



## **Wyplay strengthens its software solution with the integration of Netflix to its range of functionalities**

- **Wyplay has integrated Netflix in its innovative software solution for Proximus TV, Belgacom's IPTV offering**
- **Other TV operators can now benefit from accelerated time-to-market to roll-out Netflix within their set-top-boxes**

**MARSEILLE, France – February 3<sup>rd</sup>, 2015** – Wyplay, a software solutions provider for leading TV operators, announces the deployment of Netflix on Proximus TV, Belgacom's IPTV offering, which will take place over a period of several months. Gradually Proximus TV customers will have direct access to Netflix via their usual menu.

The integration of Netflix significantly enriches Wyplay's innovative software solution enabling TV operators to offer their customers a high added-value TV experience that is rich in content. In addition, this creates a unique opportunity to accelerate the time-to-market for all TV operators who wish to add Netflix to their offering.

Following this, Jacques Bourgninaud, CEO of Wyplay declared, *"We are very proud to have successfully completed the integration of Netflix for the benefit of Proximus TV. This significant project not only demonstrates a strong sign of confidence from a long-term client, but it also broadens the range of apps available. We are now set to support any other TV operators willing to deploy Netflix throughout their set-top boxes' network, with an unrivalled speed of execution and a high added-value service that fits end-customers' demand for a comprehensive and seamless TV experience."*

Belgacom, the leading quadruple-play telecom operator in Belgium and a recognized innovative player in Europe, selected Wyplay in early 2011. Since then, Wyplay had the opportunity to update the operator's installed base of Proximus TV Set-Top Boxes (STBs) with its latest generation software.

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### **About Wyplay**

Independent and internationally recognized, Wyplay develops open, modular and innovative software solutions for OTT, 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 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's or broadcaster's product and market strategies. Wyplay is now a strategic partner for such leading brands as SFR, Vodafone, Belgacom and now Canal+. To learn more about Wyplay's set-top box, multi-screen and OTT solutions, please visit [www.wyplay.com](http://www.wyplay.com) and [www.FrogByWyplay.com](http://www.FrogByWyplay.com).

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