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Blacknut & Wyplay join forces to deploy Blacknut cloud gaming to major TV operators & streaming platforms worldwide

Innovative Pay TV SW provider Wyplay and Blacknut Cloud Gaming, the world's leading pure player cloud gaming service, join forces to bring Cloud Gaming Experience to Major streaming platforms and television operators across 6 continents.

In a new partnership, Wyplay & Blacknut are collaborating to provide cloud gaming solutions to Wyplay Pay TV operators around the globe. The partnership will be the Pay TV SW provider's first gaming offering, and Blacknut their first ever game streaming platform partner.

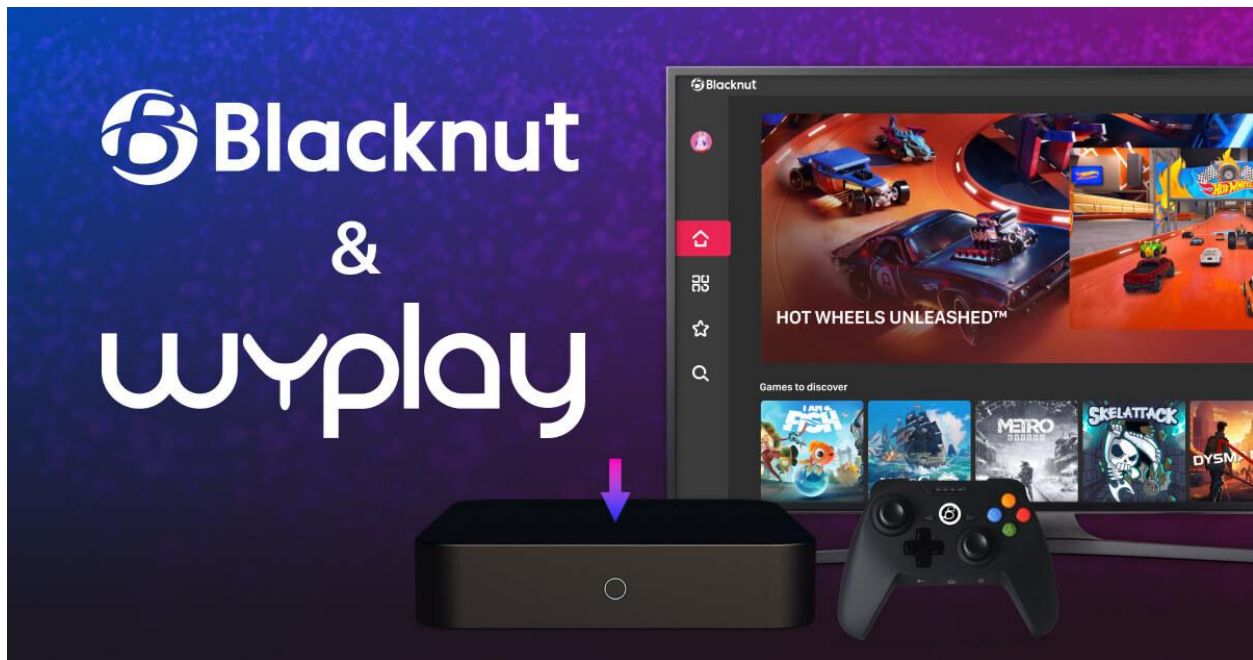
With a commitment to excellence, France-based company Wyplay has established itself as a leading player in the industry, providing state-of-the-art software solutions for set-top boxes and retail devices. Wyplay's technology seamlessly integrates with a variety of devices, offering a versatile and inclusive platform for viewers around the world.

Wyplay, with its professional services and product offer, is providing solutions to Leading Tier-1 Pay TV operators for them to reduce costs and improve revenues. Wyplay accompanies the operators, broadcasters, and streaming companies in their project execution and their innovative roadmap, including new technologies like AI-supported decentralized CDN and new features like Blacknut gaming.

“With a proven track record of delivering exceptional solutions, Wyplay shapes the future of television technology, making it an invaluable partner for those seeking to broaden accessibility to premium content in the ever-evolving landscape of digital entertainment. With Wyplay, we are thrilled to provide even more potential gamers with access to their favorite IPs on an easily

accessible, quality interface.”

-Olivier Avaro, CEO Blacknut



Blacknut Cloud Gaming is an online, subscription-based game streaming service that allows up to 5 different, simultaneously accessible player profiles. Blacknut subscriptions are unlimited and all-inclusive with no additional in-app purchases for games or add-ins required, nor ads. The collection of 500+ premium video games is cloud-streamed and playable on any connected devices, including compatible tablets, computers, PCs, smartphones, and SmartTVs, thanks to its unique public-private cloud infrastructure. Additionally, Blacknut offers access to a substantial library of child-friendly game assets and manageable family-friendly features including pin-protected parental controls, perfect for living room gamers and friends to play all together. Blacknut's adapted 360° solutions for TV set-top integration alongside Wyplay's professional services is a key value proposition for its placement in the B2B Pay TV marketplace.

«We are very happy to add Blacknut to our product portfolio. Blacknut has proved to offer a unique solution with an impressive games catalog targeting the whole family. This is a perfect fit with Wyplay's customers who are looking to generate new revenues. »
-Arnaud Albella, Wyplay VP Sales & Marketing

Alongside access to the 3 billion strong global gamer audience, cloud gaming is the solution to democratizing reach to some of the world's most popular gaming IPs, allowing audiences to click and play without the financial constraints to constantly acquire the newest hardware or game; thanks to global connectivity the players need only to get online to play anywhere, users can play almost anywhere across a myriad of compatible devices allowing for new revenue streams for gaming without adding additional costs for TV partners.

As the cloud gaming market is projected to reach US\$6.91bn before the end of 2024 with a growing trajectory through the next decade, the gaming partnership is a clear next step for Wyplay and a testament to the thriving continuation of Blacknut's 40+ B2B partnerships.

About Blacknut - www.blacknut.com

Blacknut is the world's leading pure player cloud gaming service dedicated to the general public, distributed both Direct to consumers and B2B through ISPs, device manufacturers, OTT services & Media companies. Blacknut offers the largest catalog of premium games with 500+ premium titles carefully selected for the whole family, all included in a monthly subscription.

The service is now available across Europe, Asia & North America on a wide range of devices, including mobiles, set-top-boxes and Smart TVs. Blacknut was founded in 2016 by Olivier Avaro (CEO) and is headquartered in Rennes, France, with offices in Paris, Seoul and San Francisco. Blacknut was awarded the Red Herring 2021 Top 100 Winner, in Europe.

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About Wyplay - <http://www.wyplay.com/>

An independent, internationally recognized company with more than 18 years of experience, Wyplay makes operator's video solution transformations successful. Wyplay has helped Tier 1 operators to unlock their businesses and to reach their highest potential thanks to a wide range of Video Platform Solutions and Professional Services. Wyplay's teams create user experiences and technologies that perfectly match and complement the product and market strategies of an operator or broadcaster. Wyplay is now a strategic partner of leading operators such as SignalTV, Canal+, Free, Nuuday, Ooredoo, PartnerTV, SFR, Sky Italia, Sky Brazil, Sky New Zealand, Starhub, Telefonica, XL Axiata, Virgin, VRIO, WOW... To learn more about Wyplay: <http://www.wyplay.com/> Press contact: press@wyplay.com