

***Fincons is twice winner  
at the  
NAB Product of the Year Awards  
2024,  
with solutions realized in  
partnership with leading  
broadcasters NBCUniversal and  
Mediaset***

*Maggio 2024*



From the left: Luca Poloni, Group Chief Technology Officer at Gruppo Mediaset  
Francesco Moretti, Group Deputy CEO and CEO International at Fincons Group

From the left: Francesco Moretti, Group Deputy CEO and CEO International at Fincons Group;  
Clarence Hau, Senior VP, Standards, Policy & Emerging Technology at NBCUniversal  
Eric Trabb, SVP Chief Customer Success Officer at NAB;  
Stefano Urbani, Fincons.US Deputy CEO at Fincons Group

Coverage by OutspokenPR

**ITA –**

***Fincons vince due volte al  
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2024***

***grazie alle soluzioni realizzate in  
partnership con i broadcaster  
NBCUniversal e Mediaset***

Publication: MediaKey

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## FINCONS VINCE DUE VOLTE AL NAB PRODUCT OF THE YEAR AWARDS 2024 GRAZIE ALLE SOLUZIONI REALIZZATE IN PARTNERSHIP CON I BROADCASTER NBCUNIVERSAL E MEDIASET



Fincons è orgogliosa di annunciare di essere stata premiata, insieme con i propri clienti NBCUniversal e Mediaset, ai NAB Product of the Year Awards 2024, celebrati lo scorso 16 aprile durante il NAB Show a Las Vegas. Questo riconoscimento premia le soluzioni più promettenti presentate dalle aziende che si esibiscono al NAB Show, il più importante evento internazionale del settore media organizzato dalla National Association of Broadcasters.

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## Fincons vince due volte al NAB Product of the Year Awards 2024 grazie alle soluzioni realizzate in partnership con i broadcaster NBCUniversal e Mediaset

Redazione Data Manager Online - 17 Maggio 2024



*Due prestigiosi premi che confermano la capacità di Fincons di implementare su scala internazionale soluzioni innovative per il futuro della televisione*

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Da sinistra: Luca Poloni, Group Chief Technology Officer in Gruppo Mediaset  
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Organizzazioni: nbcuniversal mediaset

Prodotti: advertising tv

Luoghi: las vegas

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Intelligence Officer in Gruppo Mediaset  
and CEO International in Fincons Group

Du Vittorio Francesco Morvelli, Group Deputy CEO e CEO  
Domenico Neri, Senior VP, Strategy, Policy & Emerging B  
Eric Trubbs, SVP Chief Customer Services Officer in NAB,  
Nabara Unibank, Fincons US Deputy CEO in Fincons Group

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*Due prestigiosi premi che confermano la capacità di Fincons di implementare su scala internazionale soluzioni innovative per il futuro della televisione*

**Milano, 17/05/2024** ([informazione.it](#) - [comunicati stampa](#) - [editoria](#) e [media](#))  
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20/05/24 ▼ Nazionale

Fincons Group

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## Fincons is twice winner at the NAB Product of the Year Awards 2024, with solutions realized in partnership with leading broadcasters NBCUniversal and Mediaset

The two awards confirm Fincons' ability to implement innovative solutions for the future of television on an international scale

Fincons is very proud to announce that it has won two awards, in partnership with NBCUniversal and Mediaset, at the 2024 NAB Show Product of the Year Awards, celebrated on April 16<sup>th</sup> during the NAB Show in Las Vegas. This official awards programme recognizes the most significant and promising new solutions presented by exhibitors at the NAB Show, the preeminent conference and exhibition driving the evolution of broadcast, media and entertainment produced by the National Association of Broadcasters.

Fincons was selected by a qualified international panel of Media industry experts who recognized the added value and the high degree of innovation of our solutions.


**The first award in the Streaming category was assigned to Fincons and NBCUniversal for the development of the new NextGen TV broadcast application** based on the ATSC 3.0 standard and the RunSTV framework. This over-the-air product, which was officially unveiled live on Monday, April 15<sup>th</sup> during the NAB Show, delivers a personalised and interactive viewing experience on NBC – and Telemundo – owned stations NextGen TV broadcasts in four major US markets. It introduces new digital features to increase viewer engagement and optionality, and enable new monetisation opportunities, while enhancing security controls and access to public service notifications.

**A second award in the AI category went to Fincons for the ADVisor project, developed in partnership with Mediaset.** This ground-breaking solution harnesses the full potential of AI video technologies to improve operational efficiency, content discovery, content monetization and viewer experience, addressing three specific key use cases:

- 1) automatic identification of frame-accurate suitable points within videos for inserting advertising breaks;
- 2) automatic understanding of content, topics and mood within video frames to match with advertisements with suitable content, enabling contextual advertising;
- 3) automatic generation of metadata associated to videos to properly identify, describe and categorize content.

**Luca Peloni, Group Chief Technology Officer at Mediaset,** comments: "I am delighted that ADVisor has been recognized as a project of excellence in such a prestigious environment, as it applies the potential of AI to a very concrete use case in the advertising area, bringing clear benefits to our operational efficiency and representing an important enabler for the new workflows we're implementing. The current focus of the solution to automate the identification of the best cue points to insert advertising breaks is just the beginning, as ADVisor has been designed to be highly extensible and our partner Fincons provides all the flexibility we need to evolve."

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**About Fincons**

With over 2800 resources worldwide and 40+ years of experience, Fincons is an award-winning IT business consultancy and system integrator company, spread across Europe, the US and India. Fincons provides a broad range of IT services and solutions to various vertical sectors.

In the Media industry, the Group has long-term and successful relationships with Tier-1 clients, covering the entire Content Value Chain, from Rights Management, Programming, Data-driven production, Metadata Management, to Asset Management, Cross-platform and Targeted Advertising, Digital services, OTT, HybridNextGenTV, DAI and AI-based solutions for the Media industry.

For more information: [www.finconsgruop.com](http://www.finconsgruop.com)

**About NAB Show**

NAB Show is the preeminent conference and exhibition driving the evolution of broadcast, media and entertainment, held April 13-17, 2024 (Exhibits April 14-17) in Las Vegas. Produced by the National Association of Broadcasters, NAB Show is the ultimate marketplace for next-generation technology inspiring superior audio and video experiences. From creation to consumption, across multiple platforms, NAB Show, ranked as one of the top fastest-growing shows in the United States, is where global visionaries convene to bring content to life in new and exciting ways. Learn more at [nabshow.com](http://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. More information is available at [www.nab.org](http://www.nab.org).

Publication: ShareCast

Date: 16.05.2024

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16 May, 2024 14:00

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Publication: TMCnet

Date: 16.05.2024

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## TMCNET NEWS

[May 16, 2024]

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Publication: Yahoo! Finance

Date: 16.05.2024

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Thu, May 16, 2024 at 2:00 PM GMT+2 · 3 min read

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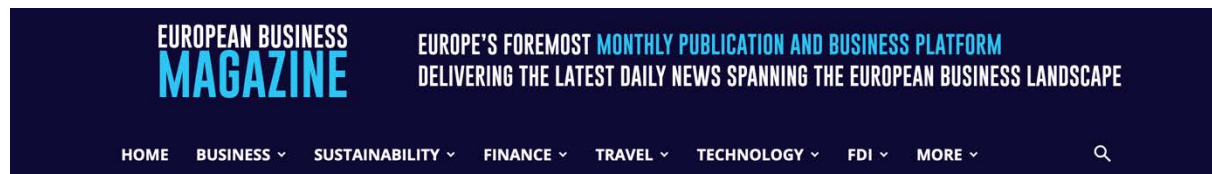
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## Publication: European Business Magazine

Date: 16.05.2024

[Link](#)



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Publication: Benzinga

Date: 16.05.2024

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## Fincons is twice winner at the NAB Product of the Year Awards 2024, with solutions realized in partnership with leading broadcasters NBCUniversal and Mediaset



May 16, 2024 8:00 AM 14 min read

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Publication: Seeking Alpha

Date: 16.05.2024

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May 16, 2024 8:00 AM ET

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Publication: Wallstreet Online

Date: 16.05.2024

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Letzte Änderung 16.05.2024, 14:00

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Date: 16.05.2024

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By Fincons Group May 16, 2024



From the left: Luca Poloni, Group Chief Technology Officer at Group Mediaset; Francesco Moretti, Group Deputy CEO and CEO International at Fincons Group

From the right: Francesco Moretti, Group Deputy CEO and CEO International at Fincons Group; Luca Poloni, Group Chief Technology Officer at Group Mediaset; Eric Stahl, SVP Chief Customer Services Officer at NBCUniversal; Roberto Marini, Fincons US Deputy CEO at Fincons Group

"Fincons is twice winner at the NAB Show 2024"

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Publication: Finanz Nachrichten

Date: 16.05.2024

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## Fincons Group: Fincons is twice winner at the NAB Product of the Year Awards 2024, with solutions realized in partnership with leading broadcasters NBCUniversal and Mediaset

*The two awards confirm Fincons' ability to implement innovative solutions for the future of television on an international scale*

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**A second award in the AI category went to Fincons for the ADVisor project, developed in partnership with Mediaset.** This ground-breaking solution harnesses the full potential of AI video technologies to improve operational efficiency, content discovery, content monetization and viewer experience, addressing three specific key use cases:

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Date: 16.05.2024

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**Publication:** the Tech Portal

**Date:** 16.05.2024

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**Publication:** Forefront Media News

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**CISION**

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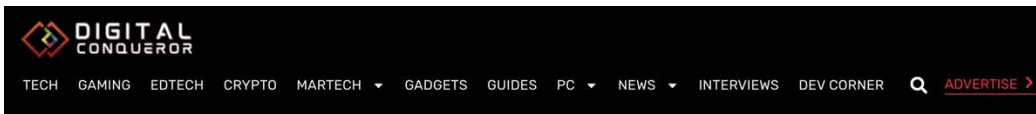
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Publication: Newsblaze

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Publication: IT News Online

Date: 16.05.2024

[Link](#)

IT News Online



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2024-05-16

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Publication: New Delhi Times

Date: 16.05.2024

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E - PAPER

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## Publication: Financial Reports

Date: 16.05.2024

[Link](#)

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Fincons Group - 16 May 2024 - 14:00

Industry

Entertainment Computer/ Electronics Television

Subject

Awards

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Publication: Millennium Magazine

Date: 16.05.2024

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MILLENNIUM



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**Publication:** London Insider

**Date:** 16.05.2024

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## LONDON INSIDER

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**Publication:** Tech Blog Writer

**Date:** 16.05.2024

[Link](#)

*Neil C. Hughes*  
THE TECH BLOG WRITER

MY  
STORY

TECH TALKS  
DAILY PODCAST

TECH FUSION PODCAST  
WITH CITRIX READY

SERVICES

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CONTACT

## TECHNEWS

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Publication: Picante Today

Date: 16.05.2024

[Link](#)

## B2B Press Releases

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Publication: Times of San Diego

Date: 16.05.2024

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**Publication:** Tech Fruit

**Date:** 16.05.2024

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**TechFruit**

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Publication: WNC Business

Date: 16.05.2024

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Fincons is twice winner at the NAB Product of the Year Awards 2024, with solutions realized in partnership with leading broadcasters NBCUniversal and Mediaset

Thursday, May 16, 2024 at 2:00pm GMT+2

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Publication: Chinese Wire

Date: 16.05.2024

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Infobird Co., Ltd (NASDAQ: IFBD) Retail Product Providers Market; Extend Technological Solutions in SaaS Market



## Fincons is twice winner at the NAB Product of the Year Awards 2024, with solutions realized in partnership with leading broadcasters NBCUniversal and Mediaset

Thursday, May 16, 2024 at 2:00pm GMT+2

Category

- News
- Stock Spotlights

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**Publication:** Tech Social Net

**Date:** 16.05.2024

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Publication: Columbia Business Monthly

Date: 16.05.2024

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**Publication:** Tech Dash

**Date:** 16.05.2024

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Publication: E Business Blog

Date: 16.05.2024

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Publication: Tech Inside Out

Date: 16.05.2024

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## TECH RELEASES

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Publication: Roseman Solutions

Date: 16.05.2024

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**Publication:** IABC Nashville

**Date:** 16.05.2024

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MILAN, May 16, 2024

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**Publication:** Next Wave Group

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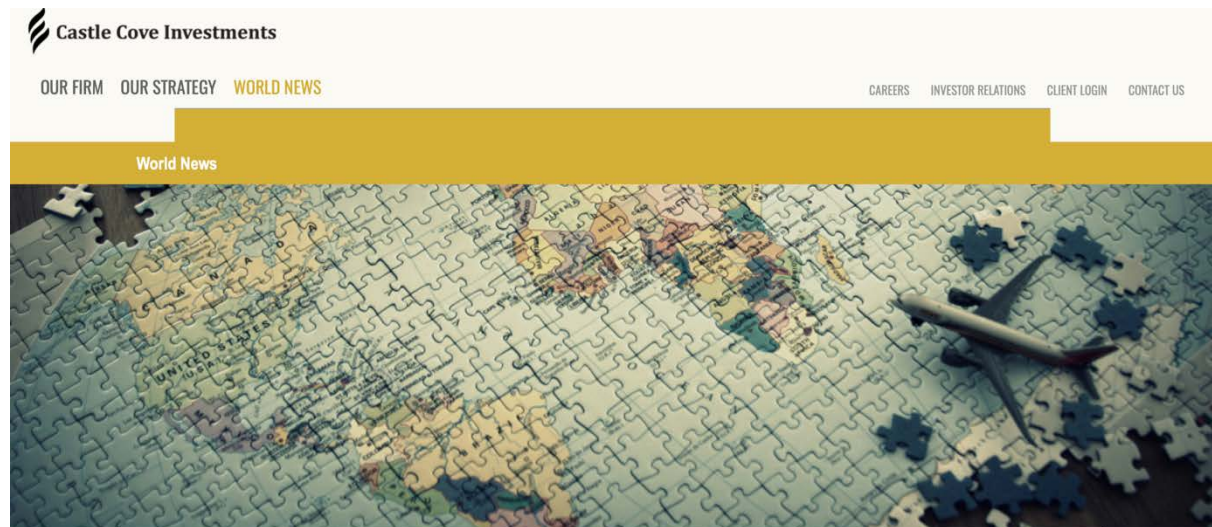
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## Publication: Caste Cove Investments

Date: 16.05.2024

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**Publication:** VS News Network

**Date:** 16.05.2024

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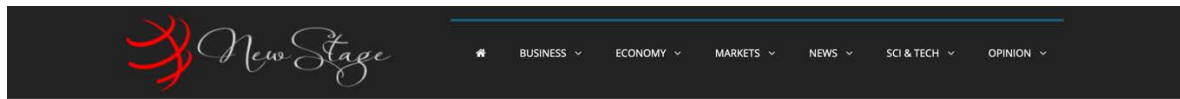
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**Publication:** New Stage

**Date:** 16.05.2024

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Publication: VBNG TV

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## Publication: IT Tech Pulse

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Publication: PR Newswire

Date: 16.05.2024

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May 16, 2024, 08:00 ET

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