

UNDER EMBARGO UNTIL 00:01 BST Thursday 31<sup>st</sup> July

## Freely announces move into streaming devices

*'Plug-in and stream' devices bringing together free live and on demand TV set to launch later this year*



Download Freely assets [HERE](#)

**United Kingdom, 31.07.2025: Everyone TV** – the organisation leading the evolution of free TV in the UK – today announces its expansion into streaming devices. **Freely**, the free streaming platform backed by the BBC, ITV, Channel 4 and 5, will launch on **Netgem** devices later this year, giving audiences the freedom to 'plug-in and stream' live and on demand TV all in one place.

Following a successful launch on new smart TVs in April last year, the move to streaming devices will make Freely accessible to even more UK households, enabling them to stream live channels from the nation's biggest broadcasters, all in one place, for free.

French entertainment technology company Netgem is confirmed as Freely's first 'plug-in and stream' device partner and will enable Freely to run on televisions that do not have the platform built-in, via a simple and affordable plug-in puck.

Today's news represents a significant step forward in Everyone TV's long-term strategy to ensure that free-to-view content remains easily accessible and visible in a streaming era. Whether built into your next-generation smart TV or plugged into your current one, Freely will offer the same trusted experience – all in one place, for free.

As a leading provider of digital entertainment services, Netgem has designed the small and modern device to provide a seamless and intuitive user experience, integrating the Freely interface at its core and giving easy access to stream live TV and on demand free-to-air shows, sitting alongside access to popular global and local streaming applications. The puck device will also include additional streaming channels and provide access to Netgem's Cloud Gaming service, transforming the television into a comprehensive entertainment hub for all members of the household.

This development continues Freely's strong growth trajectory, coming on the heels of its major integration deal with Roku Smart TVs, plus the growing line-up of TV manufacturing partners including Hisense, Bush, Toshiba, Sharp, Panasonic, Philips, JVC, TCL, Panasonic, Amazon Fire TV and METZ, as well as feature updates announced earlier this year.

Freely 'plug-in and stream' devices come with all the features and content audiences have come to expect and enjoy from Freely Smart TVs including:

**Favourite live and on demand TV, all in one place**

- Access to more shows than any UK streaming service, with all your favourite shows from BBC iPlayer, ITVX, Channel 4, 5, U, WATCH FREE UK, PBS America and more, all in one place.
- More than 40 live channels, with more new and exclusive channels launching this year.

**Easy, simple & seamless interface**

- Mini-Guide to help easily switch between channels; move seamlessly from live to on demand, as well as pause and restart live TV.

- Save all your favourite shows from the UK's biggest free-to-air broadcasters with My List.
- TV Guide with seven-day forward and backward functionality.
- Regular, automatic updates for constantly evolving features, channels and content.

#### **All you need is Wi-Fi**

- No dish or aerial required
- No monthly subscription costs, all for free.

**Jonathan Thompson, CEO, Everyone TV, said:** "Freely was created to make free TV work for everyone. Expanding to 'plug-in and stream' devices is an important and natural next step to ensure even more homes can enjoy the full Freely experience without the need for a TV upgrade or paid subscription. In partnership with Netgem, we're launching streaming devices to make it easier than ever for UK audiences to enjoy the nation's favourite TV, for free, on the TV you already have."

**Sylvain Thevenot, Managing Director of Netgem U.K.** "Netgem is delighted to introduce the first Freely streaming device to the market with Everyone TV. This innovation represents a game-changer for viewers who seek a streamlined TV and entertainment experience delivered over Wi-Fi. The integration of Freely with Netgem's entertainment service positions this streaming puck as the optimal choice for all households and breathes a second life to all TV sets at an affordable price."

***Freely 'plug-in and stream' devices will launch later this year from Netgem in selected retail outlets.***

More details including availability, pricing, additional functionality, content and more partners are to be announced.

**ENDS**

#### **Notes to Editors**

Pre-register interest for Netgem 'plug-in and stream' devices with Freely [HERE](#).

\*BARB (Sept 2024 – Jan 2025)

Programmes showcased within images provided are for illustrative purposes.

This announcement comes after BBC Director General, Tim Davie, previously supported the separate idea of a streaming media device with Freely capabilities built-in, including a radically simplified user interface specifically designed to help those yet to benefit from IP services.

Follow Everyone TV on [LinkedIn](#)

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Press assets for all Everyone TV brands can be found [here](#).

### **About Everyone TV**

Everyone TV (formerly Digital UK) is a joint venture owned and supported by the UK's leading public service broadcasters - BBC, ITV, Channel 4 and 5.

Leading the evolution of free TV into the streaming age, Everyone TV believes that great quality TV should be accessible to all, regardless of location or income. Through delivering compelling free TV services for audiences and advocating for the future of free TV, Everyone TV ensures the best content made for British audiences remains free, easily accessible and discoverable.

In 2024, Everyone TV launched Freely, a new streaming platform which allows viewers to watch the best live and on demand TV for free, all in one place. Freely is now available in the UK through the next generation of smart TVs.

Everyone TV also runs the UK's free-to-view TV platforms – Freeview and Freesat – reaching over 15 million UK households.

Formerly known as Digital UK, the organisation updated its name to Everyone TV in January 2023 to better reflect its mission – to champion free TV for all.

### **About Netgem:**

Netgem has been since 1996 an Innovation leader in TV & Streaming, and now focuses on providing advanced technology and content services to both Content owners/Studios and Telecom Operators. Netgem has established itself as an essential partner for telecom operators with over 35 Operators relying on Netgem solutions,



across Streaming, IPTV, FAST channels, and Cloud Gaming. Netgem is the publisher of the digital entertainment service netgem.tv, distributed through a network of fixed and mobile telecom operators in Europe under the operator's brand (B2B2C model) to over 700,000 household subscribers. For more information, visit [www.netgem.com](http://www.netgem.com)

Netgem is listed on Euronext Growth. (ISIN : FR0004154060, Reuters : ETGM.PA, Bloomberg: ALNTG FP)