

Wyplay to offer hybrid broadcast/IP product bundles on Set-Top-Box devices for digital TV operators in growth markets

- Turnkey products with a modern user experience and connected services developed from the open source Frog code base
- Pricing from USD 0.30 / device aims at rapid adoption in growth markets
- Reference Implementations to be deployed through STB vendors members of Frog

Marseille, France / Broadcast Asia 2015, Singapore – June 2nd, 2015 – Wyplay, creator of software solutions for pay TV operators, announces the development of a new range of turnkey products aimed at growth markets. This evolution of the Frog by Wyplay open source solution aims to bring an attractive digital TV experience to subscribers with an affordable business and deployment model for operators, with a per device royalty starting at USD 0.30.

This offering reuses and extends the core components available in Frog to pack 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.

Wyplay believes that small- to mid-size operators in countries enjoying healthy subscriber base growth may not always have the human and financial resources to afford the feature-rich and custom STB solutions that their larger counterparts have enjoyed in more mature markets. Yet, these operators too face the need to differentiate from alternatives like OTT services or their traditional competitors through user experience and services, while preserving margins and accelerate their analog switch off (ASO) plans.

“Wyplay has so far enjoyed a strong track record of delivering high-end and feature-rich software solutions customized to the needs of large pay TV operators, like Canal+ or Sky Italia.” says Dominique Féral, Wyplay CMO. “We are now proposing the same quality of experience to a larger share of the digital TV operator market with ready-to-deploy and easily customized products at an affordable price.”

The new products are being integrated by Wyplay as Frog Reference Implementations on a selection of STB devices from Frog Licensee OEMs, who will in turn distribute them as bundles with their own products to their operator customers.

More details on this offer at: <http://www.wyplay.com/products>

Frog by Wyplay is the first independent open source software solution for pay-TV operators. The initiative brings together a growing ecosystem of more than 85 companies across the entire digital TV technology value chain including chipset vendors, device manufacturers, independent software vendors, software development and integration services providers and operators. This comprehensive solution includes access to the complete source code and all the components to build TV operator's products.

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 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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