



**PRESS RELEASE**

***Fincons Group and Mediamorph Sign Key VAR Agreement  
to Supercharge the Entertainment Supply Chain***

**September 2019**

**Publication:** Media & Entertainment Services Alliance

**Date:** 17.09.2019

**URL:** <https://www.mesalliance.org/2019/09/17/mediamorph-fincons-group-ink-entertainment-supply-chain-agreement-hits/>

**Description:** The Media & Entertainment Services Alliance (MESA) advances new technologies that are enabling the digital transformation of media and entertainment.

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## Business

By Chris Tribbey **Business** September 17, 2019

### Mediamorph, Fincons Group Ink Entertainment Supply Chain Agreement (MESA)

Content Value Management (CVM) cloud platform company Mediamorph and international IT business consultancy Fincons Group have signed a Value-Added Reseller Agreement (VAR), covering global projects geared toward providing media and entertainment companies with support for their CVM processes.

The agreement aims to help media companies implement and configure tailored content management systems, ones that handle content from multiple content providers.

Fincons, which has more than 35 years experience in the media and broadcast sector working with businesses like Sky in Italy, Germany and Spain, RTÉ in Ireland, and more, will help Mediamorph distribute its CVM platform, which automates content distribution and financial lifecycle at scale.

“We are excited to strengthen our partnership with Fincons who services some of the largest operators in the world. There is a lot of synergy between the two organizations,” said Rob Gardos, CEO of Mediamorph. “Mediamorph’s CVM platform sits at the epicenter of the entertainment industry driving greater accountability, flexibility and scalability to maximize content revenues. This becomes even more powerful when you combine Fincons’ passion, industry knowledge, specialized skills and business value methodology.”

Michele Moretti, CEO of Fincons Group, added: "It is our objective to continue to expand the business internationally, and our network of trusted partners plays a key role in enabling us to provide the Media & Entertainment industry with the latest technology they need to succeed. We hope that this partnership will continue to be fruitful for both companies and for the clients and prospects that we will provide innovative solutions for in the coming months."

**Publication:** Business Press 24

**Date:** 17.09.2019

**URL:** <https://www.businesspress24.com/pressrelease1552294/fincons-group-and-mediamorph-sign-key-var-agreement-to-supercharge-the-entertainment-supply-chain>

**Description:** International press and public relations portal featuring Free Press Release Distribution

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# Fincons Group and Mediamorph Sign Key VAR Agreement to Supercharge the Entertainment Supply Chain

The two companies join forces to support global media organizations with leaner [content management](#) and competitive advantage

(businesspress24) - Milan, 17 September 2019 – Fincons Group, an international IT business consultancy, and Mediamorph, the leading Content Value Management (CVM) [cloud platform](#) powering the largest entertainment companies in the world, today announced they have entered into a Value-Added Reseller Agreement (VAR). The agreement covers global projects and aims to provide the media and operator market with high quality support for their Content Value Management processes.

As the Media & Entertainment sector experiences seismic change in the way content is managed, consumed and delivered, operators and broadcasters are increasingly keen to ensure that their content is handled efficiently. Providing users with the right content at the right time and the right price both [online](#) and through Pay TV services is increasingly proving to be the main differentiator. As a result, a number of international alliances and joint ventures between large media companies are being formed to share media assets and enlarge the overall pool of viewers.

Fincons brings over 35 years of experience in the media and broadcast sector working with Tier-1 businesses like Sky in Italy, Germany and Spain, the Italian Mediaset and RTÉ in Ireland to name just a few. Their understanding of how the media business content supply chain and of the broadcast sector as well as pioneering work on HbbTV funded by the European Commission, place them ideally to partner with Mediamorph on distributing their Content Value Management (CVM) platform, which automates the content distribution and financial lifecycle at scale of the largest companies in media and entertainment.

The businesses joined forces to help media companies implement and configure tailored content management systems that handle content from multiple content providers like studios and TV networks. For example, the platform implemented for the largest US operator helps automate the supply chain process enabling content to flow seamlessly from providers to the end consumer ensuring titles are efficiently fulfilled and merchandized.

Francesco Moretti, Deputy CEO Fincons Group and CEO Fincons.US, comments: "This VAR agreement means a lot to us and consolidates the successful partnership we have had with Mediamorph for the past few years. Together we have had the opportunity to work on exciting innovative projects for major clients and to deliver tailored innovative solutions, efficiency and increased automation of business-critical activities such as content management."

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More information:

<http://https://www.realwire.com/releases/Fincons-Group-and-Mediamorph-Sign-Key-VAR-Agreement>

**Publication:** IT News Online

**Date:** 17.09.2019

**URL:** <http://www.itnewsonline.com/realwire/Fincons-Group-and-Mediamorph-Sign-Key-VAR-Agreement-to-Supercharge-the-Entertainment-Supply-Chain/23429>

**Description:** IT News Online is a News Portal dedicated to bringing you the latest that is happening in the IT Industry.

## IT News Online

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RealWire  
2019-09-17

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### **About Fincons Group**

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, Fincons 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. With over 1500 employees worldwide and more than 35 years of experience in consulting and system integration, Fincons Group has offices in the US (New York, Los Angeles), UK (London), Germany (Munich), Italy (Milan, Verona, Roma, Bari, Catania) and Switzerland (Küssnacht Am Rigi, Bern, Zurich, Lugano).

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### **About Mediamorph**

Mediamorph's mission is to boost business performance and accelerate content value across the entertainment ecosystem. Our Content Value Management (CVM) platform orchestrates the 360° process that brings content value from provider to distributor to the connected consumer. With advanced analytics and real-time access to actionable data, our cloud-based software tracks trillions of transactions and billions of dollars annually to maximize media monetization. Mediamorph has become the industry standard for the business of content, empowering the world's leading media and entertainment companies. For more information, please visit [www.mediamorph.com](http://www.mediamorph.com)

Source: [RealWire](#)

**Publication:** Real Wire

**Date:** 17.09.2019

**URL:** <https://www.realwire.com/releases/Fincons-Group-and-Mediamorph-Sign-Key-VAR-Agreement>

**Description:** Real wire is a global press release distribution service specialising in the online media.

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**Issue Date**

17 Sep 2019

**Press Release**

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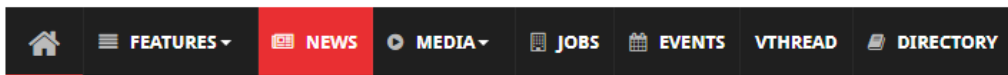
**Publication:** Virtual Strategy Magazine

**Date:** 17.09.2019

**URL:** <https://virtual-strategy.com/2019/09/17/fincons-group-and-mediamorph-sign-key-var-agreement-to-supercharge-the-entertainment-supply-chain/>

**Description:** Virtual-Strategy Magazine (VSM), is an online, reader-contributed, publication devoted to the ever changing and rapidly growing virtualization information technology marketplace.

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By **RealWire** - September 17, 2019 - In News 0 0



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**Publication:** Nexus Broadcast

**Date:** 17.09.2019

**URL:** <http://nexusbroadcast.com/broadcast-television-engineering-news/>

**Description:** Nexus Broadcast really is a source for all broadcasting related needs.



The image shows a screenshot of the Nexus Broadcast website. The header features the text "Nexus Broadcast" in a large, white, sans-serif font, with the tagline "Experience Makes The Difference" in a smaller font below it. The background of the header is a dark, textured pattern. Below the header is a navigation menu with the following items: Home, Services, Resources, FCC News, Industry News, Latest Nexus News, and Contact Nexus. The main content area has a light gray background and features a section titled "Broadcast – Television Engineering News" in a bold, blue font. Below this title is a news article with the following text:


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Posted: September 17, 2019, 11:00 am


**Publication:** M2

**Date:** 17.09.2019

**URL:** <http://www.m2.com/m2/web/story.php/20199158347>

**Description:** M2 Communications (M2) is a privately-owned international publishing and media services company.

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