

PRESS RELEASE

Fincons Group Wins 2021 NAB Show Product of the Year Award with Univision

New York – 08 November 2021 – Fincons Group announced that its Univision ATSC3.0 Broadcast App is a Best New Streaming Technology winner in the **2021 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, Univision – a major American Spanish-language television network - has developed a new Broadcasting App to enable personalization of viewer experience over both broadband connected and linear TV. The app leverages ATSC 3.0 technology and innovative integrations to provide viewers with dynamic content both via Broadband (OTT) and Broadcast (OTA) connection.

NAB Show Product of the Year Award Winners were selected by a panel of industry experts in 16 categories and announced in a live awards ceremony on [NAB Amplify](#) on November 3. To be eligible for an award, nominated products had to come from companies scheduled to exhibit in either the 2020 or 2021 NAB Show and are delivered within the 2021 calendar year.

“Nominees like Fincons and Univision are revolutionizing the way people experience media and entertainment,” said NAB Executive Vice President of Conventions and Business Operations Chris Brown. “The 2021 NAB Show Product of the Year Awards highlight the best of what’s new and celebrates the breakthroughs and advancements within the content industry.”

“As the market continues to evolve towards hybrid broadcast-broadband models, greater personalization of viewer experience and new monetization paradigms, Fincons is firmly positioned to lead the way, helping its customers through business and technological innovation, and ATSC3 broadcasting apps represent an important step of this transformation in the industry,” adds Francesco Moretti, Fincons Group Deputy CEO and CEO International.

ABOUT FINCONS GROUP

With over 2000 employees worldwide and 38 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 UK (London), Italy (Milan, Rome, Bari, Verona, Catania), Switzerland (Lugano, Bern, Zurich, Küsnacht am Rigi), Germany (Munich), France (Paris, Lyon) and in the US (New York, Los Angeles). Learn more at www.finconsgroup.com.

The 2021 NAB Show Awards Online

<https://nabshow.com/2022/news-releases/nab-announces-winners-of-annual-product-of-the-year-awards/>

ABOUT NAB SHOW

NAB Show, held April 23–27, 2022, in Las Vegas, encompasses media, entertainment and technology and is the ultimate marketplace for those seeking to create 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. For complete details, visit 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. Learn more at www.nab.org.