

## **Netgem expands its multiscreen TV innovation and content discovery with the launch of 'Watch with Twitter'**

**London, UK – 30 November 2016** – Netgem, the award-winning end-to-end video entertainment provider and global leader in #TelcoTV, has announced the launch of Watch on Twitter. The new functionality, which is now available to operators across Netgem's global footprint, has been incorporated into the #TelcoTV cloud platform and is designed to enrich TV viewers' experience.

The new service, which has seen its first launch on EE TV in the UK, enables viewers to see which shows are trending on Twitter, allowing them to discover and watch the most mentioned shows in real time. Taking data from the social media platform, Watch on Twitter highlights the five highest trending live shows, alongside those starting within the next hour. Within the programme view screen, Watch on Twitter also surfaces the official hashtag for major programmes, enabling viewers to join in the conversation. Coupled with social interactions on the mobile companion screen, viewers can enjoy multiscreen social TV, with deeper integration planned in the coming months.

Commenting on the news, Sylvain Thevenot, Managing Director of Netgem Europe, said: "The TV viewing experience is evolving rapidly, with audiences fragmented across multiple screens and consuming content on a range of devices. Watch on Twitter represents our latest innovation that will enable viewers to get engaged with the most interesting TV and see what is trending in the programme guide at any time. Viewers can now watch compelling TV content across all platforms whilst benefiting from social network-based recommendations. The launch of these features reinforces our position as the most advanced TV multiscreen solution in the UK."

This innovation represents the latest in a series of developments by Netgem in 2016, including the integration of OTT-delivered linear channels into the EPG, making them easier to discover and access. In the UK, this includes taking 41 channels including Discovery, Eurosport, Cartoon Network and Kiss from three of the platform's most popular apps (TVPlayer, TVPlayer Plus & Box Plus) and surfacing the programmes onto the EPG.

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### **About Netgem**

Netgem provides Fixed and Mobile Telecom operators with #TelcoTV, a superior TV service, offering intuitive navigation, simple access to the content consumers love, and multi-screen viewing, in and out of the home.

With 20+ deployments in Europe, APAC, and South America, and over 5 million deployed viewers, Netgem is best placed to partner with the most innovative Telco operators and help them win in their market.

Netgem is listed on Euronext Paris Compartment C (ISIN: FR0004154060, Reuters: [ETGM.PA](#), Bloomberg: NTG FP)

#TelcoTV is what we do, it's TV the Telco way