

2K's Global Hit *Mafia: Definitive Edition* officially arrives on PLEIO, alongside major content expansion



London, February 20, 2026

February 21, 2026 marks three months since the launch of PLEIO, and Netgem is celebrating by supercharging the platform with a whole batch of fresh new content.

Chief among the updates is *Mafia: Definitive Edition*; a comprehensive, built-from-the-ground-up remake of the original *Mafia*, which released to widespread critical acclaim in 2002. The remake, which includes an updated script, additional cutscenes, all-new gameplay sequences and features, a re-recorded orchestral score, and other enhancements, is now available for the first time on a TV & Streaming service in the UK through PLEIO!

PLEIO's users can return to the city of Lost Heaven and explore an authentic vision of 1930s America as Tommy Angelo. It's an offer PLEIO users will have no need to refuse - as it's already on their devices, for no additional cost.

In just three months, PLEIO has redefined how consumers "Watch, Stream, and Play" on TV. To celebrate this anniversary, Netgem are also doubling down on their "Family First" promise with content that bridges the gap between generations. The full list of new content on PLEIO is below, giving users even more to watch, stream and play.

To WATCH - more extra channels:

- Masha and the Bear
  - A famous comedy preschool powerhouse
- Terra Mater WILD & Adventure Earth
  - High-production wildlife and discovery
- Autentic History & Autentic Travel
  - Documentaries and global exploration



To STREAM - hundreds of hours free for PLEIO users:

- Toon Goggles Jr
  - A dedicated, safe-for-kids platform featuring popular animated shorts and series.
- Duck TV
  - Expertly curated, soothing content designed specifically to help develop cognitive skills in infants and toddlers.
- Motor Vision
  - High-octane, on-demand automotive content - from supercar reviews to racing history.



To PLAY - more new games with fantastic options for kids:

- The Smurfs: Dreams
  - A stunning AAA platformer, with beloved characters
- Totally Spies! Cyber Mission & Tintin Reporter - Cigars of the Pharaoh
  - Massive fun with familiar characters
- My Universe - Doctors & Nurses
  - Aspirational, interactive gameplay for younger children



To celebrate the three month anniversary, and the addition of *Mafia: Definitive Edition* to the service, PLEIO will return to its special launch price of £99.00 until the end of February - for 12 months subscription to PLEIO Extra Channels and Cloud Gaming, (with Streaming Puck and Gamepad included). Other additions to PLEIO's user interface include new "My List" and "Continue Watching" rows available on the home page, as well as content on the home page being expanded beyond Freely.

Sylvain Thevenot, Managing Director of Netgem PLEIO said: "From the very beginning we envisioned PLEIO as a service that would keep customers entertained, because we're absolutely committed to value for the consumer. Adding *Mafia: Definitive Edition* on PLEIO Gaming - included in the 12-month access to Cloud Gaming - is a real indication of what consumers can expect from PLEIO in the future. It's a truly phenomenal, console-quality game, and we are excited to be the first ones in the UK to include it as part of a TV & Streaming service."

### Netgem Contact

Isabelle DRAY / seitosei-Actifin

isabelle.dray@sectosei-actifin.com

+33 6 63 93 08 15

### 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."