



Brsk adds TV service to enhance their FTTP proposition - powered by Netgem



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The UK ISP brsk has chosen Netgem to power its new co-branded TV service.

This development comes as part of brsk's impressive achievements, having been named "Broadband Provider of the Year" and "Full Fibre ISP Innovator" at the prestigious Connected Britain 2023 Awards.

In an effort to further solidify their position in the broadband market, brsk has chosen to collaborate with **Netgem**, a prominent TV-as-a-Service provider. This partnership aims to enhance brsk's broadband service by offering an integrated TV solution, aptly named "**BetterTV.**" By leveraging Netgem's innovative streaming solutions tailored for the UK market, brsk intends to provide its customers with a diverse range of free and premium streaming content, all conveniently accessible in one place.

Netgem, with its track record of delivering award-winning TV services. Netgem has already signed more than 15 partnership agreements in the UK to offer high-quality and cost-effective TV services as part of their broadband packages. This strategic move enables ISPs like brsk to compete effectively with major telecommunications brands in the market. Moreover, the addition of TV services to their fibre broadband offerings opens up new revenue opportunities for ISPs and appeals to consumers seeking bundled packages that include fibre connectivity, phone services, and television.

Founded in 2020, brsk, under the leadership of CEO (Chief Executive Officer) Giorgio Iovino and COO (Chief Operating Officer) Ian Kock, has rapidly gained recognition for its mission to provide ultrafast, full-fibre broadband coverage across the UK. The company's ambitious expansion plans span from Manchester to Birmingham, Bradford to Bingley, positioning it as one of the UK's fastest-growing alternative network providers. Brsk is committed to delivering top-tier broadband services and ensuring access to the best connectivity options available to its customers.

The new Better TV service includes:

The better alternative to Pay-TV with more inclusive content than most, and options to add Content a pay as you go basis amongst the most popular Streaming services:

- +225 Live channels including 125 HD channels in addition to Freeview - with 45+ channels dedicated to sport such as MLB.TV, The Rugby Network and Pop kids.
- +100 Apps and Streaming services
- +30 Games
- +125 Extra HD Channels
- 100,000 hours of included content, with 25 Freeview Play catch-up services such as [ITVX](#) & [BBC iPlayer](#), and access to a library of included shows and movies such as YouTube, [TikTok](#), [Filmzie](#) and [Wedomovies](#).
- Unlimited mobile TV devices (Tablet, Mobile phones)
- Alexa Voice activated compatible
- Bluetooth ready

All of the above is delivered through Netgem's award-winning sleek 4K TV box and Mobile TV App allowing viewers to *Stream Big while spending small*.

Sylvain Thevenot, Chief Commercial & Customer Officer, Netgem Group, said: "We are pleased to partner with brsk to launch Better TV, another strong example of how leading fibre broadband providers benefit from the TV service we have developed for modern UK households, offering an affordable alternative to more expensive Pay-TV and broadband packages. BetterTV also provides a simple discovery experience across the most popular channels and streaming services, designed to help quickly find the most relevant TV show or streaming title. For brsk, offering simplicity, choice, and value now extends to content as well as connectivity."

Giorgio Iovino, Chief Executive Officer at brsk, added: “As a customer-obsessed organisation, we’re always looking for ways to enhance our overall offering. And when that means we need to find partners, we make sure they are like-minded. The Netgem team has impressed us because they place the end-user at the core, delivering an elegantly simple solution that offers real value. We look forward to BetterTV being yet another reason for people to switch to brsk.”

About Brsk

Brsk Limited is an FTTP broadband operator installing a new full fibre broadband network to homes and businesses across underserved areas of the UK. Brsk installs, operates, and maintains their own fibre network. It also provides best-in-class consumer ISP services with flexible packages and affordable pricing, with a Trustpilot rating of Excellent (4.8/5), and a mission to deliver a full fibre broadband network to over one million homes in the UK by 2026.

About Netgem

Netgem operates the Netgem TV platform of digital video entertainment services, integrating all live, on-demand and subscription content available on the market, and accessible by all family members on mobile, PC or TV screens.

The Netgem TV product is distributed through a network of fixed telecom operators in Europe, under the operator's brand (B2B2C model) to over 647,000 subscriber households.

Netgem is listed on Euronext Growth. (ISIN: FR0004154060, Reuters: ETGM.PA, Bloomberg: ALNTGFP)

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