

NextGen TV is Now!

A Revolutionary Platform and a Sport Gamification Use Case

About Fincons

- Media platform global systems integrator
- From pre-competitive research to production
- From EU and US emerging trends to a new global offering

SDP – Innovative Interactive Applications

- The “launcher” app
- Weather forecasting
- Hyper-local Breaking News
- Advanced Emergency Alerting
- Multiscreen Reality TV Show
- Addressable Advertising
- Augmented Documentary
- Movie Smart Watching

SDP - The Platform

- A flexible software framework for NextGen TV
- Driven by Customer Applications
- A new generation of video-based communication services via Online Video-platforms, Artificial Intelligence, Gamification and Social Enablement
- First HbbTV2 & ATSC3 compliant platform

SDP - Backoffice Toolchain

- Fully automated preparation chain
- Redefining application development based on templates and automation

Sport Killer App Demo

- Contest, Betting, Gamification, Social Dimension

SPEAKER



Oliver Botti

Head of International Business Development and Innovation at Fincons Group
oliver.botti@finconsgroup.com

After 25+ years in research and innovation, operations, and sales and business development, Oliver Botti is in charge of developing Fincons international markets as well as portfolio innovation. In the media sector he's involved in omni-channel video distribution and monetisation, introducing OTT and HbbTV/ATSC3.0 hybrid TV, addressable advertising, AI/ML-based video augmentation and accessibility enhancement, multi-modal UX Design, VR/AR, big data and advanced analytics, and their application to monetisation, audience segmentation, UX personalization, and user engagement.