



## **Fincons Group joins Deutsche TV-Plattform**

*The Group forges ahead with Broadcast and Media partnerships in Germany*

Fincons Group, a leading IT management consultancy for the Media & Broadcast sector, through its German subsidiary Fincons.DE GmbH, joins Deutsche TV-Plattform, the German non-profit association whose purpose, since its foundation in 1990, is to introduce, disseminate and further develop digital Television in Germany.

Fincons Group has played a pivotal role in the development of HbbTV technology in Europe – the standard aimed at harmonising the broadcast and broadband delivery of entertainment services to consumers through connected TVs, set-top boxes and multiscreen devices - and has contributed to define best-practice in the new US ATSC 3.0 standard. The company is thus well placed to make a significant contribution to Deutsche TV-Plattform, while continuing to scout for new broadcast technologies and to acquire new skills on the field by working with major players in Italy and Europe.

Andre Prahl, CEO of the Deutsche TV-Plattform: "We are very pleased to see Fincons Group joining Deutsche TV-Plattform. This underlines the relevance of the Smart Media topics and projects we are pushing forward - in particular the minimum requirements for HbbTV-2 devices, which pave the way for new HbbTV services from broadcasters, and our initiative to harmonise metadata requirements for the distribution of audiovisual content".

The new partnership plays an important role for Fincons as the new German office in Munich continues to develop. This latest office opening is the result of various years of engagement in projects with leading media and publishing sector players in the German market.

Michele Moretti, CEO Fincons Group: "Extending our services and offerings to the German market, establishing the office in Munich, and now becoming a member of Deutsche TV-Plattform, are key milestones for us. We are looking forward to contributing to and engaging with the activities of setting European-wide standards for media delivery and broadcasting".

To date, the Deutsche TV-Plattform is the only institution for media topics in Germany with such a broad spectrum of members: private and public broadcasters, streaming providers, equipment manufacturers, infrastructure operators, Internet companies, service and technology providers, research institutes and universities, federal and state authorities as well as other companies, associations and institutions dealing with digital media.

In addition to the above-mentioned topics, Ultra HD / HDR, the production and increasing availability of Ultra HD content, as well as the IP-based distribution of audiovisual content are currently central topics of the association.



## **Fincons Group**

With over 1600 employees worldwide and 36 years of experience, Fincons is an award-winning IT business consultancy, providing a broad range of services and solutions in strategy, digital, technology and operations to a diverse range of industries. In the Media sector, the Group has long term and successful relationships with Tier-1 clients, providing solutions and ICT services covering the entire Digital Supply Chain, from Rights Management, Programming and Scheduling, to Advertising Sales and Omnichannel Video Delivery. Fincons has offices in the UK (London), Italy (Milan, Rome, Bari, Verona, Catania), Switzerland (Lugano, Bern, Zurich, Küsnacht am Rigi), Germany (Munich) and in the US (New York, Los Angeles).