



TV Market leadership for smaller Telco player in Swiss market

Netplus are the TV market leader in Switzerland even though being significantly smaller than their main competitors while also having a really complex organisational, network and technology environments with 11 different participating ISPs forming the Netplus group.



netgem
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Ranked 1 TV provider by consumers by independent Balanz 2017 assessment of the Swiss market

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Smaller Telco performing well above its size in the competitive Swiss Cable/Telecoms market

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Netgem solution is a **key part of the the Netplus TV service**

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Challenge

Netplus is a smaller innovative challenger brand in the Swiss market. It is a consortium of 11 local Internet Service Providers. Supporting a variety of different Networks is the key challenge with Netplus. The Swiss Telecoms market is fiercely competitive and dominated by Swisscom and UPC: these providers have over 1m digital TV subscribers each. Netplus needs to be **continually smart, distinctive, innovative and agile** to successfully grow and add customers in Switzerland.

Solution

The first hurdle is that the Netplus network and technology environments are varied and a TV solution needs to work across **cable and IPTV and, in this day and age, OTT**. The Netgem user interface, middleware and embedded SDK software support these three network types for all 11 participating ISPs - allowing Netplus to deploy the same solution across multiple different network configurations. **Netgem's award winning and innovative user experience** is the door into a great TV experience. Netplus always have an aggressive roadmap to stay leading in the Swiss TV market and Netgem supply the user interface, middleware and embedded SDK to support their aspirations.

Benefit

Netplus is the best TV provider in Switzerland as ranked by Bilanz in their 2017 assessment of the Swiss market. The Bilanz assessment is based on 10,000 subscriber assessments and reviews. This comprehensive survey demonstrates that Netplus are performing well above their size in the Swiss TV market. Netplus significantly outperform Telcos like **Swisscom and UPC** and OTT players like Netflix and Zattoo. On the back of a great TV offer, Netplus acquisition of TV customers across the group has been extremely strong over the past 3 years, and has accelerated since the recent launch of the latest Hybrid 4K solution.

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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We address a very demanding customer base who are always asking for the latest video features. With Netgem's help, we are able to deliver the services they want in the blink of an eye

*Christian Voide,
CEO Netplus*



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