



Using a **4k upgrade** to underpin one of the **most compelling TV offers in Europe: Bamboo TV**

Post fundamentally upgraded their TV Service in 2016 - centered on 4k and Multiscreen - to create one of the most advanced, comprehensive and content rich TV offers in Europe.



netgem



Post
LUXEMBOURG

BAMBOO

1

Used **4K and Multiscreen** to lead the new TV proposition

2

Upgrade has driven a **big increase in subscriber growth in 2016/17**

3

Netgem software and roadmap underpinned the upgrade to the TV service

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Challenge

Post's Telecom business is a core engine of growth for the overall business but the fixed and mobile market are increasingly under more competitive pressure. Post planned to **fundamentally improve the TV offer** to help support customer acquisition and revenue targets in the Telco business unit for both TV and also the broadband area. With an increasingly international and sophisticated customer base, Post needed to significantly extend the TV service to gain customer attention and traction.

Solution

Netgem is the TV solution provider for Post, bringing the most advanced STB and TV software products. Netgem needed to support a roadmap of software and hardware which **supported 4k and Multiscreen**. At the same time, a number of new compelling features were needed to be brought to market including **TV Multiscreen out of home (on mobile and tablets)**. Post's TV service - Bamboo - also included the most **comprehensive on-demand features in Europe** including unlimited channel recording and 1000 hours of recorded space with replay of up to 7 days across 60 channels, start over, and catch-up on all devices.

Benefit

Bamboo TV from Post has been a **resounding success and has beaten its acquisition and revenue targets**. Customer acquisition volumes almost doubled since launch compared with the previous TV offer on a like for like basis. "Our biggest challenge is to meet huge the expectations of our customers... [Luxembourg] is a very demanding market with lots of international customers", Bob Lamboray, Post Luxembourg. Bamboo TV has raised the bar for TV beyond the competition in Luxembourg and it compares well with **the most advanced services in Europe**.

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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*Bob Lamboray,
Post Luxembourg*



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