

MEDIASET FROM ITALY TO EUROPE TOWARDS MEDIA FOR EUROPE: FINCONS, PARTNER IN THE TRANSFORMATION

Business and digital strategy are driving the Mediaset Group's evolution on a continental scale. Fincons supports the change as trusted technology partner.

In recent years, Mediaset has accelerated its transformation into MFE-MediaForEurope, with the aim of building a major pan-European player capable of competing with the global streaming platforms. Following its consolidation in Spain, its strengthening in Germany through ProSiebenSat.1, and its entry into Portugal, the group is now pushing towards an industrial and technological integration that fosters synergies across its various markets. "To stay competitive, we've embraced a business strategy that requires us to think on a grand scale in terms of content production, distribution and advertising. Corporate competitiveness also depends on adopting IT infrastructure that is increasingly international, scalable and integrated, as well as cultivating partnerships capable of driving innovation and growth," says Luca Poloni, currently COO of ProSiebenSat.1 and formerly CTO of Mediaset. This is the case of the collaboration between Mediaset and Fincons Group: a thirty year relationship that has evolved and deepened over the decades. Initially focused on the development and maintenance of bespoke applications for the broadcaster's core processes, Fincons has since become the system integrator for several of Mediaset's key best-of-breed solutions, including scheduling management and digital content distribution, as well as offering its own proprietary solutions for strategic processes. These were developed drawing on expertise gained working within the Mediaset ecosystem and with other leading international clients in the sector. Fincons' own evolution has run closely alongside that of the television group, with the company expanding its international footprint over the years to include offices across Europe, the US and India.

Technology supporting transformation

One major project involved the implementation of AllRights, Fincons' proprietary product for managing television rights, which goes well beyond the limitations of traditional platforms. Its adoption by Mediaset now extends not only to the group's Italian operations and Medusa Film, but also to Mediaset Espana, creating a



Luca Poloni,
Chief Operating Officer
at ProSiebenSat.1 Media SE

unified ecosystem for managing content catalogues, contracts and rights both in terms of acquisition and distribution. The collaboration has also extended into AI-driven innovation through ADVisor, a solution co-developed by Fincons alongside Mediaset and AWS. It uses AI algorithms to identify the optimal moments for inserting advertising breaks within video content. "The result" say Poloni, "delivers operational efficiency gains on linear channels, while simultaneously offering viewers on digital channels a smoother, more immersive experience, one that feels far more in keeping with the narrative flow of the content than traditional ad insertion systems."

"Another significant initiative was the One OTT project, which brought together the streaming platforms of Mediaset Italia and Mediaset Espana," Poloni explains, noting that the initiative made it possible to move beyond separate national architectures and create a single, scalable, multi-tenant technology platform. Fincons contributed to the project by handling the customisation of the OTT ecosystem and building a shared framework capable of preserving local nuances while operating on common processes and infrastructure. Several of the jointly delivered projects have achieved results that have earned international recognition in the form of two prestigious NAB Product of the Year Awards, presented annually by the National Association of Broadcasters to the most innovative solutions in the industry: in 2023 for Dynamic Ad Insertion and in 2024 for ADVisor.

