

The big bold future of TV

This is a time of transition for the media and broadcast industry with merger and joint venture activity hotting up like never before. Fincons Group has been working with the industry for 36 years on pioneering projects such as the launch of the HbbTV standard in Europe and the preparation for ATSC 3.0's take-off in the USA, witnessing the evolution of the market but also helping broadcasters get in the driving seat and direct change. We asked Oliver Botti, Head of International Business Development and Innovation at Fincons Group, and Alberto Niero, Head of Media BU of Fincons Group, what they think are the key developments businesses should be keeping an eye on.

Fincons Group has been active in the media and broadcast industry for 36 years in Europe and, most recently, in the USA. What are the most significant changes you see taking place and how is Fincons adapting to respond to these changes?

Alberto Niero:

The availability of video content over the web has revolutionised viewer expectations. After broadcasters initially responded to the onslaught of digital-only OTT content providers by developing their own OTT solutions, they are now taking this a step further and are making existing platforms increasingly interactive in line with Next Generation Hybrid TV standards.

We're also seeing a drive towards broader audiences across borders and in new markets; producers, for example, are increasingly developing content specifically for B2B2C markets such as institutional or educational audiences.

In response, Fincons has expanded geographically, but has also focused on making solutions and services available everywhere through use of the Cloud and its Smart Shore IT Delivery Center in Italy.

What are the main issues that media players are tackling at the moment?

Oliver Botti:

In an increasingly international and I would even say "Global TV" environ-

ment, we are seeing more broadcasters joining forces and forming joint ventures to target wider audiences. At the same time, the media industry is finally becoming more aware of the potential of interactivity and personalisation of content to drive user engagement and targeted advertising. This will soon generate the need for global standards, maybe by merging the current continental ones.

Metadata enhancement and Data Analytics are opening the market to more data-driven content production and can also develop new content such as tailored short-forms based on archives combined with fresh contributions and branded content. Some broadcasters are even using TV interactions and participation to develop new cult shows.

Alberto Niero:

The Content Supply Chain (CSC) also needs improving through data standardisation and AI powered automation: intelligent OCR can help drive automatic contract data insertion, for example, on the other hand, talent face recognition can identify a face and provide analysis on specific rights relating to that person and distribution of content featuring them, significantly contributing to leaner and more accurate rights management. We have formed partnerships with leading Rights Management suppliers to help media companies make video content more accessible and to use Media Asset Management solutions to ready OTT content for monetisation.



Oliver Botti, Head of International Business Development and Innovation at Fincons Group

There has been much talk about the way machine learning and AI are going to change the way we work and live, is this happening in the broadcast and media industry?

Oliver Botti:

Automation and particularly AI are revolutionising broadcast technology: automated data analysis and AI are fuelling user engagement through personalisation and are driving the development of new pricing and monetisation models, such as augmented overlay, brand monitoring, contextual advertising, shoppable content and smart watching.

Once data standardisation has been established thanks to the help of experienced system integrators, it is possible to leverage machine learning to help businesses make game-chan-



**Alberto Niero, Head of Media BU
at Fincons Group**

ging moves such as enabling to identify and verify fake news, or automatically extract content from existing archives to analyse it and develop new content.

An exciting AI powered and quite

challenging project we are proud to be working on as part of the EU funded H2020 programme is Content4All, an accessibility system to enable the cost-effective personalisation of content for the hearing impaired through the development of a photorealistic 3D human avatar for sign-interpreted content creation.

What are Fincons' key differentiators?

Alberto Niero:

We are committed to our customer focus; not only do we run multiple quality checks, but it is one of our core principles to remain technology agnostic and keep searching for new technologies on behalf of our clients so that we always offer the best fit. Continuous scouting of emerging technologies and smooth integration in terms of cloud microservices not only provides our customers with an

updated best-of-breed option, but also avoids lock-in with a single technology.

What role do partnerships play in the way Fincons ensures clients have access to the best technology?

Oliver Botti:

Partnerships are an important way for us to ensure we provide clients with the latest technology and best-of-breed solutions. By continuously scouting new technologies and cooperating with strategic vendors we drive the development of solutions that the market is calling for ahead of time.

This enables us to provide clients with ad hoc, pioneering systems prior to their becoming mainstream and to bring innovative solutions into the industry faster than ever before cutting down time-to-market for innovation.

With over 1500 employees worldwide and 36 years of experience, Fincons is an award-winning IT business consultancy, providing a broad range of services and solutions in strategy, digital, technology and operations to a diverse range of industries. In the Media sector, the Group has long term and successful relationships with Tier-1 clients, providing solutions and ICT services covering the entire Digital Supply Chain, from Rights Management, Programming and Scheduling, to Advertising Sales and Omnichannel Video Delivery. Fincons has offices in the US, UK, Germany, Italy and Switzerland.

THE HYBRID TV BUSINESS REVOLUTION

Come visit Fincons Group at booth B42 - Hall 14

Don't miss:

**"The Associated Press and Fincons:
unbundling content for new products creation"**

Francesco Moretti, Deputy CEO Fincons Group and CEO Fincons.US

Gianluca D'Aniello, CTO and Senior VP at The Associated Press

Saturday, September 14th, 12:30 PM - CE HUB Hall 14