

## **Frog by Wyplay software powers Sky Italia HD TV Decoders for Telecom Italia ultra-broadband subscribers**

**MARSEILLE, France - April 21<sup>st</sup>, 2015** – Wyplay, creator of software solutions for leading pay-TV operators, announced that Sky Italia, in cooperation with Telecom Italia, are deploying a broadband HD TV decoder powered by Frog By Wyplay. The full Sky TV' service offering will be deployed by Telecom Italia for their 'ultra-broadband' customers.

Thanks to its Telecom Italia partnership, Sky Italia will now reach new pay-TV subscribers, without the need for them to install satellite dishes. With the Frog By Wyplay software solution, Sky Italia leverages the full range of IPTV innovations including Apple's HLS Adaptive Streaming to deliver its hundreds of live TV channels via the Internet.

Wyplay has provided the Frog Client software solution for the Sky HD decoders. During the development project, Frog Client's HTML5 user interface provided easy development, rapid customization to meet the demanding deadlines and now allows for other Sky Italia's Technology partners to develop and integrate interactive applications.

In addition, Wyplay supplied its Frog back-end software solution -a new generation of hybrid service platform for IPTV and broadcast operators. Amongst other features, the Frog back-end manages the Electronic Program Guide, the hybrid IPTV/terrestrial channel line-up and caters for STB device management.

"I am really proud of our deployment with Sky Italia. Thanks to our strategic collaboration, we have been able to deliver and deploy this project in less than 10 months" said Jacques Bourgninaud, Wyplay CEO. He added, "The project was also the opportunity to integrate with Sky's conditional access system powered by Cisco Systems. As a result, Frog By Wyplay has now been integrated in field deployments with all the major CAS solutions on the market".

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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, Belgacom, Canal+ and now Sky.

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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