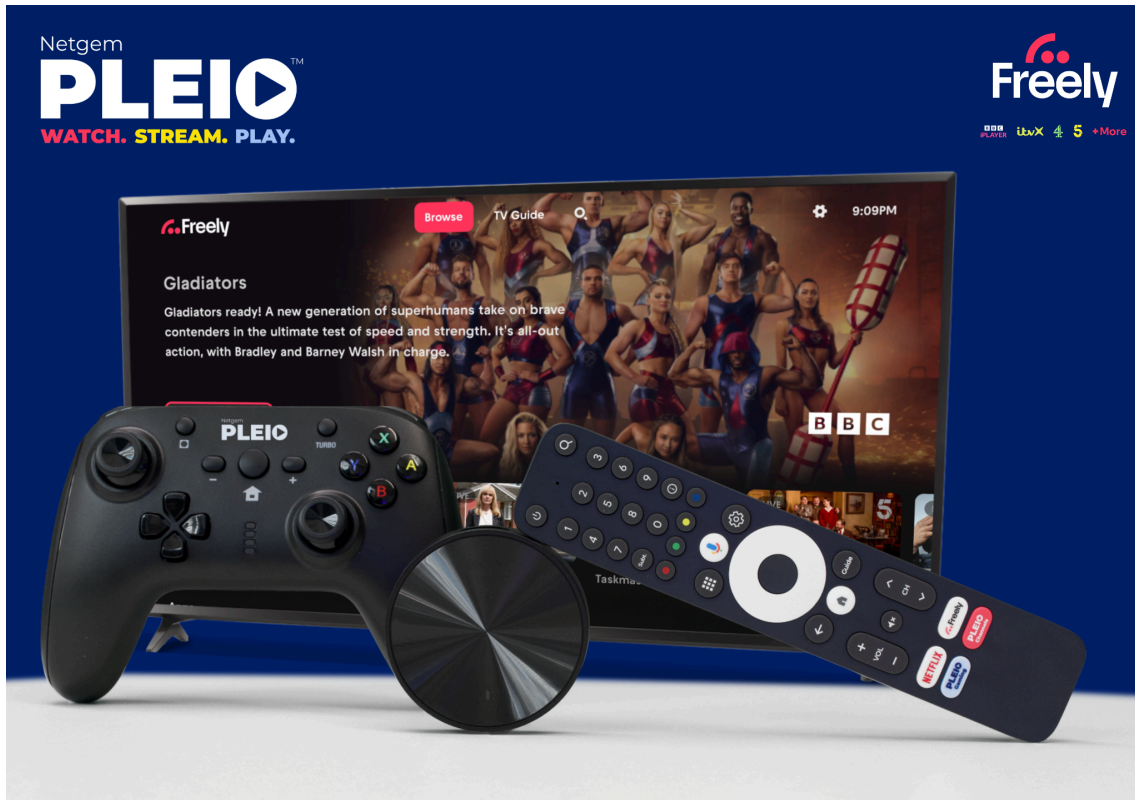


Netgem launches PLEIO with Freely: the next generation entertainment service for consumers to Watch, Stream and Play



London, November 21st 2025

Netgem is launching PLEIO - a brand new streaming product - into the UK market. PLEIO offers:

- Freely, the streaming platform from the BBC, ITV, Channel 4 and 5, bringing live and on demand TV together all in one place, for free. With over 50 live channels and more on demand shows than any major streaming service in the UK.
- 150+ extra channels across all genres (Sports, Movies, Kids, Documentary, Music...)
- 250+ Cloud Games, curated by Netgem.
- Access to the Google Play Store - where users can enjoy Netflix, Amazon Prime, NOW, Disney+, Apple TV, YouTube and hundreds more apps.
- A palm-sized device, with a voice-enabled remote control and wireless gamepad included.

AUTHENTIFIÉ PAR



SECURITY MASTER Footprint
www.security-master-footprint.com

All of this is delivered seamlessly in Netgem's award-winning unified User Interface, combining all TV channels, Streaming, and Gaming in one place, available on any TV set.

In a rapidly evolving world of entertainment, where audience habits and technologies are constantly shifting, it is hard for consumers to find one simple and cost-effective service that brings together the variety of entertainment expected, whilst keeping the discovery of programmes simple and ensuring consumers can benefit from good value content. As a result, Operators face the challenge of staying relevant, agile, and profitable.

Netgem has built its core values - choice, simplicity, and value - directly into the heart of PLEIO, which is a powerful new tool designed to empower Operators. PLEIO can help Operators to enhance their service offerings, engage all customers - including the younger segments. With 'Free' content at the forefront, thanks to the integration of Freely, consumers can enjoy on any TV the very comprehensive and beloved content from Public Service Broadcasters (BBC, ITV, Channel 4, 5, and U), just with a Wi-Fi connection, no need for a TV Aerial anymore. UK audiences can now access the free streaming platform, without having to purchase a new smart TV.

PLEIO also addresses a key issue in today's increasingly fragmented media landscape: the over-complication of leisure. Statistics indicate that the average individual spends approximately 30 minutes per day searching for something to watch, equating to one week each year. Netgem has streamlined its content to enable less searching and greater enjoyment, thanks to the Universal Search across Freely and the most popular Streaming services such as Netflix and Amazon Prime. Research shows that the 16-24 demographic still maintains interest in traditional television, as well as using platforms such as YouTube. This audience seeks options, rather than exclusions. Families experiencing financial pressure are actively pursuing cost-effective solutions for at-home entertainment.

Across generations and households, there is consistent demand for quality without compromise. PLEIO's Cloud Gaming service provides accessible entertainment options for households that may not have previously considered gaming or buying a Games console. Some of the favourite household names on the service include: Nickelodeon Kart racers, The Smurfs, Overcooked 2, Hotwheels Unleashed, Who Wants to Be a Millionaire?, Gear Club 2 and many more.

Additionally, the product's development reflects a growing consumer shift away from reliance on rooftop aerials, at the heart of the Freely proposition developed by the Public Service Broadcasters to bring the best free content over Wi-Fi.

PLEIO will be available for UK consumers first, sold via Amazon for £99. This price includes the PLEIO Puck, the PLEIO Voice Remote, the PLEIO Wireless Gamepad and three months free access to the PLEIO Extra content - which includes 150+ Extra Channels and 250+ Cloud Games.

AUTHENTIFIÉ PAR



SECURITY MASTER Footprint
www.security-master-footprint.com

Netgem PLEIO will be a tool available to Operators and will also be bundled with fibre packages through Internet Services Providers (ISPs), as part of Netgem's fully-managed white-label service. Netgem takes care of ISP's marketing tools, sales training, customer support and operations management. ISP consumers will receive permanent free access to the PLEIO Extra content.

"PLEIO delivers a truly comprehensive viewing experience - Watch, Stream, and Play - that is ready for any fibre broadband-connected home today. It represents a new approach for consumers and an unparalleled opportunity for operators to deliver both choice and exceptional value. After a decade of collaboration with national UK broadcasters and operators, we recognised the need for a simple, all-in-one platform and are proud to launch in the UK" said Mathias Hautefort, Netgem Group CEO.

"We've seen great uptake of Freely and positive feedback from customers who are enjoying the platform on new smart TVs. We're now pleased to be bringing Freely to streaming devices, with PLEIO launching today. The new devices will enable audiences to integrate Freely into their existing TVs, giving millions of households who currently don't have access to Freely an easy way to stream all their favourite shows in one place. This marks another important step forward in ensuring all audiences can continue to easily access free TV in the streaming age," said Jonathan Thompson, CEO at Everyone TV, the owner and operator of Freely.

Netgem Contact

Press Relations

Isabelle DRAY / seitosei-Actifin

isabelle.dray@sectosei-actifin.com

+33 6 63 93 08 15

Everyone TV Contact

press@everyonetv.co.uk

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."

AUTHENTIFIÉ PAR



SECURITY MASTER Footprint
www.security-master-footprint.com

NETGEM shares are traded on Euronext Growth (ISIN: FR0004154060, Reuters: ETGM.PA, Bloomberg: ALNTG FP).



[@netgem](#) #netgem



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 Channel 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 and streaming devices.

Everyone TV also runs the UK's free-to-view TV platforms – Freeview and Freesat – reaching millions 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.

AUTHENTIFIÉ PAR



SECURITY MASTER Footprint
www.security-master-footprint.com