

Geordies toon in to UK's most expensive TV deals, paying £215 more than UK average

- People in Newcastle shell out £215 per-year more than the national average for their TV packages
- Research reveals that the typical British household pays £51 for a TV subscription such as Sky, Virgin or BT
- But 1 in 5 customers say they still turn to the internet to stream content 'every day'

London, UK, 11th April for immediate release:

TV lovers in Newcastle pay more than £200 per year more than the average Brit for their TV packages, according to a new study.

Viewers in the North East commit £69 of their household spend to monthly paid-for TV, more than anywhere else in the country.

Research conducted by internet TV service netgem.tv, shows how different regions in the UK prioritise their entertainment subscriptions.

In the list of top TV spenders, Newcastle is followed by Manchester, where the average household spends £53 per month and Birmingham, who spend an average of £52 per month.

The average household spend on a BT, Virgin or Sky package is now £51 across Britain. But that layout of around £612 per year, is dwarfed by the £828 spent by people in Newcastle.



The research called into question the value of traditional TV packages, with 1 in 5 Brits admitting they're forced to stream extra content from the internet every day.

Over half (56%) of users still stream additional content that is not available via their household's subscription TV package at least once per week.

With streaming services such as Netflix and Amazon Prime Video now becoming one of the leading avenues to viewing TV and film content on-demand, a third of TV package payers say their subscription package is poor value for money.

In fact, services such as Netflix and Amazon are now as popular as traditional paid-for packages from Sky, Virgin Media and BT TV – with a third (29%) of all the TV we watch now being streamed.

Out of the 2,000 UK adults surveyed by online TV service netgem.tv, 59% pay for one or more of the big three providers, Sky, Virgin Media or BT TV, whereas 58% have a Netflix or Amazon Prime TV account.

Sylvain Thevenot, Managing Director of netgem.tv, said:

“With such a rich and diverse TV culture which inspired names like Byker Grove, Auf Wiedersehen Pet and of course Ant and Dec, it's no surprise to see Geordies listed among the top paying TV lovers in Britain.

“No doubt the Newcastle passion for sport also contributes towards the monthly household TV spend. But with thousands of hours worth of content now available on demand via streaming services, the value of traditional Sky, Virgin and BT bundles is being called into question.

“Our research shows that most people only watch a fraction of channels available to them, and more than half of people are so badly served by their TV deals that have to stream extra content every week.

netgem.tv

“With services like netgem.tv, it’s now possible for every member of the family to enjoy TV personalised to their taste, at a time which suits them, on any device and not have to pay for channels you don’t, without cutting into your monthly pay check.”

netgem.tv is the UK’s first personalised streaming service to bring together the UK’s most popular streaming services such as Amazon Prime Video, Rakuten TV, Hayu and YouTube Video, alongside Freeview Play (all the live TV and catch-up players from BBC iPlayer, All4, ITV Hub...). 50,000+ hours of content available, in one place.

Its app controlled, personalised user interface allows users to plan their TV time in the palm of their hand and get recommended titles everyday, making the mobile phone a remote control and personalised television guide all-in-one.

ENDS

Notes to editors:

The average monthly spend on a Sky, BT or Virgin package, ranked by region:

1. Newcastle - £63
2. Birmingham - £53
3. Manchester - £52
4. Bristol - £51.80
5. Cardiff - 50.30
6. London - £49.80
7. Brighton - £48.30
8. Belfast - £48.30
9. Nottingham - £47.40
10. Edinburgh - 45.03

The Survey



The nationwide survey of 2,000 adults was commissioned by netgem.tv and conducted by Opinium Research.

All figures represent the results of research conducted by Opinium Research. The research comprised a national omnibus survey of 2,000 UK adults aged 18+, weighted to nationally representative of the UK. Field dates: 22nd-25th February 2019.

[Access the first PR of the survey here](#), released on the 15th March 2019.

About netgem.tv

netgem.tv is the result of 20 years of experience pioneering connected home entertainment, with viewers at the heart of innovation. It started with: the first connected TV box with ITV Digital in 2000, then BT iPlayer in 2002, the first connected PVR box with Fetch-TV in 2008, and more recently innovating with the advanced multiscreen EE TV since 2014. In 2018, netgem.tv expanded its Product portfolio with further innovations both in terms of Smart Devices (first all-in-one Soundbar & TV box with 'SoundBox') and Content: Freeview live TV, catch-up shows as well as the best from Premium On-Demand with first to market launching Freeview Play, Amazon Prime Video and Youtube combined on a TV box. netgem.tv is launching the personalised TV experience via a sophisticated mobile App - supporting recommendations, live and recording viewing, and cast the most popular On-Demand content. Netgem is listed on NYSE Euronext Paris Compartment C (ISIN: FR0004154060, Reuters: ETGM.PA, Bloomberg: NTG:FP). To discover our products, visit www.netgem.tv.