

Press release: Tuesday, January 4, 2022

Wyplay and Scenic are collaborating to deliver co-watching solutions for TV operators.

Marseille, France – January 4, 2022- Wyplay – a global Tv Professional Services and Video Platform Solution provider and Scenic – the leading provider of interactive viewing experiences, have partnered to bring innovative co-watching solutions to TV operators.

As soon as the TV set has been introduced in our lives, it brought various ways to consume content: watching live TV or movies at home with family and friends, enjoying live sports in bars, post-watch discussions with colleagues and friends.

Today, the devices fragmentation and screens multiplication (connected TVs, Smartphones, Tablets and Computers) combined with on-demand and over-the-top playbacks are multiplying the opportunities to share moments in front of a video stream. At the same time people use them as new means of watching content anytime, but mostly alone.

The desire to stay connected and exchange remotely (e.g., social media), increases considerably. As a result, spectators feel the need to share moments even remotely. This phenomenon has particularly increased during the crisis we have been going through.

Scenic is the award-winning leader in developing Watch Together technology (real-time video calling SDK), enabling people in the same group to watch the same content, fully synchronized, while also communicating via voice and video with all group members. Results in greater viewer engagement, customer acquisition and increased viewing time.

By integrating and adapting this technology in its solutions for TV operators, Wyplay brings fresh and unrivalled experience, increasing subscriber stickiness and thus reducing churn. The solution is available on Mobiles and STBs, whatever the Operating System is; AndroidTV, RDK or Linux.

“We are very proud of this partnership with Scenic, which brings the user experience to the next level,” said Dominique Feral, CSMO of WYPLAY. “With Wyplay Professional Services, the Scenic technology is integrated into the TV operator’s devices. The User Experience is designed and customized to bring the best services to the end-users. Co-watching a soccer match or a popular TV show becomes a real user-friendly and new experience.”



“We are delighted to enter this partnership with Wyplay, perfectly in line with our rapid expansion strategy. WyPlay shares our vision of the big screen as an interactive experience for users, allowing them to get closer together while creating unique and personalized experiences.” Eric Kearley Director of Partnerships at Scenic.

ABOUT WYPLAY

An independent, internationally recognized company with more than 15 years of experience, Wyplay makes operator’s video solution transformations successful. Wyplay helps 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. We tailor video software solutions and manage Android TV, RDK and Linux STB’s as well as mobile devices, legacy upgrades and OTT platforms.

Wyplay's teams create user experiences 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 AT&T DIRECTV, Vivendi/Canal+, Sky Brazil, Telefonica, DishTV, ELSYS, Proximus, SFR, Sky Italia and Sky New Zealand. **To learn more about Wyplay, please visit www.wyplay.com.**

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ABOUT SCEENIC

Scenic is an innovator and leader in understanding today’s customer behaviours and expectations. In 2013, the company created the Watch Together software solution, adding value to fan engagement and keeping the conversation within their clients’ platforms: BT Sport, PCCW, T-Mobile Germany (Deutsche Telekom), NPO, ScreenHits TV, SWR3, LaLiga, Virgin Connect Russia, WeLoveGaming eSports, and others. Scenic provides turnkey SDKs to deploy services for clients. Scenic was recently named the Top Industry Performer and the Game Changer in the Sports Innovation Lab Power Play Index for Co-Watching.

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