



Andy McCool nominated Wyplay Product Strategy Director

Marseille – September 14th, 2017 – Wyplay, software solutions provider for major television operators, announces the nomination of Andy McCool as Head of the Product Strategy team under the responsibility of Dominique Feral, CMO. Andy will be responsible for defining and supporting the Wyplay products and service offerings' development.

"It is a great honour but also a great responsibility to assume the role of Director of Product Strategy at Wyplay. Wyplay has high-value collaborators and has signed with internationally renowned TV operators," said Andrew McCool. He adds, "The rapid evolution of digital television and its uses is forcing us to continually evolve and enrich our product offering. It is with great pleasure I join Wyplay to address all these challenges.

Andrew McCool started his career in 2006 at BSkyB as Product Development Manager. In 2011, he was appointed Head of Video Products at Sky Television in New Zealand and joined Spark Media in 2015 to launch an OTT offer. Building on his success, in 2016 he became Cisco's Business Development Video Software Solutions Manager.

"I am extremely pleased: with Andy's arrival, we are winning an outstanding leader who has worked with renowned operators and also with technology providers. With a strong international experience, Andy will participate in Wyplay's growth efforts by placing our Product and Service Innovation at the heart of our strategy," said Dominique Feral, Wyplay CMO.

About Wyplay

Independent and internationally recognized, Wyplay develops open, modular and innovative software solutions for OTT, IPTV, cable, satellite, and terrestrial TV operators around the world.

Frog by Wyplay's technology enables operators to select, configure, and deploy solutions easily from the richest list of preconfigured functionality.

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 Canal+, DishTV, Proximus, SFR, Sky Italia and Telefonica.

To learn more about Wyplay's solutions, please visit www.wyplay.com.

Wyplay PR Contact

Julie Geret

Head of Communications

Phone: +33 621 047 705

E-mail: jgeret@wyplay.com