



*You shape your strategies,  
we partner to achieve your goals!*

FINCONS GROUP: Multimodal OTT



# FINCONS GROUP OVERVIEW

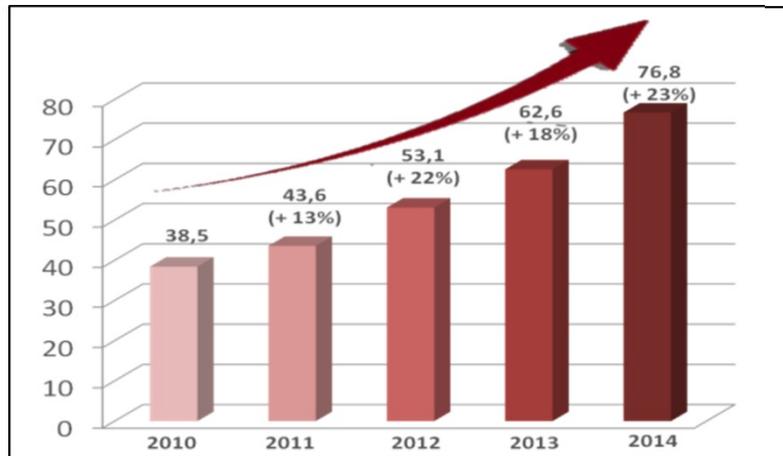


Fincons Group is a Consulting and IT Services Company with over 30 years of successful market presence and several locations in Switzerland and Italy

## Continuous Growth

Trend	2010	2011	2012	2013	2014
Revenues (M€)	39	45	53	63	77
Headcount	520	575	660	730	800

## Geographic Presence



WE GROW YOUR TALENT  
I.T. BUSINESS SCHOOL



## OUR MEDIA BUSINESS UNIT

The Media Business Unit supports major operators, broadcasters and publishers, thanks to:

- consolidated experience in complex change programs
- vertical know-how on core Industry processes
- resources with technical and industry expertise
- strategic partnerships with leading vendors

Covering the following area:

- Business Consulting
- Solutions Development
- System Integration
- Application Management
- IT Services in Nearshore



# WHY FINCONS: MULTI-MEDIA EXPERIENCE AND ADDED VALUE

*Fincons developed a consolidated experience delivering innovative multi-media solutions for Broadcasters and Publishers over multiple channels*



## Multi-screen VOD: Video Delivery Anytime-Anywhere

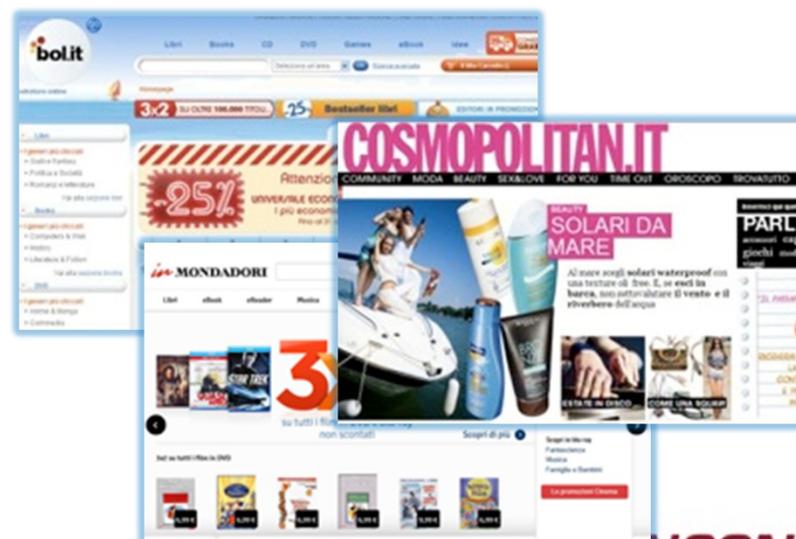
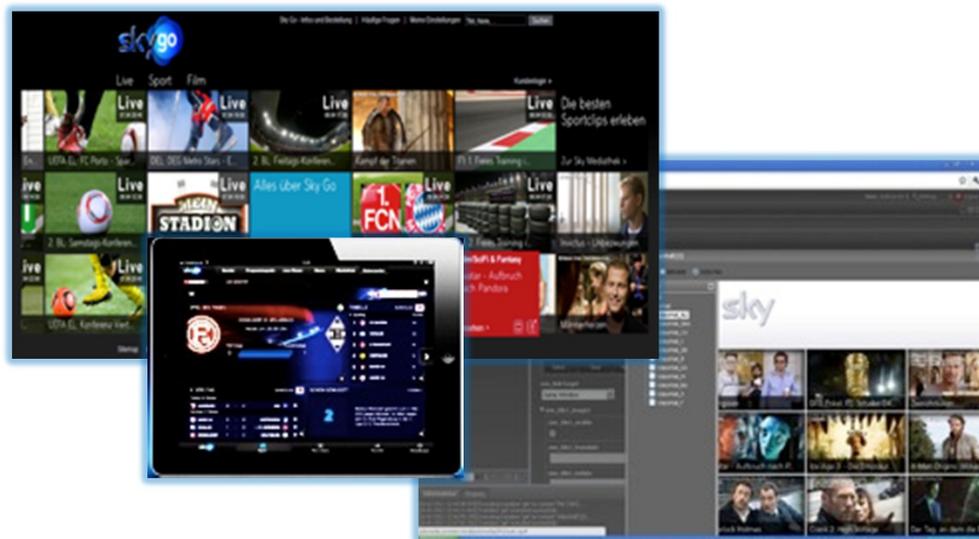
- SKYGo and Snap for SKY Germany
- SKYGo and Sky Online for SKY Italy
- Mediaset Programming, Publitalia Advertising Sales

## Multi-store e-commerce

- Mondadori, BOL

## Interactive Online Applications

- RCS Gazzetta.it & Corriere.it
- Mediaset



# FINCONS MEDIA EXPERIENCE AND INNOVATION

- **1<sup>st</sup> OTT Generation:** SKY Go, in Italy, Germany and Austria
- **2<sup>nd</sup> OTT Generation:** SKY Snap by SKY Deutschland, Sky Online by SKY Italy and Sky Deutschland
- **Preparing the 3<sup>rd</sup> OTT Generation:**
  - New User Experiences, Interaction and Participation Paradigms
    - Second Screen Applications
    - Multi-Modal Interfaces for OTT
    - Innovative Advertising: Cross-platform, Dynamic, Interactive, Profiled
    - IoT for in-field OTT: Smart Point of Sales / Point of Contact

# OTT: 1<sup>ST</sup> GENERATION

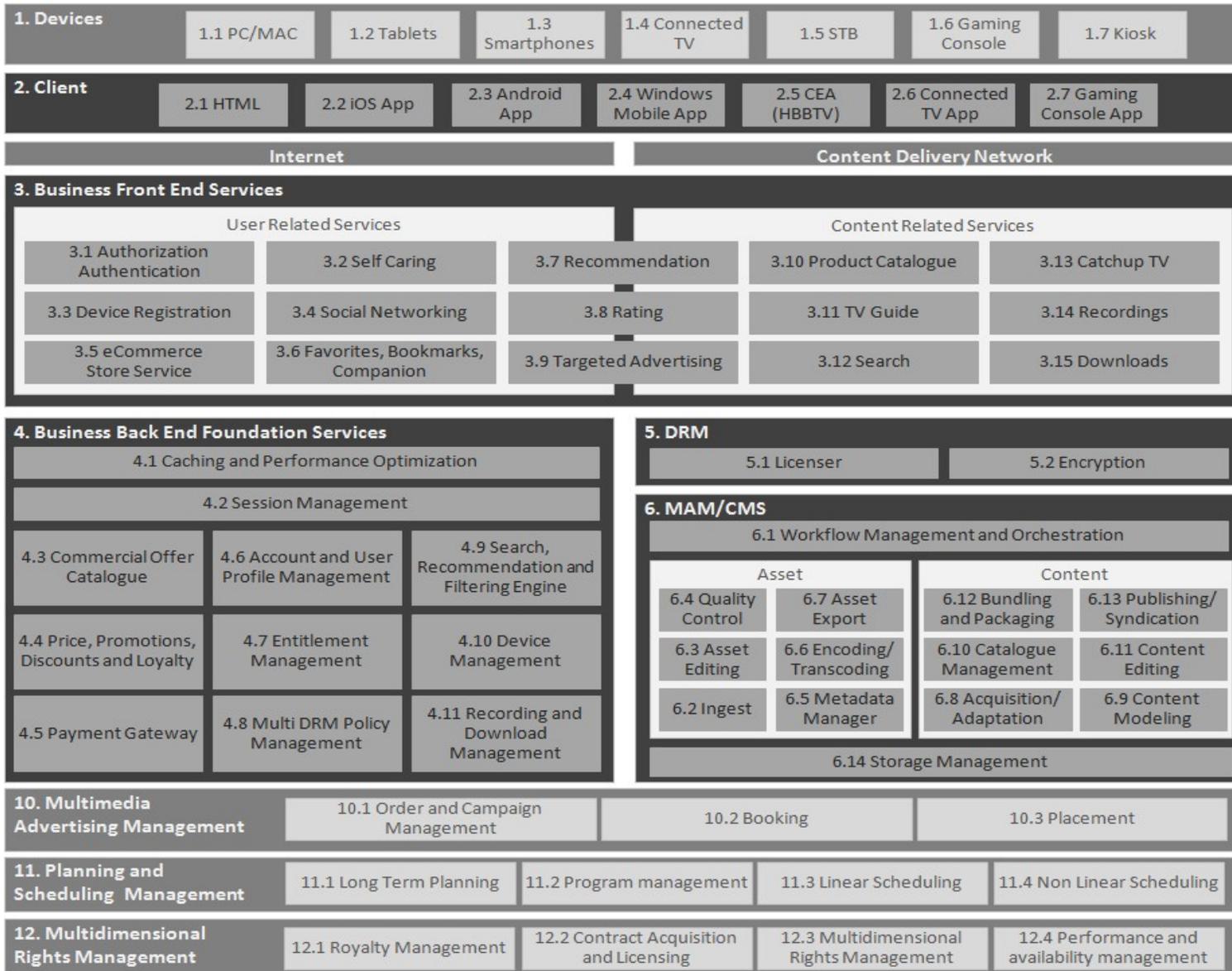
## BUSINESS GOALS: CUSTOMERS ENGAGEMENT

- Engagement at home and in mobility: Sky Anywhere, Sky Anytime, SkyGo
- Increase customer satisfaction and ARPU, reduce churn

The screenshot displays the Sky Go website interface. At the top, the 'sky go' logo is on the left, and navigation links for 'SKY GUIDE', 'SPORT', 'FILME', 'SERIEN', 'DOKUS', 'KIDS', and 'SNAP' are in the center. A button labeled 'Jetzt informieren' is next to the text 'Alle Infos zu Sky Go'. Below this, a secondary navigation bar includes 'Aktuell', 'Live Planer', 'News', 'Mediathek', 'Wiederholungen', and 'Datencenter'. The main content area features a large 'sky SPORT NEWS HD' banner with a login prompt 'Bitte loggen Sie sich ein'. To the right, a tablet displays a live stream of a football match. Below the banner, a section titled 'LIVE AUF SKY & SKY GO' lists three football matches:

Match	Time	Channel
Fußball: 2. Bundesliga Erzgebirge Aue - 1. FC Union Berlin, 15. Spieltag	Heute 20:30-20:30	sky BUNDESLIGA HD 4
Fußball: 2. Bundesliga Freitags-Konferenz, 15. Spieltag	Heute 20:30-20:30	sky BUNDESLIGA HD 2
Fußball: 2. Bundesliga SV Darmstadt 98 - Karlsruher SC, 15. Spieltag	Heute 20:30-20:30	sky BUNDESLIGA HD 3

# ENABLING ASSET: FINCONS OTT DIGITAL VIDEO FRAMEWORK

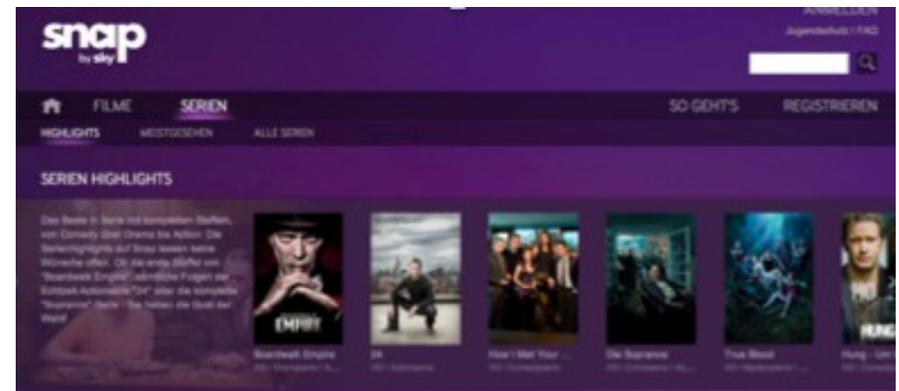
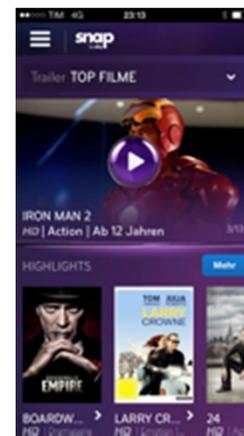
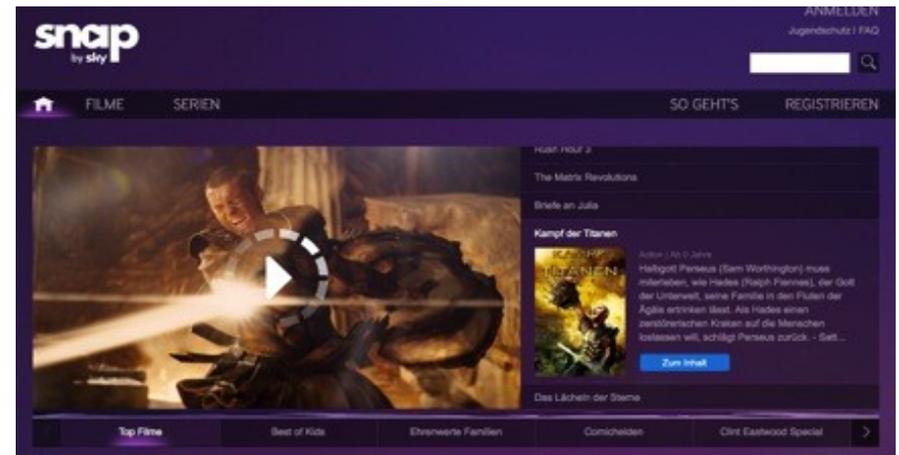
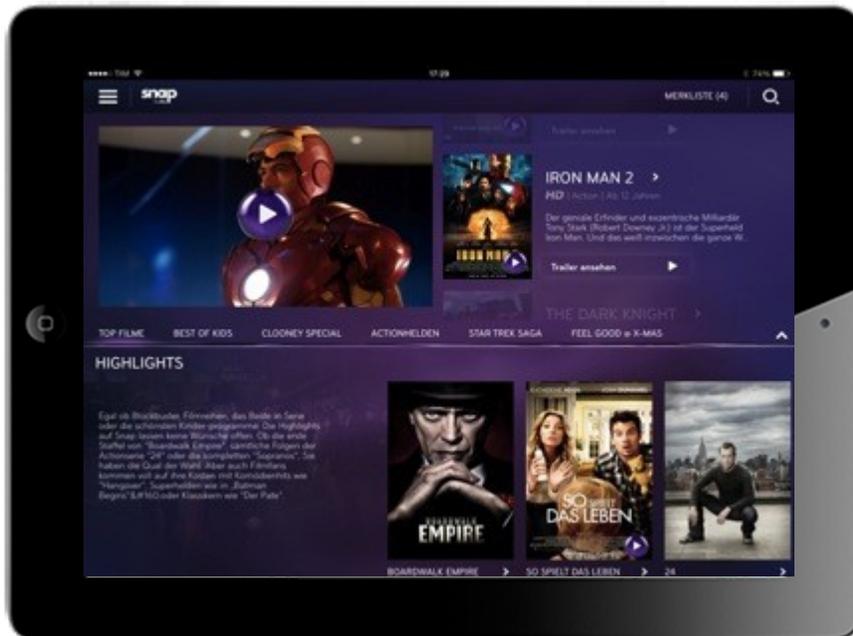


Fincons Framework
  External Components

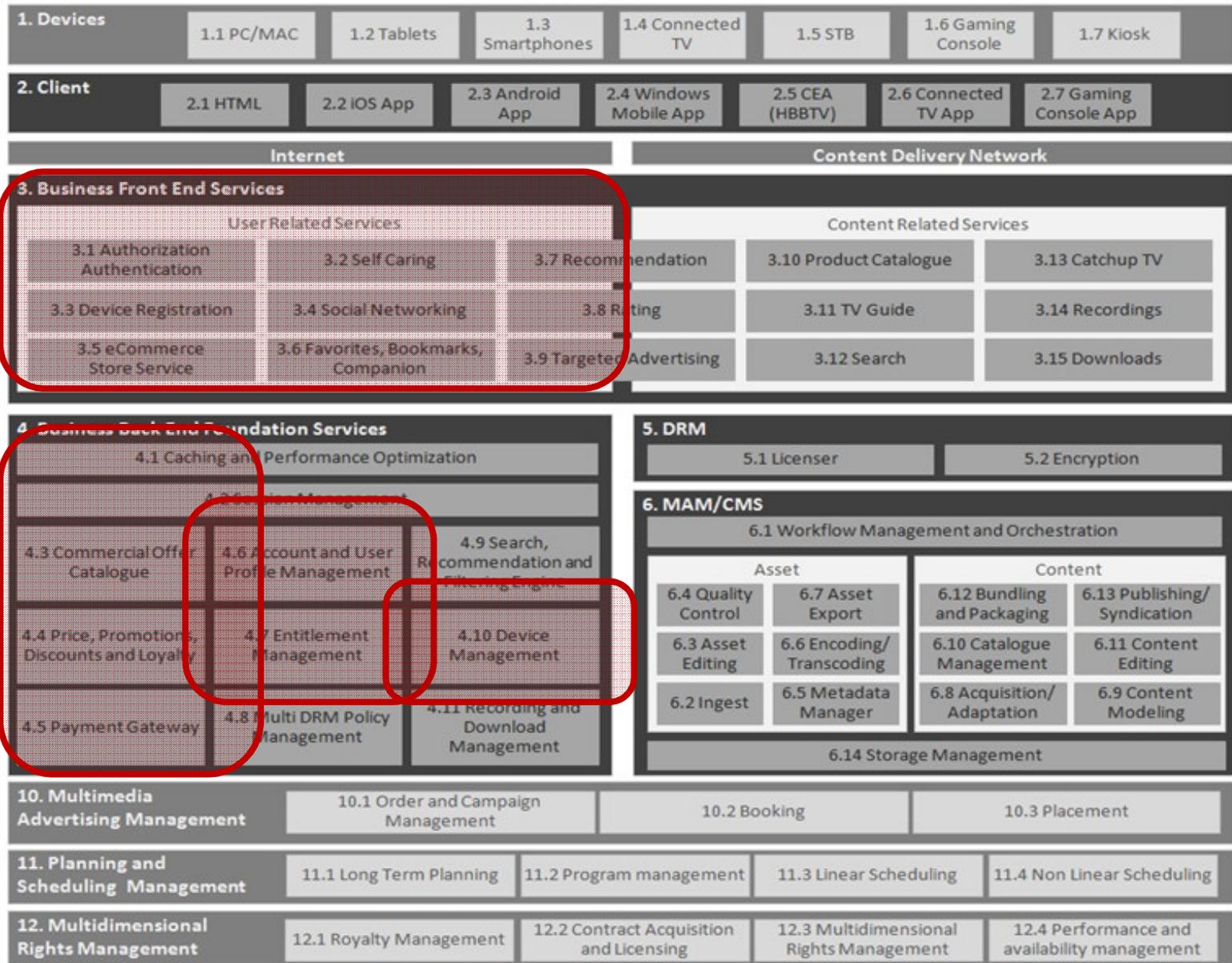
# OTT: 2<sup>ND</sup> GENERATION

# BUSINESS GOALS: PROMOTION AND NEW CUSTOMER REACH

- Attract new customers: Sky Online, Snap by Sky
- Promote and Monetize digital services



# ENABLING ASSET: MAGENTO FOR MEDIA BY FINCONS



# OTT: TOWARDS THE 3<sup>RD</sup> GENERATION

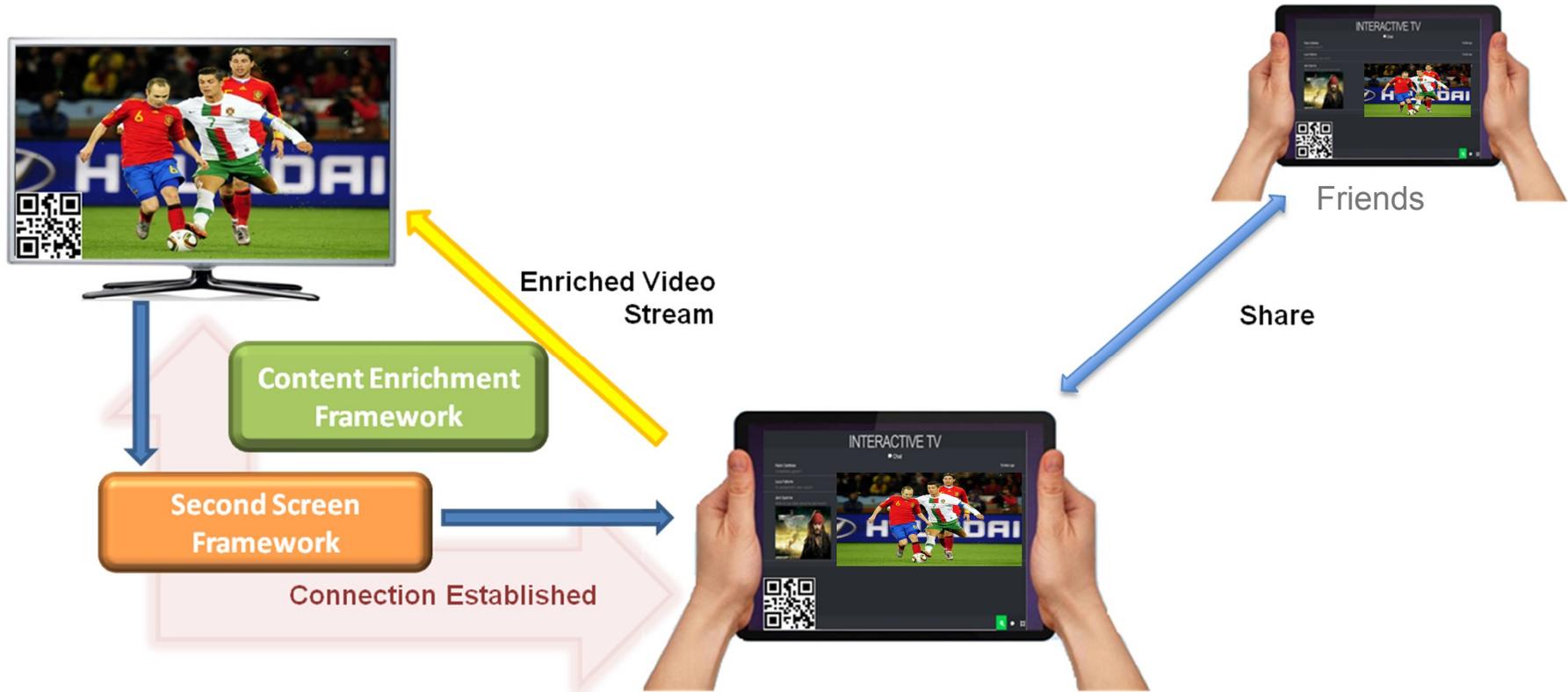
# 2<sup>ND</sup> SCREEN AND SOCIAL TV APPLICATIONS

Exploiting TV companion devices to increase revenues and reduce churn



# FP7 FI-CONTENT2

## Interactive Second-Screen pilot Applications



<http://mediafi.org>

# FP7 FI CONTENT PILOT APPLICATIONS



## Use FIcontent enablers to develop your own applications

### Social Connected TV

- > Multi-screen interaction
- > Personalised TV experience
- > User tracking and privacy

[View more](#)

### Smart City Services

- > Contextualisation
- > Live information
- > Live sharing and communication

[View more](#)

### Pervasive Games

- > Augmented reality
- > Blending real and virtual worlds
- > Toys, installations, and city-wide games

[View more](#)

## News



### FIWARE Enablers for MEDIA & CONTENT

Barcelona March 5-6

Discover about the FIcontent enablers and FIC2Lab in Barcelona – March 5-6

The FIcontent project is happy to invite



### The HbbTV Application Toolkit – by FIcontent (FIWARE)

The EU-funded project FIContent2 has



## What is FIcontent ?

FIcontent provides "Enablers" (software blocks) to SMEs and developers, so they can create applications and services in the areas of social connected TV, smart city services, and pervasive games.

The FIcontent Enablers complement the FIWARE catalogue of Generic Enablers (GE), with technologies dedicated to media & content.

[Discover FIcontent](#)

## The FI-PPP Programme

FI content is one of the flagship FI-PPP projects supported by the European Commission. FI-PPP represents a total funding of around 600 millions euros over 5 years to build Europe's Future Internet. We have entered the 3rd and last phase of FI-PPP.

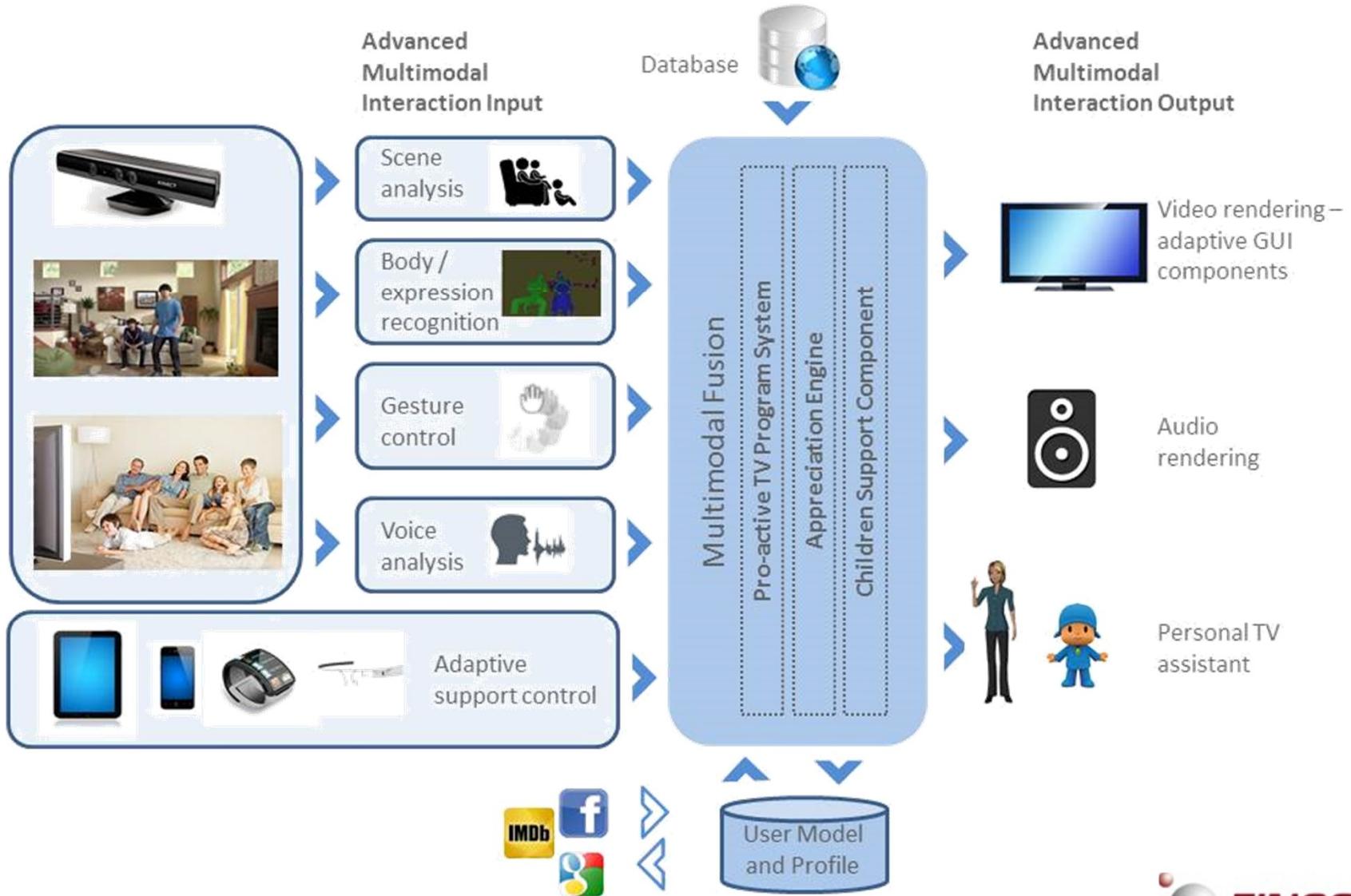
Phase 3 sub-grantees can use our specific enablers for free, until the end of the programme.

[Discover FI-PPP](#)

<http://mediafi.org>

# MULTIMODAL INTERFACES FOR OTT

Natural and engaging UX to facilitate content retrieval and fruition



# SMART POINT OF CONTACT / POINT OF SALES

Engaging services in a digital era



# SMART POS/POC: IOT ENABLED APPROACH TO IN-STORE COMMUNICATION AND PROMOTION



# MULTIMODAL OTT - ICT19 PROPOSAL

- WHAT WE OFFER:
  - Multimodal approach to content retrieval
  - Consolidated ICT development and integration in the Media & Broadcasting sector
  - Development of multi-screen solutions
  - Leading Pilot / Use-Cases with Broadcasters
  - Strong Exploitation prospects
- WHAT WE NEED:
  - Partners with expertise in Multimodal interaction
  - Advertising Agencies and Sales Houses
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Next Reopening