



## PRESS RELEASE

### **FINCONS GROUP is the IT strategic Partner of Sky Deutschland for Snap**

*FINCONS GROUP integrated the multi-screen TV solution for Snap, the new SVOD service launched by SKY Deutschland*

FINCONS GROUP is the main technological partner of Sky Deutschland for the implementation of the web platform, the iOS Universal app and of the unique back-end and system integration services for "Snap by Sky". Snap is the new Sky Deutschland SVOD service that offers full access to a library of more than 4.000 titles of movies, series and children's programmes.

Sky Deutschland is the media company, with headquarters in Unterföhring, that provides an extensive HD offering on the German and Austrian markets with a total of up to more than 80 HD channels (as of January 2014). Currently, approximately 3.7 million subscribers enjoy the high-quality and exclusive program selection including live sport as well as current films, the latest award-winning TV series, kids' programs and documentaries. The company is continuously improving its service quality by introducing measures such as faster activation of subscriptions, faster dispatch and more reliable hardware as well as by improving the availability of the service personnel. In this perspective, Sky Deutschland identified an opportunity to expand its VOD offering due to the growing inquiry for on-demand viewing. In December 2013, the Company launched a new online SVOD service: Snap, that covers the German and Austrian market and offers full access to a library of more than 4.000 titles of films and award-winning series.

This extension of the offer portfolio with Snap, in conjunction with Sky other products and especially Sky Go, represents a true business innovation on the broadcast market. The enabling software solution had to be as innovative and visionary from the technological point of view as the Snap service itself is from the business one, while concurrently guarantee a dramatically short time-to-market for the first launch. Key enablers to reach this goal are the "future proof" solution architecture, its layered organization and the modular development applied by FINCONS GROUP through both the Sky Go and the Snap projects. To support new services such as Snap or Sky Go, there is the need to transform nowadays broadcaster's applications architecture, evolving the existing systems' landscape towards new-generation solutions. Thanks to its experience, FINCONS GROUP has developed an innovative OTT Digital Video Framework. It supports this process transformation through the integration of best-of-breed market products, it enables new business models required by the video market competition and it facilitates the configuration of tailored solutions shortening the time-to-market of innovative digital video services. The implementation of the Snap product is based upon the already existing Sky Go infrastructure, developed by FINCONS GROUP since Sky Go launch in 2011, which is an early version of the FINCONS OTT Digital Video Framework. The Framework is designed to integrate both off-the-shelf products and open platforms,

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to facilitate their integration within tailored solutions for the Media market and to shorten the time-to-market of innovative digital video services with a wide spectrum of exploitation.

Snap is now available on the web, on Apple iPhone, iPod touch, iPad and Samsung Smart TVs. Many programs can be downloaded on iPad and iPhone and watched offline, regardless of where users are and whether or not they are connected. Samsung Galaxy products and other platforms and devices are expected to follow shortly.

Several challenges characterized the OTT solution implementation project. Some of these have already been measured, some others still require a longer term run of the system to provide evidence of the obtained improvement. Reusage of the Sky Go solution, based on the OTT Digital Video Framework, and extended to fit with Snap specific requirements, allowed a dramatic cost saving and reduction of both time-to-market and project risks. These benefits will proceed during system maintenance and evolution. The usage of the OTT Digital Video Framework allowed to reduce the development effort and time for apps on different mobile devices and will also significantly decrease costs for their maintenance and update. A wide class of benefits regards the efficiency of both editorial and marketing operations. Snap permits Sky Deutschland to offer a purely on-demand service with flexible month-to-month contracts. Marketing and editorial teams can control the whole content and asset life-cycle through configurable workflows and can update the new multi-screen offering, making multi-screen operations efficient (e.g. the content portfolio will be extended daily, including the addition of at least one new movie and new children's content each day). But the top advantage of the adopted solution is the "future proof" architecture of the OTT Digital Video Framework, which will allow to continuously enable the satisfaction of the new business requirements that, we can give this for grant, are going to rapidly evolve in the short term to possibly new scenarios.

Active in Europe since more than 30 years, **FINCONS GROUP** is a leading IT Business Consulting company that provides tailored and end-to-end software solutions to several markets. With offices in Milan, Verona, Rome, Bari, Catania in Italy and Lugano, Bern, Zurich in Switzerland, the Group has a relevant presence in the media sector with long-term and successful relationships with market leaders such as Sky Deutschland, Sky Italy, Fox Italy, Mediaset, Publitalia, RAI Radio Televisione Italiana, RCS Media Group and Mondadori. Driven by a deep understanding of ongoing market trends, FINCONS GROUP is focused on the market hot topic of broadcast/broadband convergence, which introduces new priorities on core processes related to rights and programming management, offering management, advertising sales, content management and content distribution. The Group, as well as a dedicated Media BU, has also a strong expertise in Energy, Utilities, Financial Services, Transportation and Manufacturing sectors.

