

Netgem publishes data on Christmas streaming and launches its “Learn From Home” collection to support home education

1. Last Xmas.. we watched A LOT of TV (and a lot of FREE TV)

- Netgem reveal 27% year-on-year increase in Christmas TV viewing
- My5 and ITV Hub have seen the biggest increase in on-demand across the Netgem platform
- YouTube still dominates ad-funded streaming

In a Christmas period like no other, Netgem, the only end-to-end TV service for the UK's growing “Altnets” and challenger ISPs, reveals the busiest ever Christmas season on record, with a **27% year-on-year increase in TV viewing compared to Christmas 2019!** (adjusted numbers taking into account the growth of our user base). This is across Freeview live and on demand as well as additional services such as Prime Video, Rakuten TV, YouTube and premium channels such as Fox, MTV, Comedy Central or Premier Sports.

This brings the **average number of hours viewed by households to a staggering 5.7 hours a day during the period with some days on Xmas week reaching over 6 hours a day, over 40% of the “awake time” of the household!**

Netgem provides an end-to-end affordable TV service for the ever growing altnet and challenger ISP market that includes leading telcos such as Origin Broadband, Community Fibre, Hyperoptic and the like deploying full fibre broadband across the UK, covering more than 3 million households, with a market share growing to 12.6% by the end of this year, according to leading analyst house Point Topic. Just a few days ago Netgem TV underpinned the launch of Community Fibre TV, the new TV service for London's fastest ultrafast broadband provider and best rated on Trustpilot.

Commenting on Netgem's Christmas viewing figures showing a significant rise in free and AVOD services, Maria Rua Aguiete, Senior Research Director Omdia, said: “Netgem's latest streaming figures point to important trends we are also seeing: in a year where we have relied on streaming services to keep us entertained, consumers are increasingly turning to improved free-to-air or ad-supported streaming services, all while having to keep an eye on affordability and pressures on household budgets.”

Which TV channels and streaming services performed the best?

Although average session times on popular streaming services like Amazon Prime saw healthy usage, especially among certain high demand points such as Premier League broadcasts, the promotion of big family titles like Mulan on Rakuten TV have maintained engagement on those services we saw most of the growth coming from ad funded content.

Ad-funded breaks down between the well known Freeview Play on demand programmes (known as Broadcaster VOD or BVOD) and ad-funded streaming services (AVOD) like

YouTube, [W4Free](#) who recently added 100+ free movies such as cult classic “*Jabberwocky*” and recently introduced fresh Plex TV app for free movies and series from Warner Brothers, Crackle, Lionsgate, MGM and more.

For the traditional broadcasters, top shows like BBC’s Strictly Come Dancing final or Channel 4’s Bake Off specials topped the charts, but the **biggest growth came from ITV Hub** with mega hits over Xmas such as the “Hey Tracey Christmas Special” or “Gary Barlow’s Night At The Museum” and “The Voice” restarting on the first week of Jan. Even more so, **from My5** (Fifty Shades trilogy over Xmas, and generally UK viewers realising the depth of content within My5 with content from PlutoTV, CBS Reality, popular US series from Paramount and some strong flagship shows well relayed in social media such as the “Meghan and Harry: In their Own Words” documentary).

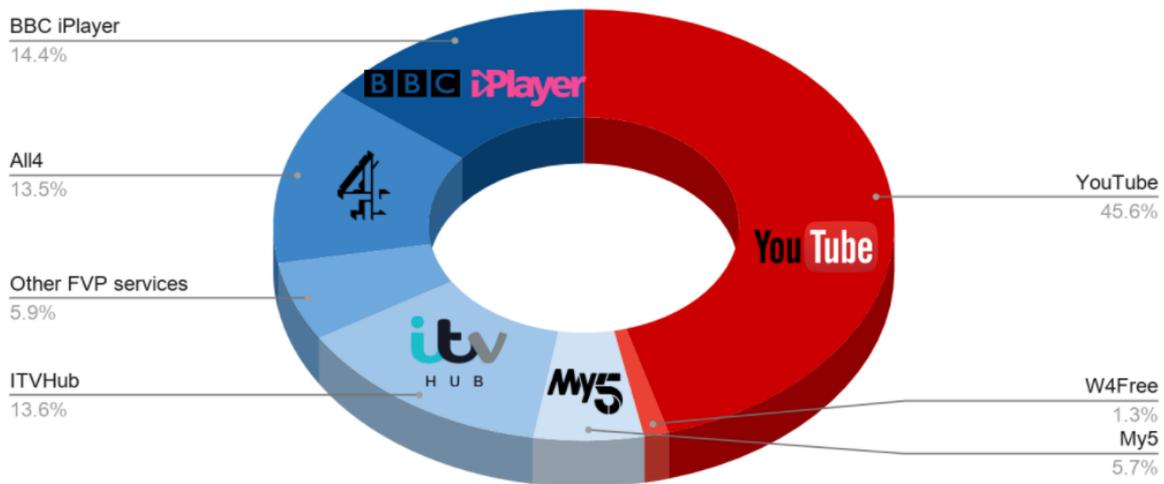
Top 3 most progressed TV streaming services on Netgem TV



Source: Netgem TV analytics (1st December 2020 - 17th Jan 2021) - progression versus same time in 2019

We have excluded from this top 3 some channels from TV Player which Netgem TV recently introduced in selected ISP bundles including Origin TV. Although their top shows there (such as “*Jersey Shore: Family Vacation*” on MTV or “*Family Guy*” on Fox) were big hits during the last 2 weeks of the year especially, their recent introduction would have made the growth percentage disproportionately high.

Share of viewing for AVOD and BVOD TV streaming



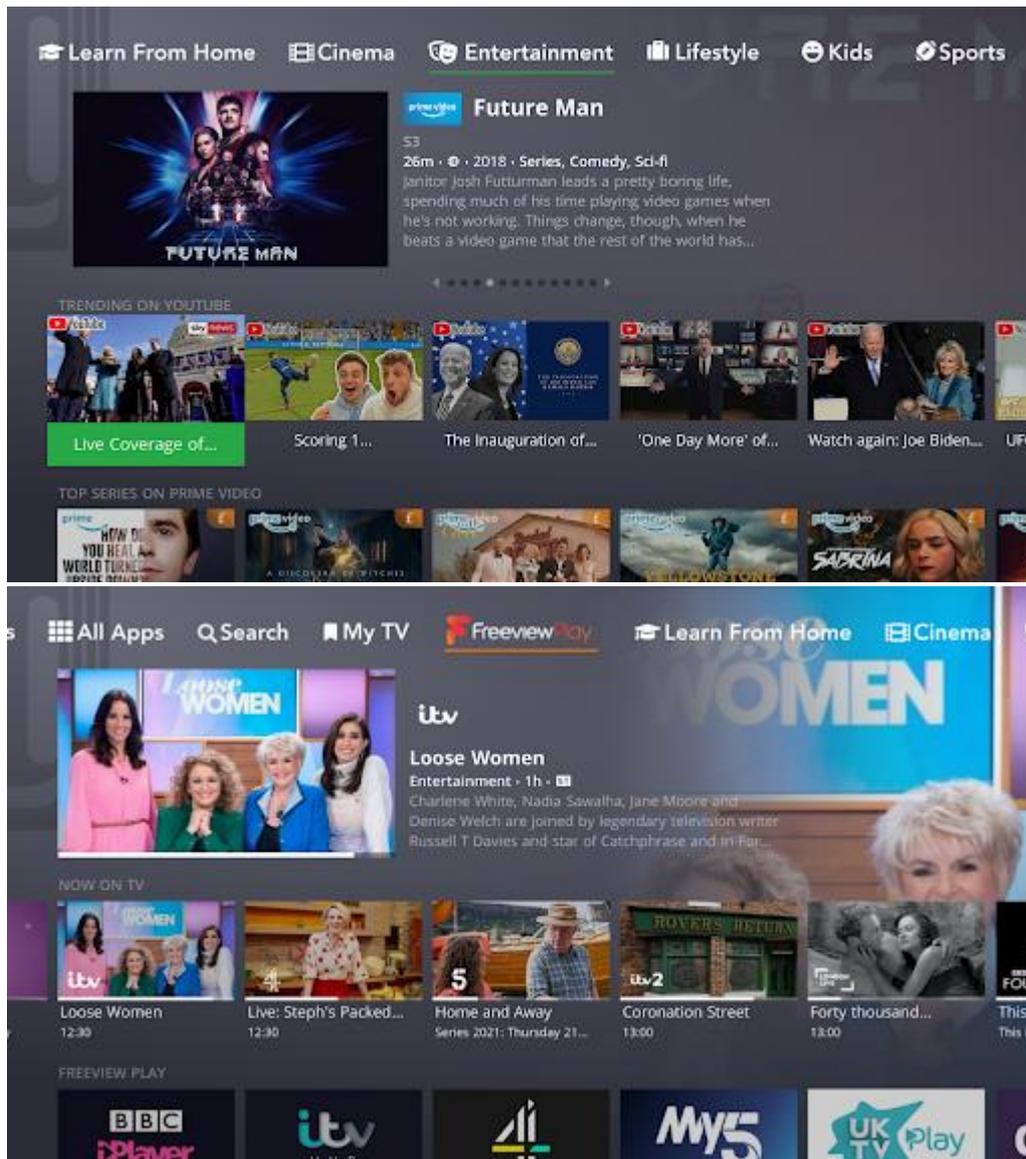
Source: Netgem TV analytics (1st December 2020 - 17th Jan 2021) - share of total number of minutes viewed

YouTube and other AVOD players such as W4Free (who offered an array of Christmas themed movies available for free and surfaced within the UI such as “The Grinch” or “A Christmas Carol”) and Plex TV now represent almost half of the share of viewings across the “free TV” category.

YouTube’s extraordinary progress had already been observed since the beginning of 2020 (in fact since 2015 on EETV which Netgem developed and was the first Operator TV service offering Youtube). Most of the service growth comes from live streaming on the app especially around some categories such as eSports.

It is also coming from a vast array of surfacing that Netgem curates and automates on the User Interface such as “Trending videos on Youtube” or the “Hot on ESPN” sections that are refreshed in real time with the latest videos. In light of this popularity and with the latest lockdown Netgem have decided to echo as much as possible the initiative from BBC with a “Learn From Home” avenue designed to bring together the best of free content across BVOD, AVOD but also selected SVOD titles from Prime Video, available at no extra cost to Prime households (which is more than half of the UK households).

Methodology: those numbers compare the full month of December plus the first 10 days of January 2021 versus the same period a year before. They are adjusted to cater for the growth of 450% experienced by Netgem TV and include stats from distribution partners such as Origin TV.



2. And now.. We're all still at home again but Xmas is well over - there's a lot of work, and homework to do

Netgem was the first TV platform to include a special avenue called 'safe@home' to help keep the nation entertained without spending more, with the rich array of free content that is available, [during the first lockdown](#).

As the reality of the latest online schooling begins to bite, Netgem TV is once again proud to be helping its customers through this challenging period by supporting the incredible online educational support provided by the Public Service Broadcasters (PSBs) through our Learn from Home collection. In particular we are making it easier to navigate the fantastic array of content from the BBC, with selected curriculum-based programmes to help children with their learning by broadcasting lessons on BBC2 and CBBC, as well as through a large collection of on demand programmes

As the leading Freeview Play service, the Netgem platform presents viewers with a curated and real life updated collection of the best programmes so that families can keep learning as well as being entertained.

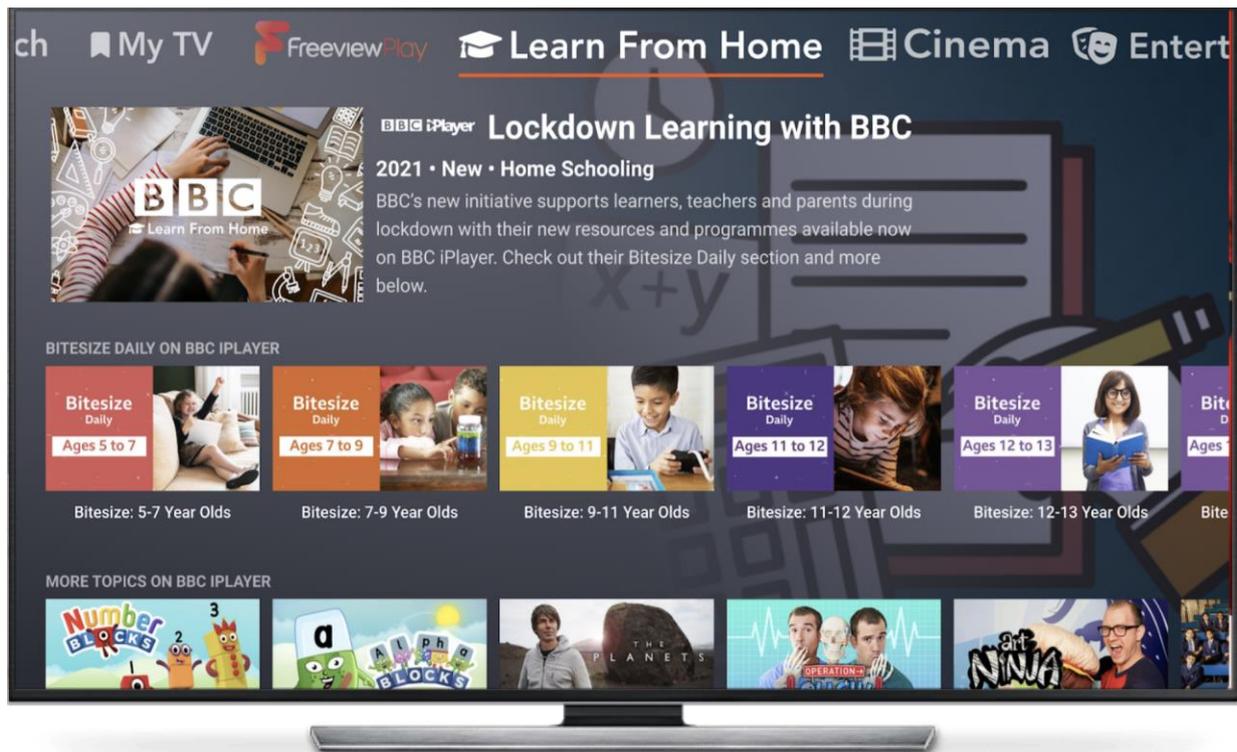
To help parents and carers find the right resources we are bringing to the surface:

- BBC bitesize content by age group
- YouTube content to help everyone including adults stay active and learn new skills
- Prime Video content (free to 1 in 2 UK households as part of Prime)

You can still rent the latest movie like 'Tenet' on Rakuten or subscribe to one of the many extra subscription options offered, but our main aim is to simply help UK viewers simply and quickly access the array of free programmes available to stream.

The Learn from Home avenue represents Netgem TV ethos in that:

- It is free (ad funded) content first
- Public Broadcasters at the heart
- Seasonal and a living TV service
- Bringing together all sources of content in one place
- In a way that is intuitive and theme-based not just “apps”, via simple discovery of most popular programmes





- **BBC Assets (stills):**
<https://www.dropbox.com/sh/1i1scfqu8g0q03x/AAAmBUKdsEMmyrzWLWDA34XBa?dl=0>
- **BBC**
Trailer: [https://www.dropbox.com/s/uiyqrxivhag17wd/BBC Education Lockdown Learning.mov?dl=0](https://www.dropbox.com/s/uiyqrxivhag17wd/BBC_Education_Lockdown_Learning.mov?dl=0)
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