

Accenture Builds On-Demand Entertainment Service for Mediaset

Written by Australian Business

MILAN--([BUSINESS WIRE](#))-- [Mediaset](#) , Italy's largest commercial broadcaster, has turned to Accenture (NYSE:ACN) to create and manage its [Mediaset Infinity](#) service, which delivers film and television shows on-demand to a wide array of IP-enabled devices such as set-top boxes, PCs, tablets, connected TVs and gaming consoles.

Leveraging the [Accenture Video Solution](#) (AVS), Mediaset launched its new Over-the-top VOD streaming service Mediaset Infinity in December 2013. Mediaset selected Accenture because of its ability to launch the AVS [software](#)

platform in only 12 weeks and cost-efficient turn-key Software-as-a-Service model.

"The capabilities of the Accenture Video Solution for packaging, licensing, distributing and monetizing video content across multiple viewing platforms are clearly helping Mediaset reach a broader consumer audience," said Chiara Tosato, Chief Sales and Marketing Officer, Mediaset Infinity. "Within a challenging three-month timeframe, Accenture delivered an innovative, high-quality software platform, with a compelling Software-as-a-Service model, which positions us well to grow our business efficiently today and in the future."

Deploying the Accenture Video Solution, Mediaset has:

- **Created a content catalogue with more than 5,000 titles** from film studios and Mediaset's internal productions. The advanced transcoding, DRM protection, and workflow balancing technology features of AVS helped reduce the investment to create the initial catalogue.
- **Managed a strong commercial offer** including commercial campaigns, vouchers management and subscription payment methods that allow subscribers to manage their own profile through a complete self-care portal.
- **Deployed and operated Infinity as a managed service** across a wide array of devices. This "video anywhere" consumer experience is further enriched by features that simplify service registration and subscription and enable new ways for viewer interaction and engagement.

Accenture Builds On-Demand Entertainment Service for Mediaset

Written by Australian Business

Using the Accenture Video Solution companies can launch new over-the-top digital video services quickly and economically while reducing the initial cost of software and infrastructure set-up. Mediaset has a long history of using Accenture technology to elevate its profile in digital broadcasting. The Accenture Video Solution also was the foundation for [Mediaset Premium Play](#), which offers linear broadcast content and non-linear pay TV and pay-per-viewing in an over-the-top service to subscribers.

“Infinity is the next step in technological excellence incorporating Accenture’s deep expertise in content and catalogue management, analytics, and device integration. We are delighted to be chosen once again as Mediaset’s technology provider, enabling the creation of a unique customer experience with its many different ways to watch video,” said Francesco Venturini, managing director and the Accenture Digital Video Services lead.

With the recent addition of [BT Sport](#) and [Cricket Australia](#), AVS is now serving more than 10 million subscribers globally.

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 289,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$28.6 billion for the fiscal year ended Aug. 31, 2013. Its home page is www.accenture.com.

Accenture Software combines deep technology acumen with industry knowledge to develop differentiated software products. It offers innovative software-based solutions to enable organizations to meet their business goals and achieve high performance. Its home page is www.accenture.com/software.