



IBC 2015: Netgem's #TelcoTV platform adds to fantastic new personalised features to EE TV

New Features Offer EE TV Users the Ultimate Personalised TV Experience

IBC 2015, Amsterdam – September 12, 2015 – Netgem's #TelcoTV platform, has added a host of updated features to EE TV, the television service from EE, the UK's most advanced digital company. With a focus on personalisation and social sharing, the new features have been developed to bring mobile and tablet to the heart of the way users watch TV.

#TelcoTV will be demonstrated at IBC in Amsterdam (Stand B44) 11-15 September 2015.

Following EE's announcement last month, 'My TV' is designed to provide a completely personalised TV experience for each individual user and is divided into three sections: *My Programmes*, *My Channels* and *My Photos & Videos*. The first two sections allow each user to select their favourite TV shows or channels, and quickly identify exactly what content is available for them to enjoy there and then. With *My Photos & Videos*, customers can view through the app all content stored on their device. They can then use EE TV's innovative Flick feature to send it straight to their TV – perfect for sharing photos and videos with friends and family on bigger screen.

Building on EE's unique *Flick* feature, the latest update also includes *Fetch*, allowing customers to bring content from the main TV screen directly into their mobile device. Compatible with live TV, recordings, *Restart* and *Replay* the new feature is perfect if customers want to leave the room and continue watching their show in another part of the house.

A new *Companion Screen* gives customers total control of the show that they're watching, as well as providing a variety of additional information. A *Share* button via the *Companion*

Screen allows users to share details of what they're watching through a range of social media options.

The latest update also includes significant improvements to navigation on mobile devices, as well as delivering powerful search capability on both the set top box and the app. It's now easier to find specific programmes across a range of live, future and recorded content, with results collated in one place and easily arranged.

Simeon Bird, Director of Home Broadband & TV, EE said: "EE TV received outstanding reviews at launch, however we will continue to use our unrivalled knowledge of mobile behaviour in order to update and enhance the service over time" a strategy that is working very well based on the recently announced strong results for the first half of 2015.

'With Netgem's #TelcoTV we provide EE with 'TV as a Service' said Sylvain Thevenot, Managing Director of Netgem TV PVX. 'We focus on ongoing innovation across both content and features, ensuring that EE TV always stays ahead of the competition. We launched last year the most innovative TV Multi-screen service in the UK, and with our powerful #TelcoTV platform, we are now pleased to release the ultimate Personalised TV experience.'

Meet Netgem on stand 5B44, RAI Amsterdam during IBC from 11 to 15 of September 2015.

About Netgem

Netgem is the global leader in #TelcoTV, operating in 20 countries, serving several million households. Netgem delivers the best TV entertainment experience supporting the widest range of content, enabling the most innovative Telcos around the globe such as EE, NetPlus, Netia, Post and Totalplay to deploy market-leading Video Entertainment services.

Netgem Group is listed on NYSE Euronext Paris, Compartment C (ISIN: FR0004154060, Reuters: ETGM.PA, Bloomberg: NTG FP) Website: www.netgem.com Twitter <http://www.twitter.com/netgem/>

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