

## A stepping stone in OTT delivery: Viaplay launches its advanced TV streaming services with Netgem in Sweden

**Neuilly-sur-Seine– June 12<sup>th</sup>, 2012** – Netgem ([www.netgem.com](http://www.netgem.com)), a leader in connected home technologies and solutions, has been selected by Viaplay to supply its new Viaplay Box. The Viaplay box is a hybrid set-top box (STB) which offers viewers a wide range of over-the-top (OTT) delivered premium TV channels, free to air terrestrial channels and the full Viaplay online service in one single set-top box. Viaplay is the leading online pay-TV service in the Nordic region, and offers over-the-top (OTT) delivery of premium TV, movies and sports content to anyone with a broadband connection on multiple devices, now including the Viaplay box in Sweden.

This is the first time a pay-tv operator in the Nordics has combined adaptive bitrate streaming technology and free-to-air digital terrestrial TV (DTT) in one single channel list with seamless channel change.

Viaplay will use the Viaplay box to broaden its Swedish offering, and to make linear and on-demand pay-TV content, including TV series, film and sports, available directly on a TV using a remote control. The launch extends the number of platforms for consumers to access the Viaplay service from personal computers, tablets, smartphones and connected TVs to the Viaplay Box, using a single log-in.

The box is a customised version of the Netgem Multifonction hybrid STB and it also uses Netgem's award-winning middleware to provision the enhanced Viaplay service and the linear channels. The STB offers Ethernet, WiFi and HDMI connectivity to access and share multimedia content stored on the home network and also offers UPnP (Universal Plug and Play) for simple connection between the units in the house hold.

Niclas Ekdahl, CEO of Viaplay, said: "The launch of the Viaplay box in Sweden is the next step in our continuous evolution and development of our service. Our wide library of TV, movie and premium sports content is highly attractive to viewers, and we are focused on both improving the user experience and the quality of our streaming and make it as simple as



possible for our subscribers to access the content. The Viaplay Box is a great product making high quality streaming accessible in the most convenient and simple manner.

Christophe Aulnette, Chief Executive Officer of Netgem, said: “It is a real breakthrough. This launch is the clear demonstration that OTT video delivery can achieve first class quality as requested by top-tier service operators, such as Viasat. The Viaplay Box is a prime example of how OTT can be successfully deployed **by operators** for both live streaming and VOD content beyond their traditional customer base.”

**About Viaplay:** Viaplay is part of Modern Times Group (MTG) an international entertainment broadcasting group with operations that span four continents and include free-TV, pay-TV, radio and content production businesses. MTG's **Viasat Broadcasting** operates free-TV and pay-TV channels, which are available on Viasat's own satellite platforms and third party networks, and also distributes TV content over the internet. MTG is also the largest shareholder in CTC Media, which is Russia's leading independent television broadcaster.

**About Netgem:** Netgem provides Connected Home Entertainment Solutions to Multiservice Operators to help them strengthen their end-customer relationship and drive revenue growth. Based upon Netgem's hardware and software technologies, operators are able to develop innovative convergent services and a unique broadcast TV experience, enriched by the power of Internet. Netgem is present in more than twelve countries around the world with an install base of more than 4 million. Netgem is listed on NYSE Euronext Paris, Compartment C.

Website : [www.netgem.com](http://www.netgem.com) Twitter <http://www.twitter.com/netgem/> ISIN : **FR0004154060**, Reuters : **ETGM.PA**, Bloomberg : **NTG FP**

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