

## **Wyplay enriches its Frog Offers with a complete Back-end solution provided by Alpha Networks**

**Marseille & Brussels — December 21<sup>st</sup>, 2016** —Wyplay, creator of software solutions for leading pay-TV operators, and Alpha Networks, one of the most innovative companies for backend management software, announce the extension of their partnership to integrate Alpha Networks' back-end with all Frog By Wyplay offers.

Wyplay is recognized worldwide for its Frog By Wyplay offerings and had a successful sales track record in 2016. Most of its customers are now thinking about end-to-end connected solutions on multiple devices. To answer to this coming trend and address new operators, Wyplay decided to add a complete back-end solution to its Frog By Wyplay offerings and deliver a unified User Experience across all client devices.

Wyplay and Alpha-Networks started their cooperation early 2016 where Alpha Networks' back-end was used as a VOD option into the Frog Turnkey product. With this partnership extension, it's a complete CMS and SMS back-end powering the Frog by Wyplay offerings.

As an example to this back-end pre-integration, Wyplay just launched "Frog Premium", its end-to-end OTT solution. Frog Premium provides a bridge for end-users from a standard linear TV consumption to an advanced blended user experience, on multiple devices and across all offerings: live, video on demand, in the cloud personal recordings and catchup services.... Frog Premium product is delivered by Wyplay, acting as prime and system integrator.

"Wyplay is always listening to the market to propose innovative products and solutions solving customer's pains. With Frog, operators are no longer locked with proprietary solutions" said Dominique Féral, Wyplay CMO. "We are now extending their freedom to end-to-end solutions including a back-end architected in a modular way with open APIs"

"The complexity of the OTT market is growing and time to market becomes critical for the operators in the current pay-TV environment. New business models are needed to combine VOD/Catch-up, any type of content from different providers for all screen types, with the best possible user experience." said Kris Warreyn, CEO of Alpha Networks. "There is no doubt that providing this end-to-end solution is the best way to answer Pay TV operators' needs".

Demonstrations of Frog by Wyplay products can be seen on Wyplay booth at CES 2017 (Venetian Hotel - San Polo#3401).



Play the difference



### **About WYPLAY**

Independent and internationally recognized, Wyplay develops open, modular and innovative software solutions for IPTV, cable, satellite and terrestrial TV operators and broadcasters around the world. Wyplay's technology enables operators to select, configure, and deploy solutions easily from the richest list of preconfigured functionality available in a modular online TV solution, including an electronic program guide; video recorder; multiscreen and multiroom connectivity, an application store; and more. Wyplay's professional services team creates user experiences that exactly match and complement an operator or broadcaster's product and market strategies. Wyplay is now a strategic partner for such leading brands as SFR, Vodafone, Proximus, Canal+, Sky Italia, DishTV and Telefonica. To learn more about Wyplay's products and solutions, please visit [www.wyplay.com](http://www.wyplay.com).

### **About ALPHA NETWORKS**

ALPHA NETWORKS is a leading provider of software for media companies and operators offering PayTV content. ALPHA NETWORKS' Tucano is device-agnostic and supports multiple payment methods. Providing a comprehensive CMS/CRM back-end, with out-of-the-box integration into the video infrastructure and with metadata providers, ALPHA NETWORKS enables swift integration with legacy systems. The platform provides an open API that can be easily used to integrate with client middleware, device applications, and user interface providers. ALPHA NETWORKS empowers the innovation, accelerates time to market, and enhances the next generation TV entertainment business. Headquartered in Belgium, with sales representatives in Europe, Asia and South America, the company is internationally recognized. Working with major telecom and media companies such as Orange, Ecomet Media Group and TeleCentro, ALPHA NETWORKS excels in carrier-grade deployments and customer support. <http://alphanetworks.tv>

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