



Alpha Networks tucano and Wyplay' Frog Turnkey are the perfect match for launching VOD services on any STB

IBC, Amsterdam - 9th September 2016 - [Wyplay](#), creator of software solutions for pay TV operators, and [Alpha Networks](#), a leading software company specialized in back-end services for the Pay-TV market, have partnered to bring to the market an open and pre-integrated end-to-end VOD solution addressing broadcasters who desire to add online VOD to their existing DVB Line up.

The solution proposed by Alpha Networks and Wyplay combines Wyplay's Frog Turnkey middleware with Alpha Networks' tucano back-end platform. Supporting a variety of VOD business models, including SVoD and TVoD, the solution includes a pre-designed UI part of the Wyplay's Frog Turnkey middleware, which is pre-integrated on multiple Frog STB vendors.

The first integration between tucano and Frog Turnkey was showcased during CES in January 2016 – Las Vegas. In the following months, both companies have reinforced this exercise and completed the tucano API integration with the Frog middleware, which dramatically speeds up time-to-market for VOD STB projects.

While a project typically takes 8 months, Alpha Networks' and Wyplay's solution cuts the timeframe down to 4 months, ensuring compatibility between parties. The system is fully open, allowing the integration of any new VOD partner and devices within the ecosystem. Operators also have the flexibility to introduce new HTML5 user interfaces or web-based applications.

The system is already integrated with DRM and CAS solutions enabling the launch of premium content without copyrights issues. Additionally, it offers seamless integration with CDN providers, further streamlining content delivery.

“Our global solution approach reduces the complexity to launch a VOD solution, offering seamless compatibility with any STB, including legacy units already deployed in the market. The open interface allows cooperation with a wide range of OTT players, enabling them to target new customers and be included in a traditional offering already deployed to millions of consumers” said Dominique Feral, Wyplay CMO.

“With this integration, broadcasters will be able to introduce new offerings and support more flexible business models, offering the real-time subscriptions on STB and web applications”, said Guillaume Devezeaux, CTO at Alpha Networks. He further added, “Together, **Alpha Networks** and **Wyplay** offer the complete end-to-end VOD solution where the operators can focus on its core business: to create new revenues”.

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About ALPHA NETWORKS

ALPHA NETWORKS is a leading provider of software for media companies and operators offering Pay-TV 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, Econet Media Group and TeleCentro, ALPHA NETWORKS excels in carrier-grade deployments and customer support.

<http://alphanetworks.tv>

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 Proximus, Canal+ and Sky Italia.

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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