

PRESS RELEASE

Fincons Group launches its AllRights - Content Recommender at the NAB Show

AllRights - Content Recommender to be showcased for the first time at booth W2067 at the 2023 NAB Show Centennial

Las Vegas, April 11th 2023 - On the year of its 40th birthday, Fincons Group, a leading international IT Business Consulting and System Integrator with extensive experience in the media & broadcast sector in the US and Europe, will exhibit at the centennial edition of the NAB Show Las Vegas 2023. On this occasion, as it has for more than a decade, Fincons Group continues to offer innovative solutions for the Media market and will present the newest smart feature of its rights management suite, the AllRights - Content Recommender.

In view of an ever-increasing media fragmentation, combined with growing content costs, Fincons has embarked on a mission to build business-outcome centric tools to help media companies and content producers improve content monetization. Developed with these needs in mind, AllRights - Content Recommender is an AI-based solution designed to empower Sales Representatives with ad hoc suggestions on the best content to sell according to inventory optimization criteria and content suitability for specific clients and markets.

Fincons Group, combining its expertise in the Media industry with its system integration expertise and skills on cutting-edge technologies, developed this advanced content recommendation engine that combines both Artificial Intelligence and standard algorithms to analyze first party and third party data to define the best content for each client or market.

AllRights - Content Recommender empowers content owners and sales managers by automatically suggesting which content to focus on selling – as well as where and to whom – plus intuitive tools to drive quick honing in and analysis of the perfect content for a particular client or opportunity.

Part of AllRights, this data-driven solution for content sales will also be available as a stand-alone product that can be integrated with the customer’s rights management system, offering process optimization and a competitive advantage in the highly dynamic M&E market, where speed to market and content potential are key drivers for success for distributors and broadcasters.

The Fincons AllRights suite is a comprehensive rights management solution, launched in 2022, to respond to the market’s demand for a unique and centralized enterprise-view of content rights. AllRights is a modular solution based on a comprehensive set of core capabilities, highly configurable, cloud-native and offered in SaaS with optional single tenancy. Special focus was placed on providing a contemporary user interface that offers a smooth, intuitive user experience inspired by modern B2C applications.

“We’re extremely honored to be able to present the AllRights - Content Recommender at the NAB Show 2023 Centennial. We are really looking forward to meeting with international clients and professionals to discuss the future of the media industry and our efforts to continue to provide forward-thinking solutions that, like AllRights, respond effectively to real market needs in the incredible setting that is the NAB Show” says Francesco Moretti, Group Deputy CEO and CEO International at Fincons Group.

To learn more about AllRights - Content Recommender and Fincons visit booth W2067.

About Fincons Group

With over 2600 resources worldwide and 40 years of experience, Fincons is an award-winning IT business consultancy and system integrator company, spread across Europe and the US. Fincons provides a broad range of IT services and solutions to various vertical sectors. In the Media industry, the Group has long-term and successful relationships with Tier-1 clients, covering the entire Digital Supply Chain, from Rights Management, Programming, Data-driven production, Metadata Management, to Asset Management, Cross-platform and Targeted Advertising, Digital services, OTT, Hybrid/NextGenTV and DAI.

For more information: www.finconsgroup.com