

## **IBC 2015: Netgem's #TelcoTV platform adds to fantastic range of content on EE TV with introduction new channels and on demand apps content**

*EE TV to launch additional foreign language and International channels in the UK as part of their quad-play offering*

**London – August xx, 2015** – Netgem's #TelcoTV platform, has added to its OTT library, offering new content applications onto EE TV, which includes live and recorded free channels, On Demand and Catch up services. A host of new international content is now available on the EE TV's content hub, as well as enabling a range of additional IPTV channels.

EE TV, acclaimed as best for Multi-screen experience, is now extending further its Content proposition by adding a huge range of international and foreign language TV channels and On-Demand applications, such as CineFunTV, Bollywood HD, Brazil TV, France 24, and CaribBe TV, while the MUBI application enhances further EE TV's Films and Boxsets category. EE TV now boasts 366 channels, 188 Free to air and a further 178 premium, in addition to thousands of On-demand Content too.

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 started with the best TV multi-screen experience, which we have now enhanced with fantastic range of content, this is what #TelcoTV is all about.'

#TelcoTV will be demonstrated at IBC in Amsterdam (Stand B44) 11-15 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](http://www.netgem.com) Twitter <http://www.twitter.com/netgem/>

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