



Press release:

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Wyplay creates Wyplay Americas

MARSEILLE, FRANCE – MARCH 10, 2020 – After a series of successful TV operators deployments in the Americas - all managed from France - Wyplay created Wyplay Americas to improve support for local TV operators and to develop new business opportunities.

Wyplay started to work in December 2016 with Telefonica South America followed by DirecTV and Sky Brasil in February 2017. 4 years and 7 products deployed later, Wyplay establishes a permanent presence across the Atlantic by assigning two men who will drive the development of the local team: Diego MARTINEZ and Massinissa AIT GHERBI.

Diego MARTINEZ is an experienced business executive with over 25 years of experience in the Americas region and an established track record at companies in the digital TV, telecom and technology industries.

He has held C level and senior leadership positions at Nasdaq traded companies in the US and multinational firms including AT&T, Lucent Technologies, Logicalis/Cisco, UTStarcom and most recently, Inview Technology. He has also consulted extensively with start-ups and SMEs on strategy, business development, Marketing and Sales, Operations, P&L management and Mergers & Acquisitions.

Diego is an Electronic Engineer and currently works as VP Sales Americas for Wyplay.

Massinissa AIT GHERBI is an experienced pay-TV architect with over 10 years of experience in the international TV operator market.

He is well travelled, spending 4 years in Brazil working for CommScope as Team Leader and spending 1 year in Netherlands where he held position of an architect consultant for Liberty Global. He is an expert problem-solver with a demonstrated history of working in all the leading TV stack solutions such as Frog, Android TV and RDK.

Massinissa operates as a Senior System Architect and is now working on the next Android TV STB for DirecTV.

“The Wyplay Americas team’s objective is to develop sales and ensure continuous customer support in North and South America” said Dominique Feral, CSMO & Co-Founder of Wyplay. He added: *“We are convinced that our TV expertise in RDK, Android TV or Frog, and our capability to manage legacy deployments could help local TV operators in defining their future.”*

ABOUT WYPLAY

An independent, internationally recognized company, Wyplay makes operator’s video solution transformation successful. For more than 10 years, Wyplay has helped its Tier 1 customers to unlock their business and reach their highest potential thanks to a wide range of Video Platform Solutions and Professional Services. We tailor video solutions and manage Android TV, RDK, Linux STB and 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, Canal +, DishTV, ELSYS, Proximus, SFR, Sky Italia, Sky Brasil and Telefonica.

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

Press contact: press@wyplay.com