



7th HbbTV Symposium & Awards 2018

14th – 15th November | ESMT Berlin



Connected TV as a key enabler towards a NewGen TV model
Oliver Botti - Head of International Business Development and Innovation

Panel Session - *Growing Value: Reacting to market change*



FINCONS GROUP



35 years on the market

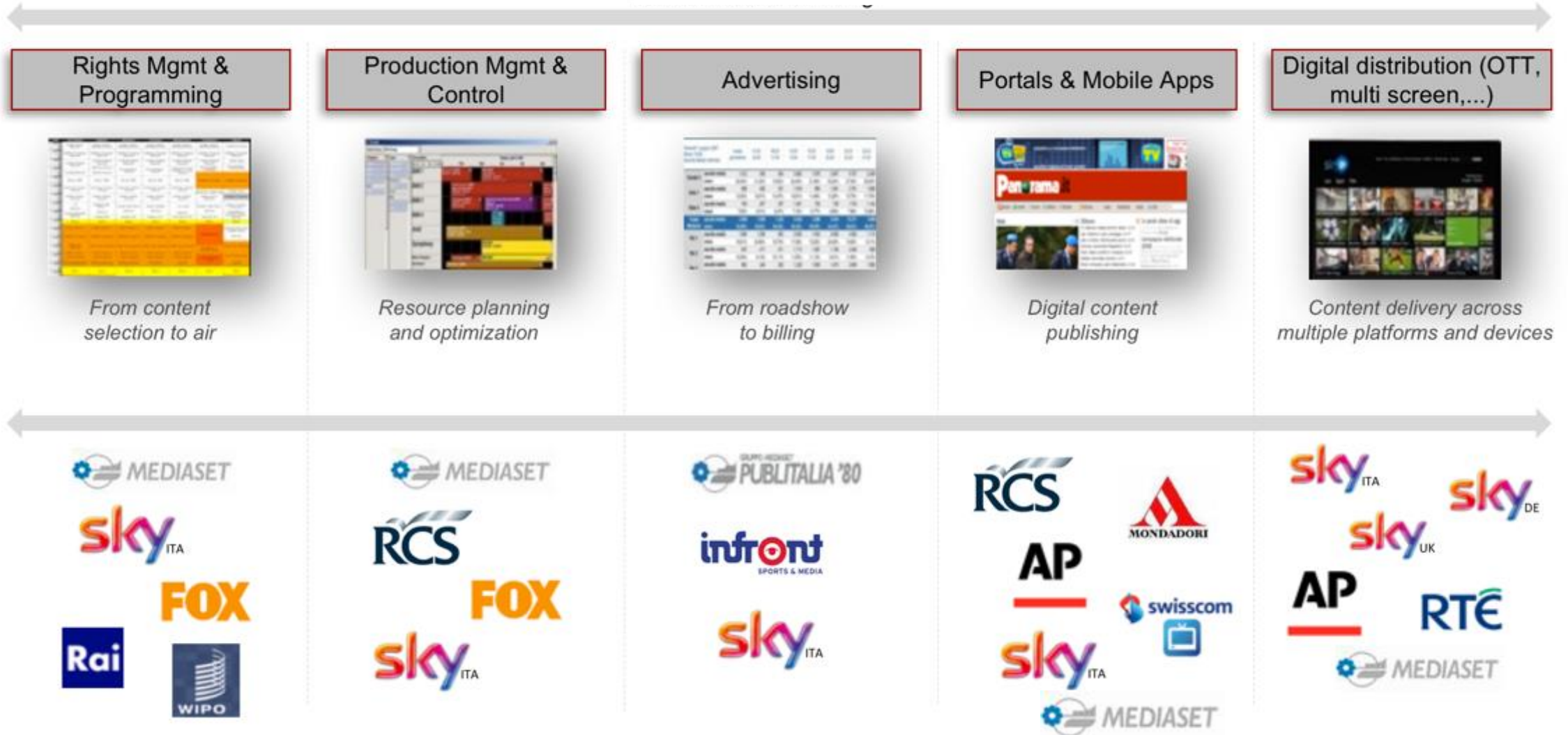
130+ Mln € turnover

6 years of **2 digits** growth YoY

1300+ professionals

12 offices worldwide

CORE OF THE DIGITAL SUPPLY CHAIN



The background features a light blue grid with several data series. A prominent feature is a large, thick, upward-pointing arrow with a gradient from light blue to yellow, starting from the bottom left and pointing towards the top right. Other elements include various numerical values in different colors (yellow, green, blue) and styles (bold, regular), some of which are partially obscured or faded. There are also faint line graphs and candlestick patterns visible in the background.

React to market changes?
What's on broadcasters' agenda

Launching
new OTT services

ckle

CNNgo

abc NEWS

ABC News

CBS NEWS

CBS News

NEWS



NETWORK

WWE Network

The
Weather
Channel

Weather



WATCH

ESPN

ESPN

News

Smithsonian
CHANNEL

fyi.

FYI

Disney



Disney Channel

OTT EVOLUTION: SKY GROUP



FIRST GENERATION

- Broadband offering to SAT customers



SECOND GENERATION

- Online offering for new customer reach



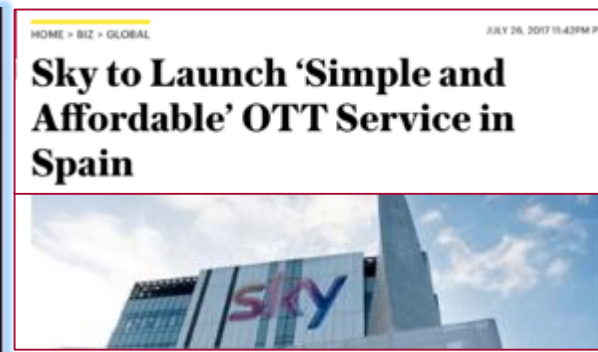
THIRD GENERATION

- Pure online service

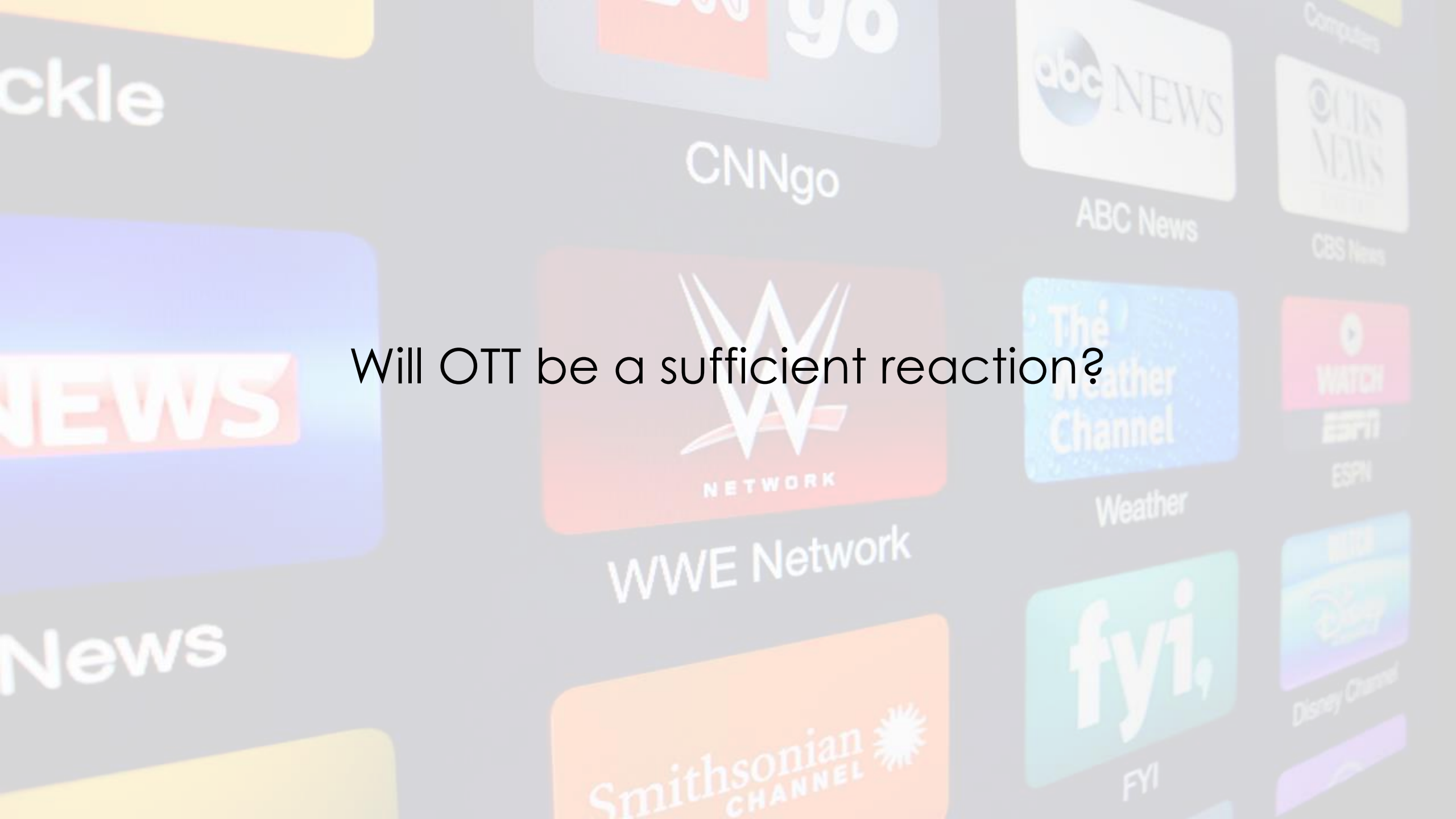


CURRENT GENERATION

- Advanced OTT and broadband



Will OTT be a sufficient reaction?





M&A and alliances

HBBTV ALLIANCES: THE EUROPEAN COMPETITIVE SCENARIO

French broadcasters band together for online platform

JUNE 15, 2018 11:31 EUROPE/LONDON BY JULIAN CLOVER



France Télévisions, M6 and TF1 have announced plans to launch a new OTT platform.

"This project is for the TF1 Group a strong challenge with both the French and European major players. TF1. "This will give us in the future all the ways to effectively meet the expectations of our public."

"Faced with the global platforms, SALTO will expose the best of French and European content on France Télévisions.

SALTO will screen a mix of sports, entertainment and movies.

ProSieben, Discovery to Build German TV Streaming Platform

By Reuters

June 25, 2018



MUNICH/FRANKFURT — ProSiebenSat.1 Media and Discovery Inc plan to join forces to build a German TV streaming platform to challenge U.S. giants Netflix, Amazon Prime and YouTube.

The 50-50 partnership would be based on the existing 7TV alliance formed last year, and bring in ProSieben's Maxdome video-on-demand offering and Discovery's Eurosport Player, the partners said on Monday.

It marks the first strategic move by ProSieben's new CEO Max Conze, who took charge on June 1 after his predecessor was ousted by weak advertising revenues at the Munich broadcaster's core free-to-air channels.

"It is our clear vision to build the one central platform for TV and video content in Germany with the best live and on-demand content," Conze told Reuters in a written interview.

Broadcasters agree to accelerate Freeview move to hybrid platform

JUNE 11, 2018 09:37 EUROPE/LONDON BY JULIAN CLOVER

Three of the UK's public broadcasters have signed a new five-year agreement, designed to accelerate the transition of Freeview from DTT to fully hybrid platform.

Channel 4 and network operator Arqiva will invest £125 million in Freeview Play, which has established itself as the leading free-to-view connected platform, eclipsing

europapress / sociedad

La versión completa de la plataforma de RTVE, Atresmedia y Mediaset ('LOVEStv') empezará a funcionar tras el verano



RTVE, ATRESMEDIA Y MEDIASET

Publicado 23/05/2018 17:13:15 CET

MADRID, 23 May. (EUROPA PRESS) -

La plataforma de contenidos con tecnología HbbTV --desarrollada de forma conjunta por RTVE, Atresmedia y Mediaset España-- 'LOVEStv' iniciará su actividad en pruebas el próximo 14 de junio y después del verano empezará a funcionar en la versión completa, con una experiencia mucho mayor para el usuario.







NEW YORK CITY, NY

36° 

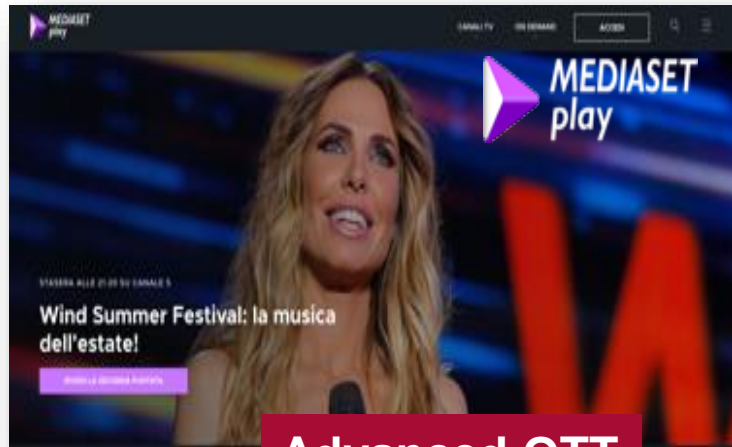
Monday, 6:00 pm - Cloudy



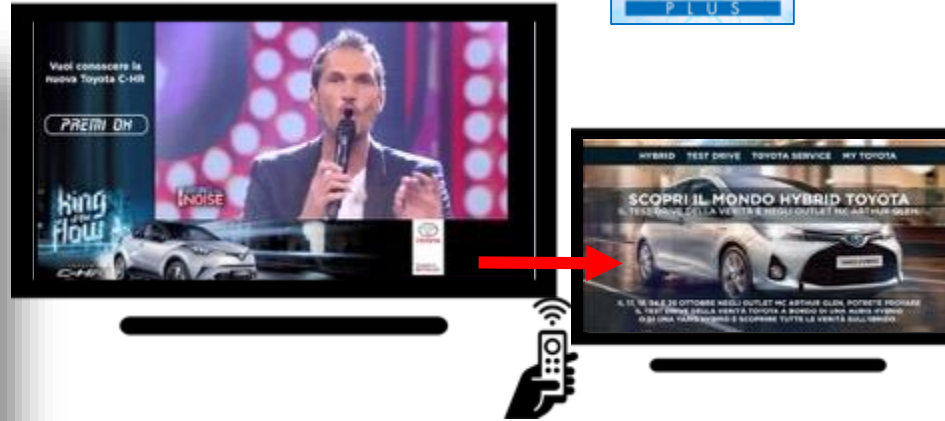
Hybrid New Gen TV

Tuesday, Jan 26	38° - 24°		Friday, Jan 29	42° - 32°	
Wednesday, Jan 27	39° - 25°		Saturday, Jan 30	56° - 46°	
Thursday, Jan 28	35° - 18°		Sunday, Jan 31	73° - 35°	

COMBINING BROADCAST AND BROADBAND INTO A JOINT INTERACTIVE SERVICE



Advanced OTT



Interactive Advertising



Interactive Content

- Addressable TV advertising
- Dynamic AD Replacement

- Restart and Real Time Highlights
- VOD, Catchup, Virtual Channels, Multi-streaming, Clipping, Voting and Participation

HbbTV Awards 2018 Nomination

BEYOND TESTING: ADD+ AS PART OF REGULAR MEDIA PLANNING (*)



GOLF

10/9/17 - 7/10/17



POLO

8/10/17 - 7/10/17



T-ROC

14/1/18 - 10/2/18



GOAL

TACTICAL

AWARENESS

AWARENESS

KPI

LOW DISPERSION

LOW DISPERSION +
ACTIONS

VIEWS



Volkswagen

(*) Andrea Alessi, General Manager Volkswagen Italia. Digital Next, Milan, 22 March 2018

The “**SALE**” is made online. The “**DEAL**” is closed in the dealership (*)



1.5

Dealership visits
(7 in 2009)¹



92%

Research online
(1% in 2003)¹



24

Touch-Points²



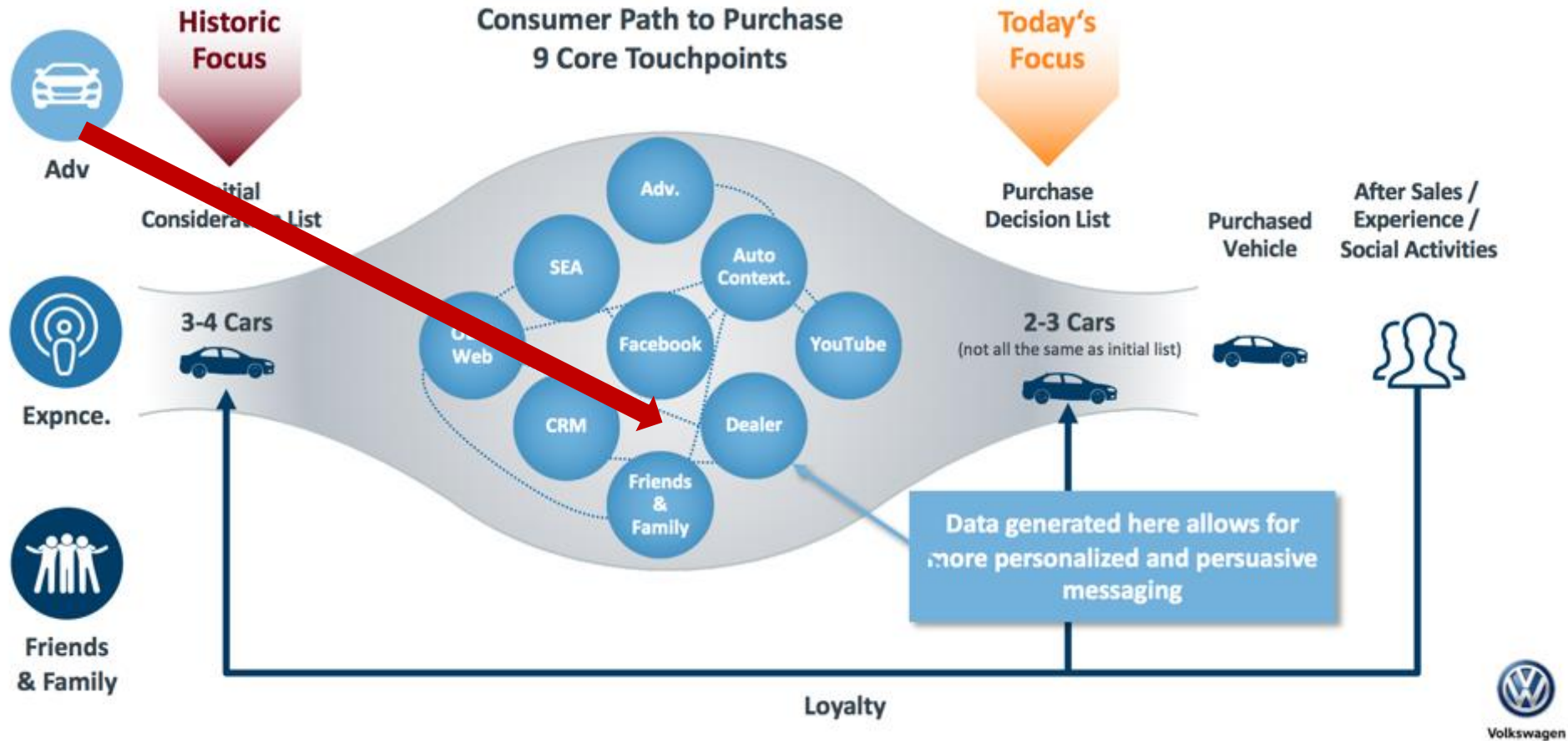
68%+

Use mobile
(6% in 2011)²

(*) Oliver Maletz Head of Int'l. Communications and Media Planning Volkswagen AG
PROGRAMMATIC I/O, New York, 16 Oct 2018



We know consumer's core touchpoints along their path to purchase (*)



(*) Oliver Maletz Head of Int'l. Communications and Media Planning Volkswagen AG
PROGRAMMATIC I/O, New York, 16 Oct 2018

A woman is wearing a virtual reality headset, looking upwards. The image is semi-transparent, serving as a background for the text.

The Role of Technology Innovation

PUTTING INNOVATION @ WORK: A STRUCTURED PROCESS

PRE-COMPETITIVE RESEARCH

TECHNOLOGY SCOUTING AND INNOVATIVE APPLICATIONS



COMPETITIVE RESEARCH

SOLUTION ENGINEERING

FINCONS SMART DIGITAL PLATFORM FOR THE CREATIVE INDUSTRY

Towards a new generation of video-based communication services, through the synergic application of Online Video-platforms (OVP), Multimodal and Interactive UX, Artificial Intelligence (AI), Blockchain, Gamification, Social Enablement.

INNOVATION WITH CUSTOMERS

INNOVATIVE SOLUTIONS@WORK



Fincons Group enables launch of Mediaset's Smart TV advertising platform

Fincons Group supports Mediaset's Publitalia '80 for launch of pioneering addressable advertising solution

04 April 2018 – **Fincons Group**, a leading global IT business consulting firm, has been a key enabler behind the launch of Publitalia '80's new advertising products ADD+Plus. Publitalia '80 is now able to offer addressable advertising capabilities as well as a broad and engaging digital platform to advertisers by leveraging Smart TV capabilities and broadband-broadcast convergence across all Mediaset's portfolio. Mediaset is Italy's largest commercial broadcaster and wholly owns Publitalia '80, its advertising sales business.



Fincons partners with Mediaset | - Advanced Television

<https://advanced-television.com/2018/09/13/fincons-partners-with-me>

Sep 13, 2018 - **Fincons**, the international IT business consulting company
Play, a novel live and on demand online streaming service ...



How new technologies can help
broadcasters compete and innovate



BUSINESS REPORTER

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The Daily Telegraph - The Sunday Telegraph - City A.M.

INDUSTRY VIEW

6 November 2018

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