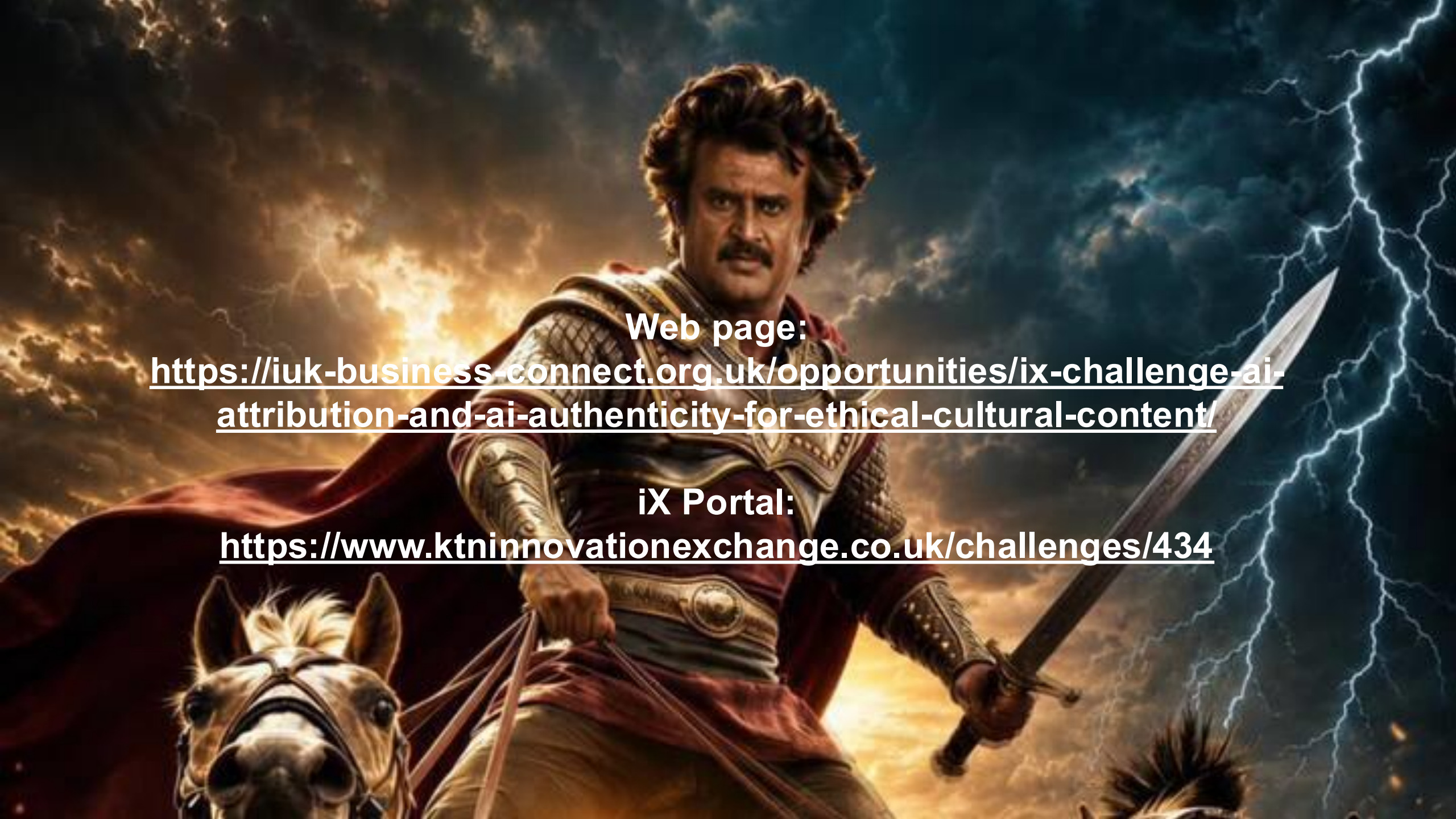
- Relevance to one or both challenge areas
- Demonstrable lawful basis, authorisation, source linkage, provenance and declared purpose for data used.
- Credibility, maturity and feasibility of the proposed solution
- Ability to demonstrate value through a focused pilot
- Contribution to creator rights, trusted authenticity, provenance and/or sustainable AI workflows
- Suitability for creative industry application and commercial pathway with Eros Innovation

IP & Potential Commercial Route

- Background IP remains with the solution provider.
- Any new IP will be governed by a mutual agreement between the provider and challenge holder.
- Licensing, joint ventures, partnerships, investment or other deployment routes require a separate commercial agreement.
- A mutual non-disclosure agreement may be used after selection; applicants should initially focus on outcomes rather than disclose sensitive IP details.
- Innovate UK and Innovate UK Business Connect take no IP ownership or commercial stake through iX.
- **Eros Innovation will negotiate specific terms with successful providers.**

Application & Technical Guidance

- Provide company information and answer three questions: Idea Summary, Technology Readiness and Intellectual Property, each limited to 300 words.
- Applicants may attach up to three directly relevant supporting documents; applications without attachments are not penalised.
- Useful evidence may include product images, specification sheets, slide decks or case studies.
- Use Google Chrome where possible; other browsers may have compatibility issues.
- The form can be saved and edited across sessions.
- Mark each section “Stage Complete” before submitting.
- Applications cannot be edited after selecting “Submit Idea”.



Web page:
https://iuk-business-connect.org.uk/opportunities/ix-challenge-ai-attribution-and-ai-authenticity-for-ethical-cultural-content/

iX Portal:
https://www.ktninnovationexchange.co.uk/challenges/434

Eros Innovation : Trusted Cultural AI Infrastructure: Film, Character & Rights

Deadline: 13 November

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https://iuk-business-connect.org.uk/programme/innovation-exchange/

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