



THE NEXT GENERATION OF MEDIA

TURNING EXPERIENCE AND INNOVATION
INTO SMART PRODUCTS AND SERVICES



THE RIGHT PARTNER TO FACE INDUSTRY CHALLENGES

Media companies are constantly challenged to adopt new business models and to develop a culture of anticipation and responsiveness to technological advances.

Fincons Group combines vertical expertise, decades of successful projects with leading broadcasting and publishing companies, strategic partnerships and 400+ professionals skilled in the Media sector, together with an innovative mindset.

Fincons selects the best components available on the market to offer media solutions tailored to meet in full the specific needs of each client. Emerging technologies like AI/ML, Conversational UX, VR/AR, Blockchain and IoT are integrated into **best-of-breed solutions**, **SaaS** in the **cloud** and **open frameworks** to accelerate the transformation of the entire digital value chain.

OUR SKILLS

Consulting

Extensive experience in various industries, understanding of processes and the ability to optimally use new technologies, all enable Fincons to offer its clients high value-added consultancy services.

System Integration

Fincons is a solution company with independent system integration at its heart that is able to translate the client's strategic priorities into solutions for competitive performance. To achieve this, Fincons selects best-of-breed components from the market, offering solutions tailored to the individual client or market segment.

Products

A distinctive feature of the Group's offering is provided by our proprietary solutions. Thanks to our Research & Innovation and Engineering teams, these products anticipate market needs introducing innovative features not fully satisfied by other market solutions.

Build and Operations

Made in Italy Smart-Shore is the new working model that makes our offering to national and international clients unique. The Bari Delivery Center offers Application Management and Systems Development services at competitive prices. Today it is composed of 600+ highly qualified professionals with vertical skills spanning various industries, technologies and platforms

OUR INDUSTRY EXPERTISE

Within the Media and Entertainment Industry, Fincons specializes in the following areas:



RIGHTS MANAGEMENT
AND PROGRAMMING



OTT AND NEXT GEN TV



CROSS-PLATFORM
ADVERTISING MODELS



DIGITAL MULTI-PLATFORM
CONTENT PUBLISHING

RIGHTS MANAGEMENT AND PROGRAMMING

FROM CONTENT SELECTION TO THE AUDIENCE, IN A RENEWED IPR LANDSCAPE

Maximizing return on content investments represents a key objective for any media company. The proliferation of content distribution platforms and of new business models has made such an objective more complex to achieve and monitor nowadays.

Fincons has supported Tier-1 broadcasters on rights management and on multi-platform planning and scheduling, selecting leading products and configuring **tailored solutions to maximize inventory monetization and profitability.**

The current scenario requires a new generation of multi-dimensional rights management to drive business evolution spanning geographies, currencies, channels and devices; leveraging all delivery platforms across linear and non-linear services, ensuring compliance with rights constraints.



Smart Rights Management

Fincons' experience and vision inspired the design of our Smart Rights Management (SRM) solution. This innovative solution - part of our Smart Digital Platform - enables the entire process of rights management from negotiation to sublicensing, supporting smart functionalities based on innovative technologies.

Provided as a SaaS, SRM provides traditional rights management features with smart capabilities:

- New generation management of multidimensional primary, ancillary and elemental rights
- Recommendation engine to support exhibition and sub-licensing opportunities optimization
- API and workflow manager for internal and external exchange communication services
- ML-based automatic analysis and import of contracts and cognitive smart search on contractual terms
- Face recognition to detect talents and attach contract rights and restrictions
- Native scalable cloud solution following the SaaS paradigm
- Collaborative Intellectual Property Protection and Detection (to comply with latest EU public regulation of IPR).



RIGHTS MANAGEMENT AND PROGRAMMING



OTT AND NEXT GEN TV

OTT AND NEXT GEN TV

FROM LINEAR AND OMNI-CHANNEL OTT TO HYBRID PERSONALIZED TV

The proliferation of video distribution channels requires not only that content is available in a variety of business models and platforms, but that it is also delivered efficiently and cost effectively. Innovative solutions must be implemented to optimize the entire Digital Value Chain.

This includes:

- Flexible content packaging and metadata management
- Orchestration of multi-media formats and content specifications
- Multiple cloud and on-premise preparation processes
- Content usage reporting and analytics
- Consistent and coherent user experience on multiple devices



Smart Digital Platform

All our experience has been squeezed into Fincons' Smart Digital Platform (SDP), a **flexible and fully customizable modular framework** designed to provide Hybrid TV and OTT solutions and to act as an accelerator for new services scenarios. In line with our consulting and system integration DNA, Fincons SDP's open architecture and micro-services implementation integrate seamlessly into the clients' existing ecosystems.

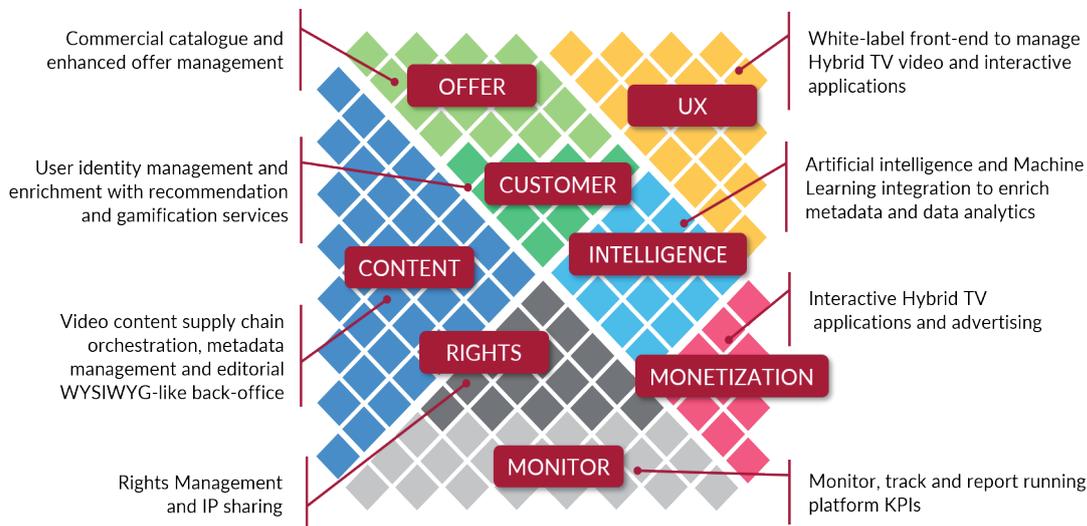
In addition to the most common emerging needs, **SDP opens to visionary scenarios**, such as:

- A data-driven content proposition, where content metadata extraction through ML enables sophisticated "Augmented TV" models
- Programmatic Advertising, rapidly entering the traditional TV market and introducing new CPM-based advertising models
- Direct-to-Consumer premium distribution for content rights owners, studios and sport organizations



Innovative applications are rapidly configured and deployed, combining HbbTV/ATSC3 interactivity features with best-of-breed ML engines to take personalization of content and user experience to the next level:

- Smart Watching of VOD content: automatic and personalized highlights extraction and direct navigation
- In-venue services augmentation of the in-stadium experience through VR
- New contests and betting applications to monetize sport events, with engaging gamification features
- Emergency Alert Systems (EAS) to inform citizens during catastrophic events, combining broadcast and ATSC/HbbTV signals to reach people under extreme circumstances



SDP, the first platform ever to be entirely compatible with both HbbTV and ATSC3.0 standards, enriches Broadcaster Apps with advanced monetization models, provides contextual information and encourages greater viewer engagement. The SDP uniquely also features, through cloud based microservices, the full automation of the Hybrid TV asset preparation chain, providing novel answers to emerging needs:

- Revolutionary Publishing Tool that redefines application development
- Hybrid TV Interactive Applications, Addressable and Programmatic TV Advertising
- Multiple cloud AI/ML Metadata Enrichment
- Hybrid media workflows Orchestration
- Rights Management, Watermarking and IP Sharing
- Data analysis for QoS and Monetization improvements

OTT AND NEXT GEN TV



CROSS-PLATFORM ADVERTISING MODELS

CROSS-PLATFORM ADVERTISING MODELS

TARGETED, INTERACTIVE, WATCH & BUY

The proliferation of content distribution platforms also represents a challenge for the advertising sector, where the downturn in traditional advertising isn't always compensated by internet advertising.

In order to deal with this digital transformation and to capitalize new monetization opportunities for the advertising inventory, leading media operators are innovating their typical working model by managing a multiplatform and dynamic offer.

Driven by emerging market demand, Fincons introduced a set of innovative solutions fully managing **interactive and addressable advertising on every screen and every platform** to increase yield and monetization within consolidated best practices:

- Deliver ads across linear DAI, OTT, VOD
- Generate a seamless experience by connecting TVs with second screens to enable data and targeted advertising on audience segments
- Control order management, forecasting and buying methods and empower overall audience frequency management

Fincons built an integrated ecosystem, based on its SDP framework and on third parties' products that supports new and tailored business models:

- **Interactive Content & Responsive Advertising**, thanks to custom landing microsites for brands' campaigns
- **T-commerce** (Media Embedded Merchandising), where a **Watch & Buy model** transforms advertising into a direct-buy experience
- **Contextual Advertising**, where products are chosen not only according to user preferences, but also depending on the displayed content

DIGITAL MULTI-PLATFORM CONTENT PUBLISHING

EMPOWERING PUBLISHERS AND MEDIA OPERATORS TO BE RESPONSIVE IN A DEMANDING AND CHANGING MARKETPLACE

In response to market demand for more digital content, the publishing industry has moved towards an omni-channel approach where traditional publishing is combined, or entirely replaced, with digital formats.

Fincons supports publishers of journals, newspapers, books, digital platforms and other media operators in this transformation, assisting them throughout the digitalization process with an optimal use of new technologies and channels, enhancing audience engagement and content monetization

Fincons co-invests in the experimentation of **innovative use-cases together with its clients**, capturing and anticipating the trends in different market segments, such as:

- Service unbundling, from an all-you-can-eat to à-la-carte models for the personalized subscription economy
- Protecting content IPR in a new era of sharing and distribution on multiple platforms
- Combining UGC with professional contributions, automation and fake news verification
- Modern E-commerce stores for digital content and physical products

Our experience managing the digital presence of our clients covers the design and deployment of static and dynamic responsive websites, apps and e-commerce portals, community and social media network accounts.

The application of innovative technologies such as Machine Learning and Deep Learning allows us to experiment with new models of collaborative content production, audience profiling and content/service personalization. Fincons not only provides new ways to engage with the reader, but also new tools for editorial teams to better collaborate with one another within the organization.



DIGITAL MULTI-PLATFORM CONTENT PUBLISHING



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