



## PRESS RELEASE

### **Fincons Group, 24i Media and ContentWise to Showcase cutting-edge technology that's shaping the Future of TV at CES 2019**

***Milan, Italy, January 7th 2019 – 24i Media, an industry-leading, global streaming video app developer, ContentWise, a leading user experience management solution for pay TV, broadcast, OTT and streaming operators, and Fincons, an award-winning professional services company, today announced that they will be showcasing their full line of industry-leading products and solutions, including the newly launched RTÉ Player, at CES in a joint suite at Aria hotel.***

At CES 2019, Fincons, 24i Media and ContentWise will demonstrate how they deliver leading-edge technologies to help their customers gain an edge in the battle that is shaping the TV industry by showcasing various high-profile client video services from around the world.

“With industry leading partners like Fincons and ContentWise, we deliver flexible and immersive solutions that continue to push boundaries and define the latest trends in video streaming. At CES we will showcase our joint customer, RTÉ player as well as demonstrating how our solutions for streaming video apps can optimize personalization, accelerate time to market, reduce cost and complexity of multiplatform delivery, and in turn simplify monetization across all devices and brands,” said Martijn van Horssen, CEO at 24i Media. “We’re delighted to share suite with our partners ContentWise and Fincons.”

“Personalization is now a strategic imperative in the video entertainment industry, and the ability to deliver a whole new user experience, a key differentiator for every brand.”, added Paolo Bozzola, CEO of ContentWise. “At CES, together with our partners 24i and Fincons, we will demonstrate the huge positive impact that AI and automation are having for the top video operators worldwide.”

“We are excited to partner with ContentWise and 24i Media to showcase our collective solutions in media distribution and management, including OTT, TV Everywhere and Hybrid TV” said Francesco Moretti, Deputy CEO at Fincons Group and CEO at Fincons.US. “As we look forward in the industry, we will also showcase the results of our Hybrid TV work in the conversion of HbbTV solutions to the ATSC 3.0 technology standard and Next Gen TV experience in the US.”



Fincons, ContentWise and 24i Media will be hosting their guests in the penthouse suite at Aria (Tech South) at CES 2019 and is pleased to invite broadcasters, operators, media companies and others to meet with them and learn how they are empowering clients across the globe to monetize, delight and retain their viewers.

#### **About Fincons Group**

Fincons Group is an award-winning professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations to a diverse range of industries. In the Media sector Fincons Group has long term and successful relationships with market leaders such as The Associated Press, Sky UK, SKY Italy, SKY Deutschland, Fox, RTE Ireland, Mediaset, Publitalia, RAI RadioTelevisione Italiana, RCS Media Group, Mondadori, providing solutions and ICT services covering the entire Digital Supply Chain, from Rights Management, Programming and Scheduling, Advertising Sales and Omnichannel Video Delivery. With 35 years of experience in IT Business Consulting and System Integration, Fincons Group has offices in the UK, Italy, Switzerland and the US, 1400 employees and more than 132 million Euros revenue.

For more information, visit [www.finconsgroup.com](http://www.finconsgroup.com)

#### **About ContentWise**

ContentWise is the leading user experience management solution for pay TV, broadcast, OTT and streaming operators. ContentWise helps its customers' marketing, editorial and content acquisition teams predict user intent, personalize the watching experience, optimize content performance and automate programming. The ContentWise software suite combines UI personalization, self-tuning automation, editorial management tools, predictive analytics, testing and targeting capabilities. ContentWise customers are leading operators worldwide, including Cablevisión Argentina, iStreamPlanet, maxdome, Mediaset, MultiMedia Polska, RTE, SK Broadband, Sky, Telefonica and TrueVisions.

More information at [www.contentwise.tv](http://www.contentwise.tv)

#### **About 24i Media**

24i Media is an industry-leading global TV app developer with an award-winning technology framework, that supports clients to develop and deploy apps faster and more efficiently on all devices, screens and TV platforms. 24i empower broadcasters, content owners and operators with future-proof and flexible tools to create and monetize personalized TV apps, while accelerating time-to-market and reducing cost. 24i's technology framework powers the digital experience for leading brands around the world, including iflix, Rakuten, Fox Sports, TDC, Sinclair Broadcasting Group, Globo, RTÉ, NPO and many more. 24i Media, founded in 2009, is headquartered in Amsterdam, with offices in Los Angeles, New York, Buenos Aires, Madrid, Copenhagen and Brno.

For more information, please visit [www.24i.com](http://www.24i.com)