



Netgem is accelerating in the FAST Lane with more FAST channel partners and boosts monetisation with Consent management



London, 09 September 2024

Netgem is proud to announce the next phase of FAST Lane™ - its FAST aggregation service for Operators. Building on the successful rollouts in the UK, Ireland, Gibraltar, and recent expansions into Switzerland and France, Netgem continues to set the standard in Free Ad-Supported Television (FAST) for Telecom Operators, signing new distribution agreements with Media and Technical partners, and adding a complete Consent Management solution to optimise monetisation.

Netgem has recently expanded its network of FAST technical partners with WURL, SoFAST, and also OKAST, which increases further the breadth of channels already in place with Amagi, OTTera, and many more such as GoSeeTV - offering a true one-stop-shop for Operators.

Cédric Monnier, co-founder and CEO of OKAST, commented: 'We are delighted with our partnership with Netgem, which allows us to extend the distribution of our FAST channels to a wider audience thanks to their strong presence with operators, offering channels access to a wider and highly qualified audience with Netgem Operators customers.'

In parallel, Netgem has signed new distribution agreements, with now over 50 Media Companies (such as Banijay Rights, Narrative Entertainment, Mediawan, All3Media, and BlueAntMedia) - allowing Netgem FAST Lane™ to live up to the ambition of the best selection of high-quality channels, catering to all audiences in several regions for Operators.

As part of this expansion, Netgem has introduced a wide range of new channels, further enhancing its already diverse content offering: Mr. Bean, POP UP, Goal TV, Chrono TV, Billiard+, The Ring, Great! Mystery, Euronews, Trace channels, Tipping Point, Fear Factor, Pointless, and Imagine PlayWorld. In the French-speaking territories, strong single IP channels have been introduced recently such as Baywatch ('Alerte à Malibu'), 'Génération Sitcom', 'Les Filles d'à Côté' (Mediawan), 'Passion Bollywood' (Alshana), or NetRadio Vision, Chic TV (Netradio Broadcast) - in close collaboration with OKAST.

"At Narrative Entertainment UK, we're particularly agile in the FAST space, having launched a new channel every month this summer including rolling single IP channel POP UP and GREAT! mystery, the home of whodunnit. Our six GREAT! and POP-branded FAST channels now have 1.5 million monthly active users – a proof point of our quality and audience appeal. We are proud that all our FAST channels are available on Netgem TV and excited to launch our brand-new FAST channel GREAT! real first and exclusively with them" says Jacob Ahlin, Digital Director at Narrative Entertainment

In addition, Netgem has also partnered with Didomi to deploy the CMP across all platforms, environments, and digital properties, allowing Operators to access granular control over their consent choices (TCF 2.2) in accordance with GDPR and relevant data privacy regulations. This FAST Lane™ enhancement reinforces Netgem's commitment to deliver a robust privacy management to its customers, whilst maximising monetisation via programmatic advertising.

"Consent is quickly becoming the cornerstone of modern digital strategies, both for regulatory and user experience reasons. At the same time, CTV is gearing up to become one of the year's most significant topics. We're excited to join forces with Netgem to help power their streaming operations and enable highly personalised, privacy-first experiences for their clients," said Romain Gauthier, CEO and co-founder at Didomi.

"We are very pleased to announce the next stage of FAST Lane™, our FAST channel managed service for Telecom Operators. This evolution significantly broadens the content range via new partnerships, and offers a simple way for Operators to differentiate in their markets, creating an opportunity to reduce their current Pay-TV content costs, and generating extra revenue with our Telco-grade FAST channel aggregation service now compliant with TCF 2.2." added Sylvain Thevenot, Chief Commercial & Customer Officer at Netgem.

About Netgem

Netgem supports the audiovisual industry in its digital transformation and establishes itself as an essential partner for telecom operators and media groups in developing new immersive entertainment solutions. Netgem is the publisher of the digital entertainment service netgem.tv, distributed through a network of fixed and mobile telecom operators in Europe under the operator's brand (B2B2C model) to over 700,000 subscribed households. For more information, visit www.netgem.com. Netgem is listed on Euronext Growth (ISIN: FR0004154060, Reuters: ETGM.PA, Bloomberg: ALNTG FP).

About Narrative Entertainment

Narrative Entertainment is the UK's largest independent broadcaster of free-to-air TV, with a growing portfolio that includes Movies, Entertainment and Children's channels - which 9 in 10 of the UK population. Narrative's established Movie and Entertainment channels are housed under the GREAT! brand, the biggest independent movie network that includes – GREAT! Movies, GREAT! Romance, GREAT! Action, GREAT! TV, GREAT! Real and the nation's #1 seasonal channel GREAT! Christmas– which collectively entertains 9 million UK adults every month. POP is a free-to-air channel, home to a mix of high-energy adventure and fast-paced comedy and is known by kids for recognisable franchises and laugh-out-loud humour. The POP Network includes Tiny Pop and POP MAX and has an extensive presence on FAST, including the recently launched POP UP.

POP Player is free, kid-safe streaming app, has no in-app purchases or subscriptions, and is fully Ofcom compliant. It has hundreds of hours of content from shows across POP, Tiny POP and POP MAX, with millions of minutes viewed every week.

About Didomi

Didomi helps organisations implement great Privacy User Experiences that respect choices and give people control over their data. Our Global Privacy UX Solutions are designed to solve today's data privacy challenges, such as multi-regulation consent management, privacy governance, and the need to provide self-service user privacy journeys supercharged by flexible integrations, high-grade security standards, and premium support services. Thousands of companies work with Didomi to collect billions of consent and preference data points, monitor vendor and tracker activity, reduce compliance risk, and engage users with highly personalised, privacy-first experiences that build trust and loyalty. To learn more, visit didomi.io.

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