

# Rapid Innovation Cycle Allows EE to Relaunch **Mobile Centric TV Service**



New Features Extend EE TV to become the **Ultimate Mobile TV Experience**



**1** Innovation ensures EE TV remains **the most advanced UK TV service**

**2** Enhancements driving mobile **relevance** and usage and up-sell on "in-house" service

**3** **18% Increase in Broadband Customers** since Launch





## CHALLENGE

EE TV is the most advanced TV solution in the UK market. After launching the award-winning Multi-screen TV Offering in the UK market in 2014, 12 months later EE needed to continue to stay ahead of the competition and further differentiate their TV solution. EE was looking to enhance the TV offering with a range of innovative and market leading features.

## SOLUTION

EE and Netgem focused on bringing mobile and tablets to the heart of the way users watch TV. Netgem embarked on a rapid innovation cycle to enhance their mobile app. The "Companion App" maximises TV viewer's content discovery and viewing through the 'My TV' concept which is designed to provide a completely Personalised TV. "My TV" is divided into three sections: My Programmes, My Channels, and My Photos & Videos. The first two sections allow each user to select their favourite TV shows and channels and quickly discover what content is available for them to enjoy straight away. With My Photos & Videos, users can view their own content that is stored on the device. The Companion App also gives users complete control over the content they want to enjoy and also gives them a variety of additional information on their shows. The Companion Screen also has the ability to share what they are watching through their social networks. The Companion App is part of an integrated multi-screen viewing experience. You can view TV on the mobile phone or tablet and control other screens and swap between screens.

## BENEFITS

The EE TV Service remains market leading. This innovation cycle created opportunities for the EE Sales channels to expand the selling points for the service. Refreshing the features supported new customer acquisition and increased satisfaction levels for current customers. The EE Broadband base grew by around 18% since EE TV launched and EE TV is a key driver for acquisition.

**"EE TV received outstanding reviews at launch, and we will continue to use our unrivalled knowledge of mobile behaviour in order to update and enhance the service over time,"**  
**Simeon Bird,**  
**Director**  
**Home Broadband**  
**and TV**



**NETGEM:** Netgem offers a platform of connected smart devices to improve the daily life of consumers and families. Telcos around the world use our connected solutions to deliver innovative digital services to their Customers. Netgem is operating in 20 countries and serving several million households.