



## **ALPHA NETWORKS, SPIDEO and WYPLAY will demonstrate Frog Premium, an End-to-End multiscreen solution at NAB show**

***Using Best-of-Breed pre-Integrated solutions, operators can quickly deliver personalized video content over mobile and telco networks***

**Belgium & France — April, the 11th, 2017** — ALPHA NETWORKS, a pay-TV technology company specializing in back-end services, SPIDEO, a next generation recommendation engine provider and WYPLAY, creator of software solutions for leading pay-TV operators, today announced an extensive partnership where their technologies have been integrated to deliver Frog Premium, an end-to-end TV Product offering an attractive user experience on multiple devices.

ALPHA NETWORKS' tucano is a back-end platform that simplifies management of subscribers/offers and content types, including VOD, live, and catch-up TV, delivered over various networks. Featuring an open CMS/CRM architecture and software as a service (SaaS) business model, tucano ensures trouble-free deployment within any new or existing workflow.

SPIDEO's next-generation recommendation engine is dedicated to helping pay-TV operators deliver compelling TV and movies to viewers. Working with Alpha Networks and Wyplay, Spideo is enabling operators to provide personalized, conversational experiences and better monetize their service through analytics.

WYPLAY provides Frog By Wyplay, open, modular and innovative software solutions for operators. With its professional services team, it creates user experiences that exactly match and complement operator's market strategies. Frog Premium is WYPLAY's latest revolutionary cross-device user experience, seamlessly blending multi-source video content, including live, recordings, catch-up TV, subscription and transaction VOD, as well as third-party OTT services.

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ALPHA NETWORKS' tucano software platform has been selected as the pay-TV back-end for Frog Premium, a complete services platform and applications for STB (Linux and Android) and mobile devices. Frog Premium product includes an advanced recommendation module from Spideo for live TV and VOD services with innovative semantics features and voice recognition. Wyplay is acting as prime contractor and system integrator for Frog Premium.

"The emergence of OTT multiscreen services has changed the television landscape dramatically. Consumers now expect a mix of live and on-demand programming, with content recommendations catered toward their own individual interests," said Dominique Ferral, CMO at Wyplay. "Joining forces with ALPHA NETWORKS and Spideo, we're making it easy and affordable for operators to launch personalized video services that can be delivered over multiple networks and to any device type."

"User and content data is extremely valuable, in terms of enabling pay-TV operators to deliver targeted content, build subscriber loyalty, and boost revenues," said Gabriel Mandelbaum, CEO at Spideo. "Personalization, however, is not just about interpreting existing metadata for recommendation purposes, it's first and foremost creating smart user-related data for business intelligence. Working with ALPHA NETWORKS and Wyplay we're providing operators with a one-stop shop solution for multiscreen service delivery, with state-of-the-art content recommendations."

"The pay-TV environment is very competitive nowadays, and operators must look for ways to add value to their existing services, as well as differentiate themselves," said Kris Warreyn, CEO at ALPHA NETWORKS. "With our technology partners Wyplay and Spideo, we're simplifying the distribution of personalized, multiscreen content, enabling operators to gain an edge in the marketplace."

Beyond demonstrating Frog Premium, ALPHA NETWORKS will showcase the latest generation of its tucano platform at the NAB Show. tucanoRED is perfect for broadcasters that want to launch a hybrid CMS solution for IPTV, DVB, and OTT services. Hosted externally, standardized, and ready to deploy, tucanoRED reduces the time to market for new services, bringing flexibility and instant revenue generation to pay-TV operations through support for advanced features such as catch-up TV, nPVR, targeted advertising, content recommendations, and personalized user profiles.

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**About Wyplay ([www.wyplay.com](http://www.wyplay.com))**

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, Belgacom Proximus, Canal+, Sky Italia and Dish TV. To learn more about Wyplay's set-top box, multi-screen and OTT solutions, please visit [www.wyplay.com](http://www.wyplay.com) and <https://frogbywyplay.com/>.

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**About Spideo ([www.spideo.tv](http://www.spideo.tv))**

Spideo is a content recommendation and analytics provider offering a knowledge-based approach of personalization. The company provides personalized viewing suggestions (movies, TV shows and programs) based on profile, moods and content enhanced with semantic data.

As a 6-year-old company, Spideo has acquired a deep knowledge of the recommendation ecosystem offering its international expertise to TV and VOD platforms such as CanalPlay, Arte, FandangoNow and Cinepolis Klic

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**About ALPHA NETWORKS ([www.alphanetworks.tv](http://www.alphanetworks.tv))**

ALPHA NETWORKS is an innovative leading company, specialized in software that enables media companies and mobile/telco operators to offer pay-TV services. ALPHA NETWORKS' product is device agnostic and supports multiple payment methods. ALPHA NETWORKS empowers the innovation, accelerates the projects go-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, Econet Group, Telecentro, ALPHA NETWORKS excels in fast market deployments and customer support.

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