

EE: launched in only 6 months and EETV boosted both fixed broadband net adds and ARPU **without premium content investment**

 netgem



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EE late entrant to UK TV market but **created differentiated TV offer in the market** by adopting early the hybrid OTT Set Top Box model

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EETV has driven both **broadband customer acquisition and driven up ARPU** with strong customer satisfaction ratings

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Netgem roadmap keeps adding **new innovations, features and content to EETV**

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Problem

In 2014, EE had a strong position in mobile and fixed services in the UK **but no TV offering**, in a market where triple play was fast becoming the norm for fixed services. Without an appetite for strong premium content investment but keen to surf the wave of fast growing OTT services, EE needed to bring to market an **innovative and differentiated TV offer with a quick time to market**.

Solution

EE selected Netgem as their TV software and solution partner, EE launched with a differentiated TV offer with the most advanced features in UK: **unique multiscreen TV with mobile and tablets in-home**, all content types were available from live to recordings and catch-up and major On-Demand services (Youtube, BBC iPlayer etc...); **a strong mobile offer** with mobile and tablet offering viewing, companion and remote control capabilities; the **most comprehensive timeshifted capabilities** recordings across 8 channels simultaneously and 24 hours catch-up of favourite channels, and first in the UK **full 'Restart' functionality** on selected channels. Netgem **award winning UX enhanced** the content offer with very strong content integration within the UI offering a seamless navigation and easy content discovery, across both Linear Freeview channels and OTT content. Netgem has worked with EE and there have been **6 major upgrades over a period of 24 months following the launch**. Netgem is always innovating and continue to add new features into the roadmap which EE take to market. From a content perspective EETV added **more than 60 content partners since launch** initially as "apps" on the UI but soon evolved into what today's customers are after: true integration of content wherever the end customers looks for it. Recent additions which have gained critical acclaim include turning **OTT application into actual channels** in the programming guide that user can discover (adding more than 50 channels to the standard 'Freeview' line-up), the **"Watch with Twitter" features** – allowing users to see at a glance which TV programmes are currently trending on Twitter, and more recently the addition of **'Voice control' with Alexa** for controlling and accessing recommendations from EE TV.

Outcome

EETV launched with a differentiated offer in the market and has kept evolving driven by Netgem's innovation roadmap. It has had a significant impact on the UK business: **«UK's fastest growing fixed broadband base** for the 4th quarter in a row with best ever net adds of 50k, revenue up +15% yoy, **driven by effective cross-selling and early success of EETV.**» April '15, EE Results. EE TV has impacted **broadband customer acquisition, Blended ARPU**, and increased **customer satisfaction** with the **lowest propensity to call rate** across EE customer call centres.

About Netgem

Netgem is the publisher of Diamond, a cloud-based software suite for entertainment and connected home services, and a provider of end-to-end solutions for the telecommunications market. Content publishers, device manufacturers and service providers leverage Diamond open ecosystem to deliver innovative digital entertainment services to consumers. Netgem is long term driven by an operational excellence drive for its Customers, and a Consumer focus for innovation, simplicity and affordability.

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April '15,
EE Results



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