

# New Triple Play Bundle powered by Netgem for Lothian Broadband – with 1 year free Amazon Prime for launch

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In their latest partnership with Netgem, Lothian Broadband Networks Limited (LBNL) think big by offering not only TV but also voice in addition to their ultrafast fibre broadband. This is a natural extension of the usual bundles developed for ISPs by Netgem, working alongside its partner Netsapiens, a Crexendo company – allowing LBNL to move from single to triple play in a matter of weeks: Full Fibre with 4K TV Streaming and latest VoIP service together in one plan.

This launch comes only days after LBNL announces an ambitious rollout plan to connect rural and semi-rural areas of the Highlands in Scotland to ultrafast fibre broadband.

Netgem continues to partner with a growing number of Internet Service Providers and boost their fibre broadband offerings with powerful and affordable TV entertainment, enabling ISPs to compete with the big players. The fully managed Netgem TV service increases fibre connections, end-customer satisfaction and loyalty, as well as opening up new revenue streams for ISPs.

As part of its newly launched TV service powered by Netgem TV, LBNL, Scotland's leading Internet Service Provider is offering 1 year of free Amazon Prime.

Netgem TV brings together a rich and seamless mix of broadcast and streaming channels all in one place which includes:

- 210+ channels including 100 extra HD channels on top of Freeview
- 60,000+ hours including high quality on demand box sets and shows
- Access to 40+ free and premium apps such as Prime Video, YouTube and TikTok
- Unlimited mobile TV to watch all your favourites on the go
- Over 30 video games. No equipment needed. no extra cost.
- A powerful universal Search across all live and On-demand TV content
- Voice control via Amazon Alexa
- 1 year of FREE Amazon Prime (worth £95)

**Gavin Rodgers, CEO, Lothian Broadband, commented:** “The partnership with Netgem allows us to bring a first-class TV and phone offering in conjunction with our 10Gb capable full-fibre broadband service to rural and semi-rural areas in Scotland, helping further to bridge the digital divide. Being able to provide this triple play service thanks to Netgem is an exciting way for us to deliver even more value to our customers across the Lothians and the Highlands.”

**Sylvain Thevenot, Managing Director, Netgem UK, added:** “This partnership demonstrates Netgem's unique ability to accelerate subscribers' take up for Altnet ISPs. We are very pleased to support LBNL by enabling triple play in record time, so they can bring best value TV and Voice to hard to reach areas in Scotland together with their ultrafast fibre connectivity – greater value bundles in these times of wallet crunch.”

## **About LBNL**

Lothian Broadband Networks Limited's network currently comprises both fibre and fixed wireless and passes over 10,000 premises.

The company is led by experienced industry executive, Gavin Rodgers. Gavin was formerly head of a national fibre delivery organisation at Virgin Media and has a track record of deploying fibre at scale.

LBNL deploys XGS-PON technology to deliver fibre-to-the-premise (FTTP) with symmetrical upload and download connection speeds of up to 10 Gigabits per second (Gbps). This compares with BT/Openreach's fibre-to-the-cabinet (FTTC) product which delivers speeds of typically less than 40Mbps download and 20Mbps upload [source: Think Broadband].

## **About Netgem**

With more than 25 years of experience in the digital entertainment market, Netgem has gained recognition from the largest international publishers for the secure distribution of their digital content and has the know-how and legitimacy to operate services for leading distributors such as telecommunications operators.