

GAUMONT LAUNCHES ITS FIRST SVOD SERVICE BASED ON NETGEM CONTENT-AS-A-SERVICE SOLUTION



Paris, May 10, 2022 - Netgem Group is pleased to announce its partnership with Gaumont, launching today their first subscription video-on-demand service entirely dedicated to the French black and white cinematic tradition, called 'Gaumont Classique'.

To conceive and develop its service, Gaumont have trusted the expertise of Netgem Group and its "Content-as-a-Service" platform, offering a complete management of the 'Gaumont Classique' video-on-demand subscription service: from the encoding of video content to the management of subscribers, including a powerful user experience available across all iOS and Android devices and all Web browsers on the market. Thanks to its intuitive user interface and ease of use, Gaumont Classique offers an unprecedented digital experience to all classic film lovers.

With more than 200 titles and nearly 70 hours of additional content, Gaumont Classique rely on of all the features provided by Netgem's platform: dynamic editorialisation of films and their additional content according to programming, control of the number of devices allowed for simultaneous viewing, subtitles for audio-impaired people, and even 'sustainable streaming' options. With this option, users of Gaumont Classique will be able to reduce the bandwidth level of films in order to limit their environmental impact.

Mathias Hautefort, CEO of Netgem Group said: "Having the privilege of working with the world's oldest film company to give access to its greatest film productions available to the public is an important recognition for Netgem's "Content-as-a-Service" solution and a validation of the potential for our Platform to enable sophisticated SVOD services for Media companies. We are confident that viewers will enjoy Gaumont Classique and thank the Gaumont Classique team for their trust"

Jérôme Soulet, Library Director of Gaumont added : "It was essential for Gaumont Classique to rely on a solid French partner, with a proven expertise, a key player in content technology, and willing to enable us to quickly launch a very advanced Video subscription service. "

About Netgem

Netgem develops, markets and operates the NetgemTV digital entertainment platform which allows telecommunications operators and digital content publishers to create or boost their entertainment offers in streaming mode, accessible on all screens, supplemented by ISP- optimised WiFi SuperStream.

Netgem has deployed NetgemTV in Europe and the United States, through a B2B and B2B2C "Content-as-aService" model, requiring no infrastructure investment and generating recurring income over time, indexed to the number of active end-users.

With more than 25 years of experience in the digital entertainment market, Netgem has acquired the recognition of leading telecommunications operators, the know-how necessary to conclude agreements with the largest content owners, and the right combination of hardware and software technological skills to offer its customers the most robust solutions.

Netgem is listed on Euronext Growth.

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