



MEDIA SOLUTIONS FOR MEDIA AND NON MEDIA MARKETS



FINCONS GROUP OVERVIEW

Fincons Group is a Consulting and IT Services Company with over 30 years of successful market presence and with several locations in Europe



Continuous Growth

Trend	2010	2011	2012	2013
Sales Trend (Mio. €)	39	44,7	53,7	64,5
Headcount	520	575	660	730

Geographic Presence



We help our clients align their information systems with their business strategies

WHY FINCONS: MULTI-MEDIA EXPERIENCE AND ADDED VALUE

A consolidated experience delivering innovative multi-media solutions for Broadcasters and Publishers over multiple channels

sky sky

Rai

MEDIASET

FOX CHANNELS
ITALY

MONDADORI

RCS

sky Online

Multi-screen VOD: Video Delivery Anytime-Anywhere

- SKYGo and Snap for Germany
- SKYGo and Sky Online for SKY Italy
- Mediaset Programming, Publitalia Advertising Sales



Multi-store e-commerce

- Mondadori, BOL

Interactive Online Applications

- RCS Gazzetta.it & Corriere.it
- Mediaset



CITIZENS ENGAGEMENT

- Engagement at Home: SKYGO



RAILWAYS SUCCESS STORY: MULTI-MEDIA VIP LOUNGES

Infotainment Kiosk

Digital Store

- Video&Music Store
- Digital Books Store
- Maps Download

Station Services

- Seat Reservation
- Parking, Taxi, Car Rental

E-commerce

- Trenitalia Merchandising
- Co-brands



2° screen synchr



Applications

- Entertainment App
- Info App
- Social App
- Newspapers, Journals
- E-commerce
- Advertising



Infotainment Services

- stock
- meteo
- train timetable

Station Services

- brands
- stores

Advertising

- brands, sponsor

Monitor



Personal Devices



Digital Download for travel

- Maps, Events
- Targeting
- Fidelization

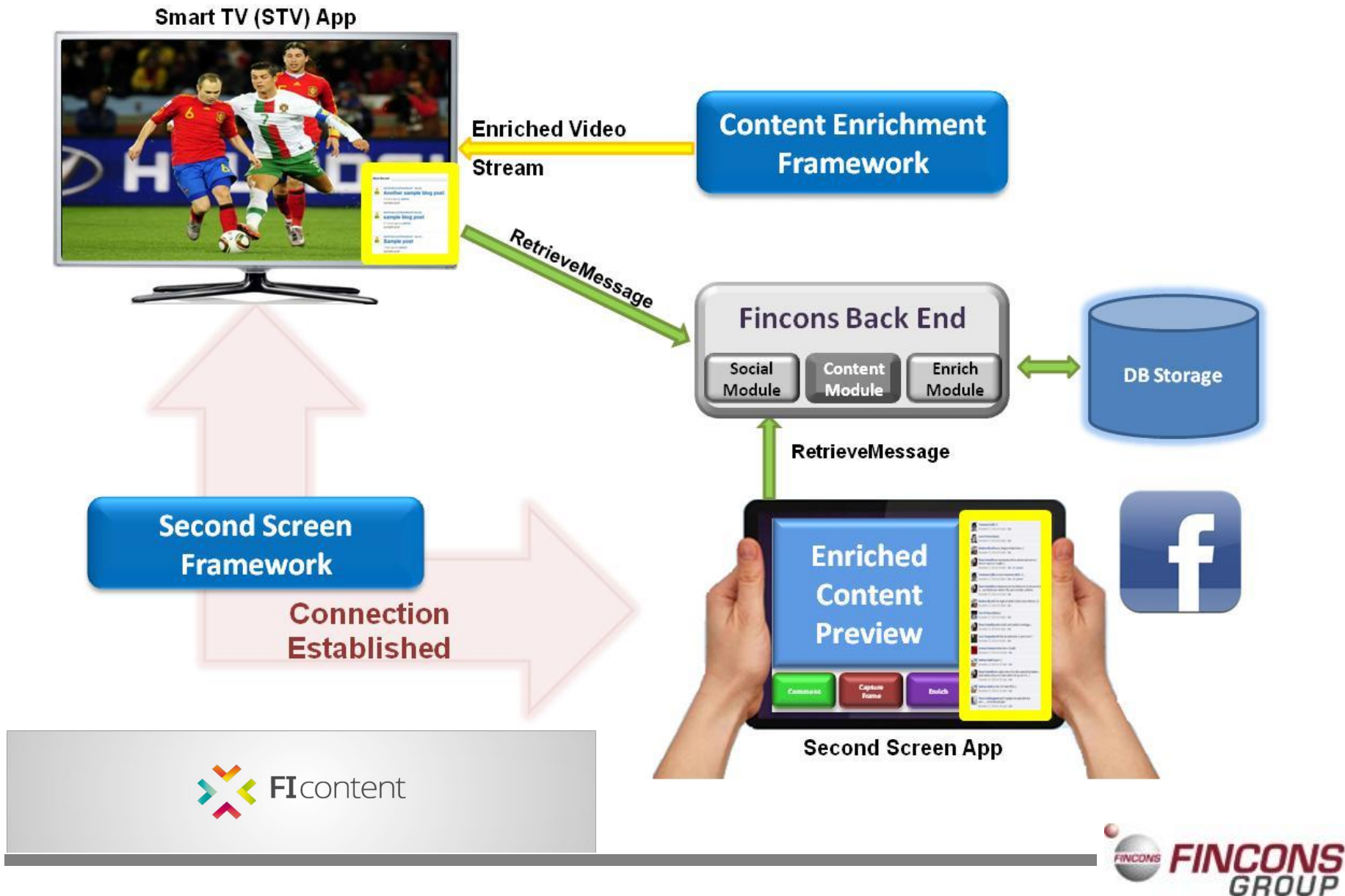
VIP Room Devices



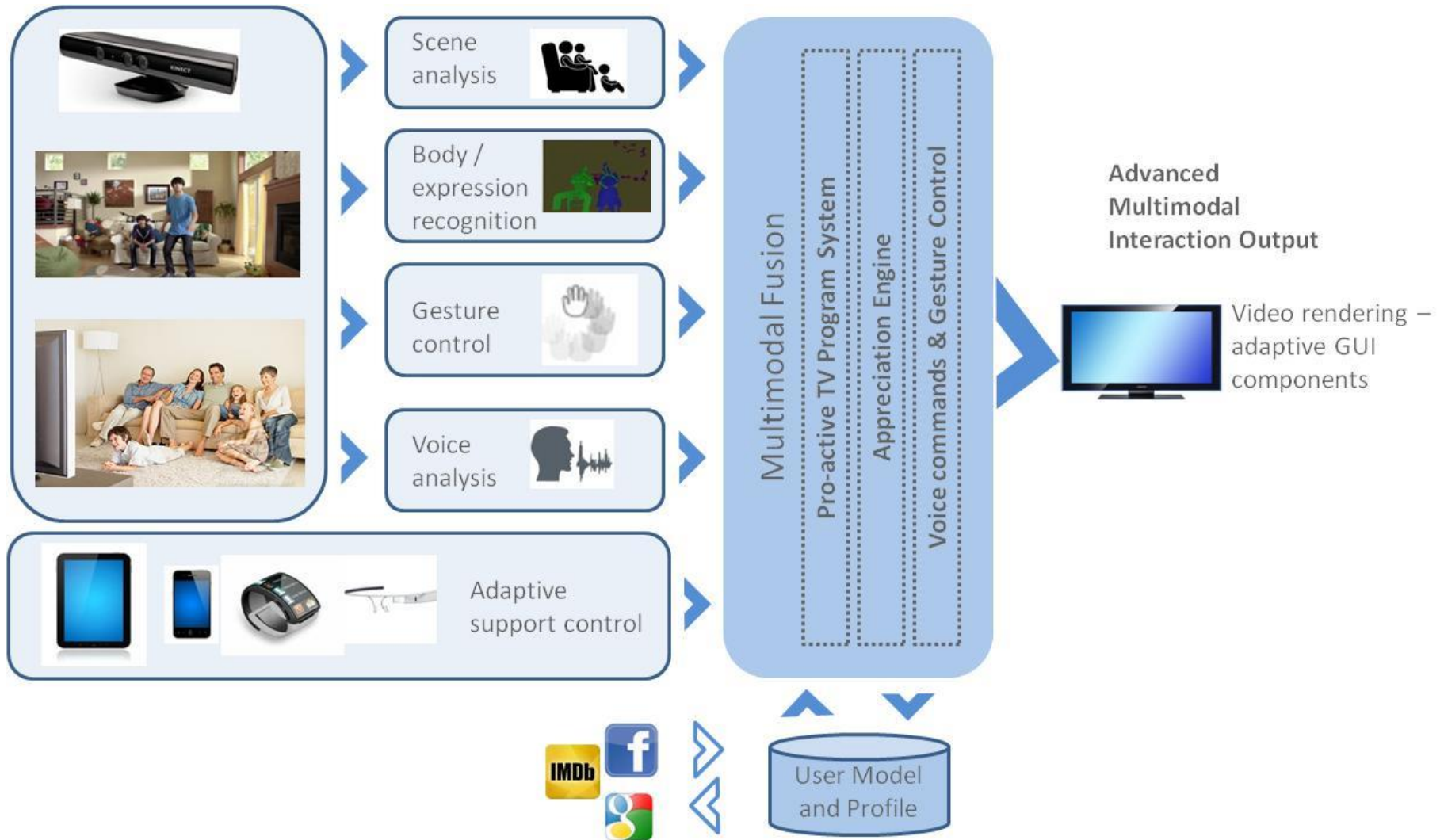
Fincons Media Experience and Innovation

- **1st OTT Generation:** SKY Go, in Italy, Germany and Austria
- **2nd OTT Generation:** SKY Snap by SKY Deutschland, Sky Online by SKY Italy
- **Preparing the 3rd OTT Generation:**
 - New User Experiences, Interaction and Participation Paradigms
 - Interactive Second Screen Applications: FIContent2
 - Multi-Modal Interfaces for OTT: MyMovie
 - Smart Point of Sales / Point of Contact

Interactive Second-Screen Applications



Multimodal Interfaces for OTT



SMART POS/POC: IOT AND MULTISCREEN COMBINED FOR A COMPELLING SERVICE



Fincons Value Proposition for ICT19

- **ICT provider and integrator:**
 - Target: New user experiences for home-based entertainment
 - Area “Convergence & Integration”: Interactive, socially-enabled multi-screen applications
 - Area “Multimodal approach”: Exploitation of multi-modal interaction, leveraging on both available and innovative devices
- **Build large scale demonstrators / use-cases involving TV & Broadcasters, Publishers, Advertisers**
- **Sound exploitation to the market, in conjunction with Clients and Partners from the Industry**
- **Complementary partners:**
 1. Research Centres on Media technologies
 2. Research Centres on social / co-creative processes
 3. Device manufacturers
 4. Search technologies experts
 5. Experimenting facilities (immersive, surrounding, etc.. Environments)



Contacts:

Mr. Matteo Villa

matteo.villa@finconsgroup.com

Tel: +39.3481440061