

Binge smart TV service launches in Estonia on Netgem Diamond entertainment software suite

London, UK – 6th September 2017 – [Netgem](#), the leading connected entertainment solution provider for telecom operators, has been selected by Finnish telecoms operator [Elisa](#) to deploy its award-winning Diamond entertainment software suite in Estonia. The new service, [Binge TV](#), will enable Elisa mobile operations to benefit from Netgem’s range of Virtual STB features in order to extend their reach to a new audience segment of TV customers in Estonia.

The Netgem-powered service will enable the Binge TV service to provision customers with a range of new TV services, including an integrated user interface that seamlessly surfaces content into one place, from across an optimal range of local and international linear channels, powerful 7-day catch-up, or even integrating OTT services such as YouTube and Netflix. Binge TV also incorporates a network PVR (nPVR) that offers access to thousands of hours of on demand programming across a multiscreen environment inside and outside the home, with a recommendation engine based on the most popular programmes.

The market leader in telecoms in Finland, Elisa provides services to 2.3 million consumer, corporate and public administration customers. Building on an existing successful partnership, Elisa, who’s IPTV platform in its home market has been very successful, has chosen Netgem’s virtual STB cloud solution to support its deployment of Binge TV and help it reach a growing audience within Estonia. The Netgem solution also integrates the Binge TV mobile app, which provides direct access to live and catch-up services across all available channels.

Einari Karneva, Head of Binge Business at Elisa said: “As we expand into new countries, we want to provide consumers with the best TV experience possible, and a flexible way to grow the service once launched. By deploying Binge TV, we can reach a growing population who want access to their TV content wherever they are, and Netgem’s platform gives us a unique flexibility to add more content and features over time.”

Commenting on the announcement, Sylvain Thevenot, Managing Director at Netgem, said: “Consumer behaviour is changing, and operators need rapidly deployable and dynamic solutions that will enable them to maintain a competitive edge. This deployment of Binge TV using Netgem’s Diamond entertainment software suite enables Elisa to reach new audience segments as it extends into a new market, offering a full suite of live, on demand and quality OTT content based on an award-winning cloud-based platform from day one.”

Following on from the announcement of its first customers in the [Middle East](#) and [Germany](#), Estonia is the third new television market Netgem is entering in 2017.

Visit Netgem at [IBC 2017](#), Stand 5.C70 at the RAI in Amsterdam 15-19 September to find out more about the deployment.

-Ends-

About Elisa

Elisa is a telecommunications, ICT and online service company serving 2.3 million consumer, corporate and public administration organisation customers. Elisa provides environmentally sustainable services for communication and entertainment, and tools for organisations to digitalise their operations and improve productivity. In Finland, Elisa is the market leader in its field. Cooperation with Vodafone and Telenor enables globally competitive services. Elisa is listed on Nasdaq Helsinki Large Cap with approximately 200,000 shareholders. In 2016, Elisa's revenue was 1.64 billion euros, and the company employed 4,300 people. www.elisa.com

About Netgem

Netgem is the publisher of Diamond, a cloud-based software suite for entertainment and connected home services, and a provider of end-to-end solutions for the telecommunications market. Content publishers, device manufacturers and service providers leverage Diamond open ecosystem to deliver innovative digital entertainment services to consumers. Netgem is long term driven by an operational excellence drive for its Customers, and a Consumer focus for innovation, simplicity and affordability.

Netgem is listed on NYSE Euronext Paris Compartment C (ISIN: FR0004154060, Reuters: ETGM.PA, Bloomberg: NTG:FP) www.netgem.com