



Sylvain Thevenot joins Netgem Group to expand “TV as a service” offering

TV Connect, London, April 28th, 2015 - Sylvain Thevenot, who created and launched EE TV, now joins Netgem Group to lead the next generation of Multi-screen TV with ‘Personal Viewing Experience’ and expand Netgem ‘TV as a service.’

Sylvain Thevenot joins the Executive Committee of Netgem Group, as Managing Director of Netgem’s UK entity ‘Netgem PVX.’ Based in London. Netgem PVX has been created to deliver the ‘TV Personal Viewing Experience’ (PVX) to our Telco customers, as demonstrated by the market leading ‘EE TV’ product, that Sylvain launched in October 2014 when he was in charge of EE Broadband - that he transformed into the fastest growing ISP in the UK. Sylvain has now transitioned his team of functional experts into Netgem TV PVX, and they are running ‘TV as a Managed service’ for EE, responsible for end-to-end ongoing Product developments, Content partnerships, Marketing services, and 24x7 TV Operations.

Through a combination of entrepreneurial background - creating one of the first ISPs in France - and large scale Telecoms in Vodafone Group, Sylvain brings a 20 year experience of launching successful new products across more than 30 countries, that he will now apply to Netgem’s new approach of ‘designing TV solutions as a Personal Viewing Experience’, paving the way for the next generation of Multi-screen TV.

Joseph Haddad, CEO of Netgem Group: *“I am very pleased that Sylvain has joined Netgem Group after the exciting launch of EE TV that we built in partnership, and his deep understanding of the Telco challenges will give us an opportunity to accelerate the development of our ‘TV as a service’ offering, where our Telco Partners will benefit from speed of innovation and flexibility of business models.”*

Sylvain’s commercial Telco and Media expertise acquired in running large P&Ls across Fixed and Mobile services (Vodafone UK, TalkTalk, EE) will also mark the evolution of Netgem’s business model, in providing ‘TV as a service’ from inception to ongoing partnerships. Netgem’s new model, already in place in a few countries, will enable its Telco partners to win in very competitive Quad-Play markets, thanks to shorter time-to-market and rapid innovation cycles for TV and Mobile platforms, as well as a benefiting from cost effective managed services to maintain leadership in their markets.

About Netgem

Netgem is a provider of innovative solutions and video entertainment services for the connected home. Combining proven technology assets and expertise in content and new uses on all screens, Netgem's offers help multi-service operators worldwide to enhance and enrich their relationship with end-users. Netgem is present in Europe, Asia and South America with over 4 million active households worldwide. Netgem is listed on NYSE Euronext Paris Compartment C (ISIN: **FR0004154060**, Reuters: **ETGM.PA**, Bloomberg: **NTG FP**)

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