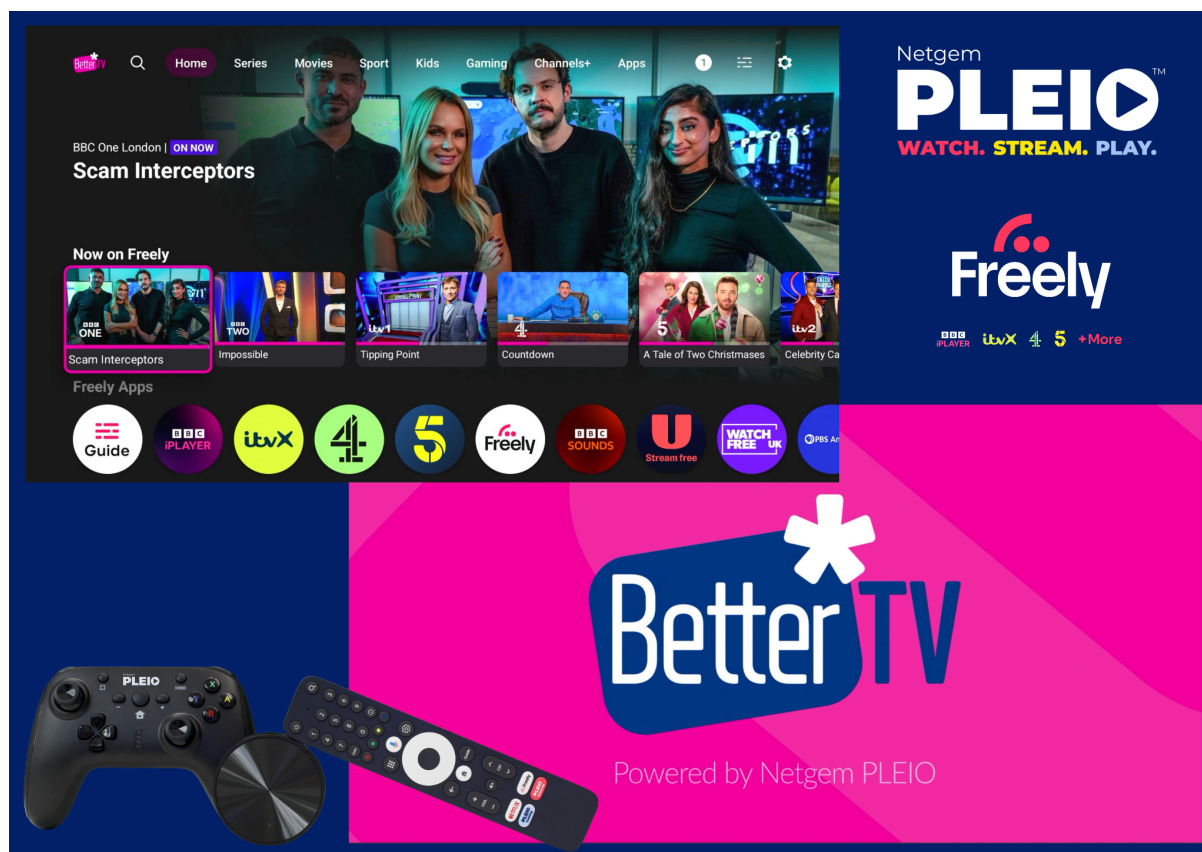


Brsk extends partnership with Netgem through PLEIO: expanding the reach of BetterTV to all customer segments with Freely



London, November 25, 2025

Brsk becomes the first UK ISP to launch Netgem's 'PLEIO' with Freely

London, November 25, 2025 – Following last week's unveiling of PLEIO, Netgem's new all-IP streaming puck, brsk (part of Netomnia Group) has been announced as the first full Fibre ISP in the UK to launch the product - placing Freely at the heart of its consumer offer.

This launch marks a major evolution in the long-standing partnership between Netgem and brsk. While the two have successfully delivered affordable entertainment for the past two years, the upgrade to PLEIO represents a step-change in the market. For the first time, an Altnet ISP can offer a TV experience that rivals the major Pay TV operators, delivering all major broadcast channels over Wi-Fi without the need for an aerial.

A new era of 'BetterTV'

The new proposition is designed to deliver exceptional value for money to UK broadband customers. By bundling brsk's ultra-fast, ultra-reliable full-fibre network with PLEIO's cutting-edge entertainment hub, the partnership creates a compelling integrated service.

This new generation of BetterTV introduces access to all Broadcaster channels over Wi-Fi via Freely for the first time by an Altnet ISP, alongside all major streaming apps and a Cloud Gaming catalogue - delivered on a slick new device with a Bluetooth gamepad included.

The result is a powerful, integrated offering that maximises quality while minimising cost - helping households get more from their broadband and entertainment spend than ever before.

Pricing and Availability

The enhanced BetterTV service is available exclusively to new brsk full fibre broadband customers. Normally priced at £10 per month, the service is available at a launch promotional rate of £5 per month (with a £10 activation fee) until 31 January 2026.

Matt Whitworth, Commercial Director at brsk, commented:

"Our mission at brsk has always been to deliver simple, reliable, and high-quality connectivity that makes life better. Thanks to our continued relationship with Netgem through PLEIO, we're able to take that same philosophy into the world of entertainment. We've always said that 'Better Broadband' deserves 'Better TV,' and with this new product, we are now offering a premium alternative to our competitors at a much more affordable price."

Sylvain Thevenot, Managing Director of Netgem UK, added:

"We are delighted to see brsk lead the market as the first ISP to launch PLEIO. This partnership embodies our core values of choice, simplicity, and value. By combining brsk's gigabit broadband with our new 'entertainment hub' - featuring Freely, streaming Apps and Cloud Gaming - we are delivering the most comprehensive service in the market: the most affordable way for households to Watch, Stream, and Play."

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About Netgem

Netgem is a technology and services provider for the video entertainment industry, operating through two main platforms. Upstream, the ECLAIR brand offers services for entertainment content publishers. Downstream, the PLEIO brand provides streaming service management, delivering content and technologies to telecom operators. Both platforms share the common goal of making entertainment accessible to everyone, as encapsulated in the group's signature: "everyone's entertained."

About Brsk

Brsk is an Internet Services Provider (ISP) on a mission to deliver better broadband. With a focus on simplicity, fairness, reliability and customer satisfaction, Brsk delivers full fibre broadband connectivity up to 2Gbps to more than 1.175 million homes.