



## **Netgem outlines its vision of the future of TV IPTV World Forum 2010**

**Paris, France, March 9<sup>th</sup>, 2010:** At this month's IPTV World Forum 2010, Netgem (<http://www.netgem.com>), a leading provider of pure-play provider of next-generation TV experiences, will deliver its comprehensive vision of the future of IP-delivered television services and present its full range of innovative hybrid broadcast / broadband IPTV solutions.

Addressing the needs of both incumbent telcos and alternative operators running bandwidth-constrained or unmanaged IP networks, Netgem will launch during the Forum, mobile phone and social network integration to its already feature-rich hybrid NetgemTV IPTV technology that has been shortlisted for "Best IPTV Service Delivery Platform" at the IPTV World Series Awards 2010. The company also plans to announce new customer engagements.

Commenting on the company's participation in IPTV World Forum 2010 Netgem's Managing Director Christophe Aulnette said: "Operators are increasingly under pressure from the combined threat posed by internet content available direct through PCs, video game consoles and Internet connected television sets. Provisioning value-added services which combine the best of broadcast with the best of Internet and the user's own content will be a key differentiator in this battlefield. It is by taking the lead now with such integrated services that operators will reduce churn and drive new customer acquisitions. IPTV World Forum is the ideal opportunity for our industry to demonstrate state-of-the-art solutions that support the delivery of such services."

Christophe Aulnette will also be contributing to the debate by taking part in the IPTV World Forum conference, in a panel session on "Delivering Hybrid IPTV Solutions" which will focus on where hybrid solutions fit into the timeline for pure IPTV roll-out and what these offer to operators. This session takes place at 2.55pm on Tuesday 23rd March, the first day of the show.

Netgem technology is employed in over 2.5 million homes globally and the company is among the Top 10 most deployed IPTV solutions worldwide. Netgem's customers include leading telecom operators such as SFR in France, Telstra of Australia, Monaco Telecom, Elisa in Finland, Monaco Telecom, Algeria Telecom, FetchTV in the UK and others within the rapidly emerging IPTV markets of Eastern Europe, Africa and Asia.

This year's IPTV World Forum – which brings together operators, technology partners and content providers to define the IPTV evolution – takes place at London Olympia between 23<sup>rd</sup> and 25<sup>th</sup> March, 2010. For more information about Netgem's hybrid broadcast / broadband IPTV solutions, please visit **Stand #36** at IPTV World Forum 2010 or go to: <http://www.netgem.com/index.php>.

The Netgem team will be on hand to explain how operators can future proof their services to ensure the set top box stays at the centre of the connected home.

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#### **About Netgem**

Netgem is a specialised supplier of IPTV technology solutions (software and hardware) for telecom operators. Thanks to its unique blend of skills in the fields of television and telecoms, Netgem played a key role in the development of IPTV in France, with 2.5 million HD set-top boxes currently installed. Netgem is listed on Compartment C of Euronext Paris Eurolist (NTG FP 7537).

[www.netgem.com](http://www.netgem.com)

ISIN code: FR0004154060, Reuters code: ETGM.PA, Bloomberg code: NTG FP 7537

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