



## **Jiuzhou to distribute Frog by Wyplay turnkey solution pre-integrated on its set-top-box devices in growth markets**

**Marseille, France / Shenzhen, China – September 4<sup>th</sup>, 2015** – Wyplay, creator of software solutions for leading pay-TV operators, and Shenzhen Jiuzhou Electric Co. Ltd. (Jiuzhou), a leading Chinese Set-Top Box manufacturer, today announced their collaboration on the Frog Turnkey solution.

“The Frog Turnkey solution has an aggressive pricing that matches our go-to-market constraints in emerging countries” said Huang Wei, EVP Sales and Marketing at Jiuzhou. “In addition, Wyplay brings its Tier-1 software expertise that complements Jiuzhou’s. Frog offers us a great opportunity to differentiate our devices and creates upsell opportunities with Wyplay’s Frog Backend components integrated end-to-end.”

“Jiuzhou is a strong player in countries where operators face the challenge of analog switchoff” said Jacques Bourginaud, Wyplay CEO. “By offering the right set-top-box products at the right price with our software on-top, we will together bring a very compelling proposition.”

In the context of this collaboration, Wyplay provides the Frog Turnkey solution pre-integrated on Jiuzhou devices while Jiuzhou promotes it towards pay TV operators and handles the customization to their requirements, targeting key growth markets in Latin America, Asia-Pacific and Africa.

Wyplay and Jiuzhou are showcasing the Frog Turnkey Solution at the IBC 2015 event in Amsterdam from September 11<sup>th</sup> to 15<sup>th</sup> on their respective booths. Wyplay: Hall 5, booth A25 and Jiuzhou: Hall 3, booth B45.

To book a meeting with Wyplay: <http://www.wyplay.com/?page=meeting&id=79>

### **About the Frog Turnkey solution**

Announced in June this year at Broadcast Asia, this solution is an evolution of the Frog by Wyplay open source offering. It aims to bring an attractive digital TV experience to subscribers with an affordable business and deployment model for operators. It packs all the features for traditional linear broadcast TV consumption and on-demand content served over the Internet into an integrated package (including backend components) with a modern user experience, all bundled with the hardware from STB vendors members of the Frog Community.

More details on this offer: <http://www.wyplay.com/?page=products>

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### **About Wyplay**

Independent and internationally recognized, Wyplay develops open, modular and innovative software solutions for OTT, 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 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's or broadcaster's product and market strategies. Wyplay is now a strategic partner for such leading brands as SFR, Vodafone, Belgacom and now Canal+. 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>.

Blog: <https://portal.frogbywyplay.com/blog/>

Twitter: @frogbywyplay

YouTube: <http://www.youtube.com/user/Wyplay/videos>

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### **About Jiuzhou**

Shenzhen Jiuzhou Electric Co., Ltd. (also known as Digital Telemedia Co., Ltd.) is specialized in the research & development, manufacturing and marketing of DVB related products (DVBS/C/T) and digital TV headend/Gepon/HFC System products. As the largest subsidiary of Jiuzhou Group which was established in 1958, and with five major R&D centres located in Shenzhen, Beijing, Mianyang, Chengdu & Chongqing, Shenzhen Jiuzhou Electric Co. Ltd. is one of the earliest pioneers and top leading suppliers in this industry from China, and has been dedicated to providing customer tailored solutions which fit specific clients' requirements for many years. Its manufacturing capability is up to 2 million units per month, and products are widely provided to Europe, Americas, Middle East, Asia and Africa market.

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