



## Ooredoo Oman launches Multiscreen TV with Netgem

*A reference deployment for Netgem TV-as-a-service solution for the growing Middle-Eastern market*

**LONDON, UK – 28th March 2017** – [Netgem](#), the leading entertainment solution provider for telecom operators, has been selected by international telecoms operator [Ooredoo](#) to deploy its award-winning multi-screen TV-as-a-service solution in Oman. This agreement is the first deployment of Netgem in the Middle East, and positions the company as vendor of choice in the region, with its solution now available in Arabic and supported by local content providers and deployment partners. Oman is one of the four new markets that Netgem announced its entry to on 12th January, 2017.

The Netgem-powered multiscreen TV-as-a-service will enable Ooredoo Oman to offer its customers a range of compelling programming, including English and Arabic channels, and VOD services. An enhanced connected user interface will give Ooredoo's customers the ability to enjoy a seamless experience across their devices

Ooredoo Group is one of the fastest growing integrated services operators in the world, supplying services to 138 million customers across North Africa, the Middle East and Southeast Asia, and recently announced its continued growth with over 2.9 million mobile subscribers in Oman. The deployment of Netgem TV-as-a-Service will provide an opportunity for Ooredoo Oman to enhance its fixed and mobile offering by providing a fully connected TV solution to its customers that delivers a unified experience across devices

Sylvain Thevenot, Managing Director Netgem #TelcoTV Services, “ We are very proud to support the launch of Ooredoo Oman TV with our feature-rich TV product offering a great range of international and local content. This is the first deployment of our TV-as-a-Service solution in the Middle-East, and reinforces that our cloud-based technology is the platform of choice to rapidly launch powerful entertainment services. With our award-winning user interface now adapted to support mixed Arabic and European content, we are looking forward to further deployments in the region.”

Johan Buse, Chief Commercial Officer at Ooredoo, said, "We are very excited to unveil Ooredoo TV, which is powered by Netgem, and give consumers in Oman a simple and seamless way to stream their favourite content direct to their mobile phones. This is a step change in the way people access TV content and we are happy to be at the forefront of a new digital experience.”

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### **About Ooredoo Oman**

Omani Qatari Telecommunications Company SAOG (“Ooredoo”) was founded and registered in the Sultanate of Oman in December 2004. It launched its service in March 2005 as the challenger mobile operator in Oman, originally operating under the name Nawras. The Company was awarded the second fixed licence in Oman in 2009, and launched its international gateway in April 2010, its corporate fixed and broadband services in May 2010, and its residential fixed and broadband services in June 2010. Since 2010, Ooredoo has been an integrated services telecommunications operator and is currently serving over 2 million customers across the Sultanate. Following a successful IPO on 1 November 2010, Ooredoo is listed on the Muscat Stock Market (MSM) under the “ORDS” ticker. Ooredoo is majority owned by Ooredoo Q.S.C. and also has a number of significant Omani shareholders which ensures that the company is strongly integrated into the Omani society. Ooredoo has won a number of awards including Jury’s Distinction Award for Customer Service Excellence in the telecom sector 2013, Leading Telecommunications Company at the Arab Achievement Awards 2013, Best Operator Network at the Telecoms World Middle East 2013 Awards, a number of awards for their outstanding campaigns at the Dubai Lynx Awards in February 2014 and the CommsMEA award for Middle East Mobile Operator of the Year 2015.

**Twitter:** @OoredooOman

**Facebook:** [www.facebook.com/OoredooOman](http://www.facebook.com/OoredooOman)

**Instagram:** @OoredooOman

**YouTube:** [www.youtube.com/OoredooOman](http://www.youtube.com/OoredooOman)

**Snapchat:** Ooredoo\_Oman

### **About Ooredoo**

Ooredoo is an international communications company operating across the Middle East, North Africa and Southeast Asia. Serving consumers and businesses in 10 countries, Ooredoo delivers the leading data experience through a broad range of content and services via its advanced, data-centric mobile and fixed networks.

Ooredoo served 138 million customers and generated revenues of USD 33 billion as of 31 December 2016. Its shares are listed on the Qatar Stock Exchange and the Abu Dhabi Securities Exchange.

**Twitter:** @Ooredoo

**Facebook:** [facebook.com/ooredoogroup](http://facebook.com/ooredoogroup)

**LinkedIn:** <http://www.linkedin.com/company/ooredoo>

**YouTube:** [www.youtube.com/ooredoogroup](http://www.youtube.com/ooredoogroup)

### **About Netgem**

We design software to *connect* the daily lives of consumers and their families.

Service Providers around the world use solutions built around our software to deliver bespoke innovative digital entertainment services to their customers.



From software licensing, to turnkey white-label TV-as-a-service offering, Netgem offers Telco Service Providers -new entrants and established 3-play providers alike- a complete suite of software, solutions, content, services and digital devices from our global industrial partners, to enable them to differentiate, increase their service revenue and build loyalty among their customer base.

Netgem was founded in 1996, operates in 20 countries and serves several million households with customers like EE, Elisa, Post Luxembourg and Totalplay. Netgem is listed on NYSE Euronext Paris Compartment C (ISIN: FR0004154060, Reuters: ETGM.PA, Bloomberg: NTG FP). [www.netgem.com](http://www.netgem.com)