



The power of convergence and interactivity to create engaging digital contents

Fincons' experience in HbbTv and ATSC 3.0: interview with Francesco Moretti and Oliver Botti

Fincons Group takes part in the National Conference of HDFI with huge ambitions, as demonstrated by the Diamond profile chosen to participate in this two-day event in Milan.

This presence is in line with the Group's strategy, focusing in the recent past to international markets, including the company incorporation in London and the United States and the aim to continuous growth.

Francesco Moretti, Deputy CEO of the Group and CEO of Fincons.US Inc., the American company of Fincons Group, gives an even clearer picture of the future of Fincons, starting from the company's brilliant past.

Mr Moretti, Fincons is a very active and dynamic company, not only in the media industry, but other industries as well. It's like saying, 35 years and....

"Since our incorporation in Italy in 1983, we have been always growing organically thanks to the right vision and investments on innovation, which gave us the opportunity to start working for tier-one companies in the Italian and Swiss markets very soon. Then our philosophy has always been to look not for a client/supplier relationship, but for a strategic partnership, so we were able to gain the trust of our clients, which involved us more and more on business and digital transformation initiatives. In the future our goal is to export our core business know-how, combined with the knowledge of leading worldwide vertical software products, relying on our "Smart-Shore" sourcing



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

model (based on Bari Delivery Center) and we are already having success in the UK and in the US."

You have exceeded 100 million euros in revenue, growing in double digits. Is your goal to continue an expansive policy or do you have other dreams in mind?

"The goal is always to grow more, as this is the only way to maintain our clients: providing them every year with new capabilities acquired in innovative new projects delivered. So far we have been always growing organically, but in the future we don't exclude a focused M&A strategy in our emerging markets."

At the National Conference of HDFI you open the day dedicated to HbbTv. Whom do you ask for more commitment: Italy or your European partners with whom you already have important relations?

"We are proud of the success we recently had with Mediaset, in occasion of the last FIFA Worldcup, launching interactive TV services and addressable TV advertising based on HbbTv and Mhp. This, combined with our long term collaboration with SKY on their generations of OTT TVs, allowed us to innovate and to

consolidate our offering within the domestic market. Nevertheless, concurrently we had the opportunity to work in UK, Germany and Spain with SKY group, in UK with FOX and in Ireland with RTÉ. And the attention we are receiving from the US market, working with the Associated Press first, and now opening an interesting dialog with US broadcasters about ATSC 3.0 initiatives, is confirming that our experiences in this area are absolutely relevant also outside the European borders.

I am proud to address the audience in Milan, sharing these experiences and stimulating a debate which clearly recognizes to this forum that HDFI is an excellence, which has managed to change the paradigm from competition to cooperation. The success of the HbbTV Symposium in Rome last year was extraordinary as well."

We now ask Oliver Botti, Head of International Business Development and Innovation, what is Fincons presenting at the National HDFI Conference?

"We have a great opportunity, made even more incisive by the presence of international partners and guests from Spain, France, Switzerland, Ireland and the UK. We present Mediaset Play, the new OTT of the Group which also represents an innovative model of hybrid TV, combining the traditional power of linear TV with the interactive content capability and addressable TV advertising. At Fincons' booth we will be showing how HbbTV can help broadcasters launch new ground-breaking TV models."

You have taken important steps with authoritative partners, are you satisfied? And in particular of what?

"We are very proud of the Italian success, where with Mediaset we successfully leveraged the innovation effort we spent on HbbTV during the last 5 years; and I can anticipate that other leading Italian broadcasters are focusing their attention on this technology.

Concurrently, we pay close attention to what is moving on in the UK, Germany and France. We take into a special consideration Spain too, where we supported the entry of Sky in the market with a pure OTT service. The US market is then a very important challenge for our Group, and we have indeed acquired solid know-how in the ATSC 3.0 standard, taking an active role into their Working Groups.

Innovation has been and is the key of our market



Oliver Botti, Fincons Group Head of IBD and Innovation

penetration strategy. This is what makes me really satisfied with the work done everyday."

So, is HbbTV the real frontier of success?

"HbbTV is an opportunity in the broadcasters' roadmap to the future. Thanks to the hybrid channel, and thanks to the availability of more and more data about the audience, I do believe broadcasters can define a "New Gen TV" that combines their traditional "brand-driven" offering with data-driven models, more than directly compete with the FAMGA giants in a pure online tv arena."

Edited by
Andrea Michelozzi,
President of Comunicare Digitale

Fincons Group

With 35 years of experience in IT Business Consulting and system integration, Fincons Group is an award-winning professional services company that provides a broad range of services and solutions in strategy, consulting, digital, technology and operations to a diverse range of industries: media, energy and utilities, financial services, transportation, manufacturing, and public administration. The Group has offices in Italy, Switzerland, in the UK and in the US.

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