

## PRESS RELEASE

# Fincons Group Wins 2023 NAB Show Product of the Year Award Together with Mediaset and Publitalia '80

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Milan – 03 May 2023 - Fincons Group announced that its Mediaset/Publitalia '80 Dynamic Ad Insertion is a Best Asset Management/Automation/Playout winner in the **2023 NAB Show Product of the Year Awards**. This official awards program recognizes the most significant and promising new products and technologies showcased by corporate partners of NAB Show.

With the support of Fincons Group, Mediaset (part of the holding MFE), a major European broadcaster, and its advertising sales house Publitalia '80 have developed a new Dynamic Advertising Insertion (DAI) solution to enhance addressable advertising on Connected TVs. The project is part of a strategic advertising product suite, named ADD+PLUS, combining several Addressable TV Advertising features and formats, both display and video, into a unique innovative proposition to the market.

DAI enables the automatic replacement of traditional one-to-many broadcast ads with one-to-one broadband advertising, which reaches viewers directly via Connected TV sets thanks to the HbbTV standard for European markets, and to the ATSC3 for US ones. The aim of this solution is providing a better advertising experience to the TV audience, serving relevant ads to the right target.

From a technology perspective, the most recent and innovative step of this multi-year initiative is the enablement of frame accurate ad replacement, being the first pilot implementation available on the market based on the latest HbbTV-TA specification of the European standard.

“The sales house perceived the importance of developing a dedicated offer for Connected TV in 2017, being the first to launch in Italy a new addressable advertising solution”, says **Paola Colombo, General Manager AdTech & Business Development of Publitalia '80**. “The collaboration with local and international technical partners has always played a fundamental role in order to propose to clients an ever-evolving product suit.

Thanks to Fincons' support, the adoption of a robust DAI solution gave us the way to strengthen our video offer, allowing clients who plan on-demand video campaigns on smart TV to extend the delivery also on linear break and selectively reach out to specific targets thanks to profiling opportunities provided by Connected TV.

Since the very beginning Publitalia '80 has partnered with Fincons and its technological know-how has represented the starting point to develop a unique, varied and innovative offer that, through the years, has seen new implementations, acquisitions and partnerships.

Today, ADD+PLUS offer includes new interactive formats and promotes cross-screen approaches through which brands can plan digital campaigns retargeting viewers on the TV set and on other devices, to extend the audience and to balance reach & frequency. We also introduced drive to store and drive to site attribution models that analyze the impact addressable advertising on Connected TV has in terms of visits in store or on the client's website, providing brands with powerful insights on customers behaviours.

An offer", Colombo concludes, "able to answer more specifically to the increasingly demand for measurement and communication needs of brands".

"At Fincons Group, we have been investing in Hybrid and NextGen TV since the onset and are noticing an acceleration towards a new form of television every day, in every country we operate in. The future of TV is increasingly interactive, participative, personalized, addressable. These technologies are helping broadcasters respond to increasing competition and to changing consumer viewing behaviour so that they can grasp new monetization opportunities", says **Francesco Moretti, Deputy CEO and CEO International at Fincons Group**.

**Oliver Botti, SVP Sales and Innovation Executive Director at Fincons Group**

adds: "Based on our international presence as thought leaders and from our sales conversations in both Europe and US, we can confirm that the time is now for broadcasters to monetize their content proposition with novel Addressable TV Advertising, DAI, and TV commerce. We are keen to see how the unprecedented advertising models and innovative solutions effectively deployed together with Publitalia '80 have anticipated the current demand of the different markets and paved the way to an expected adoption at scale."

## 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](http://www.finconsgroup.com)

## About Publitalia '80

Publitalia '80 is the Italian advertising sales house of the Mediaset Group's free-to-air television channels, standing out for its great flexibility and attention in combining editorial strategies with the communication needs for brands. The sales house oversees the video communication supply chain, through a broad and diversified offer including standard and special/unconventional formats as well as branded content solutions. Starting in 2017, Publitalia'80 added the emerging innovation of advanced TV to its offering, launching an innovative product suite entirely dedicated to Connected TV, called ADD+PLUS. The new interactive formats allow clients to plan targeted campaigns, combining the best of linear and non-linear TV. Thanks to Publieurope, the international sales house owned and operated by Mediaset Group, Publitalia '80 completes its offer with some of the most important European commercial televisions.

## The 2023 NAB Show Product of the Year Award Online

<https://nabshow.com/2023/news-releases/poty-award-winners/>

## About NAB Show

NAB Show, held April 15-19, 2023, in Las Vegas, is celebrating its centennial year as the preeminent conference and exhibition driving the evolution of broadcast, media, and entertainment. It is the ultimate marketplace for next-generation technology inspiring superior audio and video experiences. From creation to consumption, across multiple platforms, NAB Show is where global visionaries convene to bring content to life in new and exciting ways. More information is available at [www.nabshow.com](http://www.nabshow.com)

## About NAB

The National Association of Broadcasters is the premier advocacy association for America's broadcasters. NAB advances radio and television interests in legislative, regulatory, and public affairs. Through advocacy, education, and innovation, NAB enables broadcasters to best serve their communities, strengthen their businesses and seize new opportunities in the digital age. More information is available at [www.nab.org](http://www.nab.org)