

WYPLAY UNVEILS FROG PREMIUM AT IBC 2016

An end-to-end solution that offers an attractive User Experience
to present the most relevant content to your subscribers

Marseille – September 6th, 2016 – Wyplay, creator of software solutions for pay TV operators, unveils *Frog Premium*, the latest solution in the Frog product range. *Frog Premium* is dedicated to operators seeking an end-to-end solution that provides an attractive User Experience within which their subscribers will easily discover and enjoy the content they want anytime, anywhere.

Many operators still enjoy the capability to invest in powerful device hardware and backend infrastructure, enabling a powerful and attractive user experience and promotion of their content. But most of these operators do not want to invest heavily in their own software roadmap. Rather, they prefer to buy a proven end-to-end solution from an expert.

Frog Premium has been designed to address these needs. It provides a blended user experience across all content sources: live, video on demand, personal recordings, OTT services..., irrespective of the delivery medium. By profiling subscribers' preferences and matching them to the operator's catalogue, it minimises the subscribers' path to relevant content.

“Wyplay provides *Frog Premium* as an off-the-shelf product with complementary professional services to integrate it with the operator's back-end. It's the most cost effective end-to-end solution to add a multiscreen user experience to an existing infrastructure.” said Dominique Feral, Wyplay CMO. He added “Thanks to the openness of Frog by Wyplay middleware, multiple 3rd party providers can be easily connected. For the IBC demonstration, *Frog Premium* is powered by Spideo's™ recommendation engine, Gracenote's™ TV guide, TMDB's™ movie metadata and Neotion's™ smarthome solution”

Frog Premium perfectly complements the Frog by Wyplay product range that already includes:

- *Frog Source*: dedicated to operators who have an internal development team and desire to manage their own roadmap
- *Frog Custom*, where Wyplay shapes the product tailored to the operator's vision based on Wyplay's professional services, and
- *Frog Turnkey*, the best user experience ready to deploy on a cost effective STB.

Frog Premium is the logical extension of the Frog product line. Wyplay is now able to serve any TTM, cost, and feature set combination desired by operators globally.

To book a meeting with Wyplay Booth #5.A25: <http://wyplay.com/?page=meeting&id=85>



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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, Proximus, 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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