READY FOR A NEW LEAP FORWARD WITH WYPLAY AT IBC 2016

- 2 New worldwide major Tier 1 operators signed
- 2 New offerings showcased: *Frog Premium* & 1st *Frog Turnkey* deployment
- 2 New chipset vendors joining the Frog community of 135+ Frog Licensees

Hall 5 A25, the place to discover all these new announcements

Marseille – September 5th, 2016 – On the eve of IBC 2016 new edition, Wyplay, creator of software solutions for pay TV operators, looks back on another new year of progress and highlights the key themes that will be showcased at the RAI Amsterdam (Hall 5.A25) from September 8th to 13th.

"2016 is the year of solidification of *Frog* due to its unbeatable adoption" says Jacques Bourgninaud, Wyplay's CEO. He adds: "With some of the most prestigious worldwide operators joining, the addition of key silicon vendors, the launch of new *Frog* offerings, and new famous *Frog* partners, Wyplay continues its worldwide expansion and has become a *de facto* middleware standard for PayTV operators."

New Worldwide major projects
In 2016, Wyplay successfully secured several major projects. In addition to the DishTV India project signed in March, Wyplay will announce 2 worldwide major Tier 1 transnational operators who have selected Frog by Wyplay software solutions.

New offering: Frog Premium
Following on the success of the *Frog Turnkey* cost-effective offer, Wyplay will unveil "*Frog Premium*" - an advanced off the shelf-product dedicated to operators looking for an end-to-end solution that offers an attractive User Experience to present the most relevant content to their subscribers in a multiscreen environment.

New additions to a growing Community, with 135+ Frog members
Today, the *Frog by Wyplay* initiative brings together a growing ecosystem of more than 135 companies. Throughout the years, close collaboration and regular contributions from licensees have enriched the Frog solution.
- As new partners of the Frog Community, Mstar and Hisilicon, in addition of Broadcom and ALI are now contributing to the porting of Wyplay's middleware on their chipsets.
- At IBC, 15 *Frog* partners will showcase Wyplay's *Frog* solutions. 6 key partners will be located on our booth (#5.A25): AlphaNetworks, Craftwork , JetHead, RSI, SkillBill, Wildmoka.

To book a meeting with Wyplay Booth #5.A25: http://wyplay.com/?page=meeting&id=85

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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, and DishTV India.

To learn more about Wyplay's set-top box, multi-screen and OTT solutions, please visit www.wyplay.com and https://frogbywyplay.com/.

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