

Mediaset Italia chooses WHATS'ON as the scheduling solution for a transformed content supply chain

Groot- Bijgaarden (Brussels), 14 September 2022 — Mediaset Italia has chosen the WHATS'ON Media Business Management Platform by MEDIAGENIX to manage the scheduling processes for all their linear channels and their Mediaset Infinity AVOD/SVOD streaming platform as part of a future-oriented and company-wide transformation of their content supply chain.

Hosted in a MEDIAGENIX cloud, WHATS'ON will be used to manage the three flagship channels — Canale 5, Rete 4 and Italia 1 — and the 12 thematic channels, as well as the Mediaset Infinity VOD platform, the latter in a second phase of the project. WHATS'ON will also play a key role in the transformation of the content supply chain at Mediaset Italia.

Luca Poloni, Chief Technology Officer at Mediaset Italia, said: “The partnership with MEDIAGENIX is of fundamental importance to promote technological innovation and business transformation of the Mediaset Content Supply Chain. We believe that MEDIAGENIX is the right partner to make this important roadmap project a success.”

Monia Vanotti, Editorial & Production TV systems Manager at Mediaset Italia, commented: “Much more than a mere technological renewal of previous systems, this is part of a business transformation process aimed at optimizing the processes

MEDIAGENIX

and the whole organization, achieving more efficient integration with the surrounding systems and improving scalability and responsiveness to new business requests.”

Davide Zuccante, Head of Solutioning at Mediaset Italia, added: “We chose MEDIAGENIX for their proven high level of expertise because we want to leverage their product and knowledge to transform our processes and improve efficiency through automation and best practices. As WHATS’ON is used by outstanding media companies worldwide, MEDIAGENIX is committed to staying ahead of the curve. Their track record, product road map and can-do attitude inspires high confidence that they will deliver.”

“We are absolutely delighted that Mediaset Italia selected us as their preferred partner for this project”, said Nick Couck, MEDIAGENIX Business Development Manager. “The business case naturally established the confidence that MEDIAGENIX is the right partner to help Mediaset Italia transform their content supply chain and WHATS’ON is the right solution for all aspects of this challenging project. During the extensive selection process, we immediately enjoyed a strong connection with the experienced Mediaset team, which makes us all the more excited to work together as partners.”

About Mediaset Italia

Mediaset Italia is the second biggest broadcaster in Italy and the biggest commercial broadcaster in the country. They have three flagship channels – Canale 5, Rete 4, and Italia 1 – and 12 thematic channels with a combined market



MEDIAGENIX

share of 58%. Their Mediaset Infinity AVOD/SVOD platform for viewing live and on-demand content publishes hundreds of new movies and episodes every day. Mediaset Italia is based in Milan and employs 3,280 people.

Mediaset is the holding company of the leading Italian companies in terms of audience and advertising market share in the commercial television sector. It broadcasts three of Italy's biggest generalist channels and has an extensive portfolio of free and paid thematic channels, both linear and non-linear, and OTTV. It specializes in the production and distribution across multiple platforms of entertainment, TV drama, films, news, sports, multimedia content and the sale of advertising. In the radio sector, RadioMediaset is the leading group in Italy in terms of ratings through five of the main national broadcasters.

About MEDIAGENIX

MEDIAGENIX ranks among the top tech vendors in the international media industry with Media Business Management Platform WHATS'ON.

Over 160 media companies across the globe rely on WHATS'ON to unify their content supply chain across linear and nonlinear and streamline all workflows related to content, content rights, planning, and curation to ensure agility and profitability.

Clients include OTT streamers and VOD platforms, public and commercial radio & TV stations, telcos, and video service providers. Together they manage a total of more than 2500 channels and services.

WHAT'S'ON enables them to offer the right content at the right time to the right audience on the right device through whichever platforms and delivery methods





and with whatever mix of business models best suited to achieve their aims. More than 250 employees work from offices in Europe, America, Asia and Australia.

Contact for the press:

Geert Van Droogenbroeck – Marketing Officer MEDIAGENIX

geert.van.droogenbroeck@mediagenix.tv

