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## **Community by Wyplay, a revolutionary blockchain video delivery solution for TV operators**

- Create new business engagements
- Gain new millennial subscribers
- Reduce operation costs
- Achieve end user expectations

**Marseille, France – November 10, 2021-** Wyplay – a global TV Professional Services and Video Platform Solutions provider, launches COMMUNITY by Wyplay, a revolutionary blockchain video delivery solution. COMMUNITY by Wyplay, a game changer for TV Operator, builds a bridge between traditional pay TV businesses and the amazing world of blockchain, cryptocurrencies and non-fungible tokens (NFTs).

COMMUNITY by Wyplay targets new millennial subscriber acquisitions as they are already immersed in the new blockchain paradigm. Exclusive, limited and rare content offers and auctions using NFTs are now part of the COMMUNITY solution for operators.

COMMUNITY by Wyplay success is based on three strategic pillars:

- the Wyplay Blockchain,
- the Wyplay Peer-to-Peer Video Delivery and,
- the Wyplay Distributed DRM.

The Wyplay Peer-to-Peer solution enables clients to share content with other nearby clients and the Wyplay Distributed DRM highly secures the digital media. The Wyplay Blockchain is at the center of the ecosystem to authenticate transactions and to manage asset security and distribution.

For the first time ever, TV operators can provide monetary rewards to their subscribers who share content with others.

COMMUNITY by Wyplay answers perfectly end-user expectations and enables monetization with incentives as well as speculation with NFTs. Peer-to-peer is a green solution and increases data privacy.



*We are really excited to launch COMMUNITY by Wyplay at IBC2021” said Jacques Bourginaud, WYPLAY CEO and co-founder. “COMMUNITY by Wyplay checks all the right boxes and allows TV operators to gain new millennial subscribers, brings unmatched fresh business engagements, reduces operation costs and fulfills end user expectations”.*

## 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, and Sky Italia. **To learn more about Wyplay, please visit [www.wyplay.com](http://www.wyplay.com).**

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