



Accedo and Netgem Partner *Next generation applications drive the future of TV*

IPTV World Forum. London, UK March 22nd 2010 – Accedo Broadband (<http://www.accedobroadband.com>), the provider of app stores and IPTV applications and Netgem (<http://www.netgem.com>), a leading provider of IPTV technology and services to Telecom operators worldwide, today announced that Accedo's IPTV applications are to be made available via Netgem's IPTV platform – NetgemTV.

The two companies will introduce a range of customised and innovative IPTV applications over the next 12 months.

"Netgem is at the forefront of creating innovative, new IPTV solutions of which applications play a key role. NetgemTV is one of the best interactive TV platforms available today, combining open Internet standards with a thorough understanding of the unique aspects of a TV operator's service requirements." Said Michael Lantz, CEO, Accedo Broadband. "We are very excited about the prospects this partnership offers and look forward to developing the future of TV together."

Discussing his Company's partnership strategy, Christophe Aulnette, Netgem's Managing Director said, "Enabling third party development of applications on top of our NetgemTV platform is part of our business strategy as it will allow Operators to enrich their advanced TV consumer offering and create more value."

"Accedo has an excellent track record and we are delighted to offer our Operator customers access to their extensive portfolio of applications and games via NetgemTV", added Aulnette.

Netgem technology is employed in over 2.5 million homes globally and is among the Top 10 most deployed IPTV solutions worldwide. Netgem's customers include leading telecom operators such as SFR in France, Telstra of Australia, Elisa in Finland, Monaco Telecom, Algeria Telecom, FetchTV in the UK and Melita in Malta.

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Notes to editors:

Accedo Broadband and Netgem will be demonstrating their latest solutions at the IPTV World Forum, from 23rd – 25th March, stand #17 and #36 respectively.



About Accedo Broadband

Accedo Broadband is the leading provider of applications for IPTV and Connected TV. Accedo Broadband provides the largest available application store for IPTV and Connected TV containing, for example, IPTV games, quizzes, puzzles, video art, music, karaoke, lifestyle, niche sports, weather, social media and communication services. Accedo's Funspot gaming service is the most widely deployed IPTV gaming service in the world.

Accedo is a privately held company founded by telecom and media entrepreneurs Michael Lantz and Fredrik Andersson primarily backed by Swedish VC Industrifonden. Accedo Broadband is headquartered in Stockholm, Sweden with branch offices in London, San Francisco and Hong Kong.

For more information, visit www.accedobroadband.com.

About Netgem

Netgem technology is employed in over 2.5 million homes globally and the company's IPTV solution is among the Top 10 most deployed worldwide. Netgem's customers include leading telecom operators such as SFR in France, Telstra of Australia, Monaco Telecom, Elisa in Finland, Algeria Telecom, FetchTV in the UK and Melita Telecom of Malta.

www.netgem.com

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