For Immediate Release

Play the Difference with Wyplay at IBC 2014

- **New Tier 1 customers in Europe and Latin America**
- **Frog now a market standard for convergent TV middleware with 60 Licensees**
- **Frog solution includes fully-integrated DVB stack and backend middleware**

MARSEILLE, France - September 10th, 2014 – At the eve of the IBC 2014 show, Wyplay, creator of software solutions for leading pay-TV operators, reflects on one year of progress since the announcement of its Frog initiative and highlights the key themes it will showcase on the exhibition's floor at the RAI Amsterdam (Hall 5.A11).

"From the viewers' point of view, we are witnessing major changes in the TV industry landscape with the rise of new ways of consuming media and entertainment on new connected devices through increasingly diverse and competing service offerings. Unfortunately, a lot of operators are locked-in with proprietary solutions to address these growing challenges." says Wyplay CEO Jacques Bourgninaud. He adds: "In this context, the leaders of tomorrow will have opted for boldness and freedom. This is what Wyplay brings to the table with our remarkable track record with operators. Thanks to Frog, our open source initiative opened to all actors of the industry, Wyplay is now on a growth trajectory to become the market standard for convergent TV middleware solutions."

Highlights of Wyplay's showcase at IBC 2014 include:

Remarkable Track Record – new Tier 1 customers in Europe and Latin America

Wyplay today announces that it has gained three more operator customers, including a major European broadcaster, a Nordic IPTV operator and a wholesale IPTV service provider in Brazil.

All these projects are opportunities for our Frog System Integrators to provide significant professional services activities to customise the Frog middleware for Set-Top Boxes and its backend counterpart for multiscreen personal TV user experiences.

Details on these new customers will be made public in the future.

Wyplay's software solutions have previously been chosen by operators like Canal+, Belgacom and SFR, for committed deployments totalling more than 9 million devices.

More…

Frog – 60 Licensees in 8 months

Announced one year ago at the IBC 2013, the Frog by Wyplay initiative is built around Wyplay's software solutions made available to Frog Licensees under a open source model and aims to free all actors in the TV ecosystem from being locked into proprietary solutions.

In just eight months after its launch early 2014, Frog is now bringing together a growing community of companies across the entire digital TV technology value chain: chipset vendors, device manufacturers, independent software vendors, software services providers and operators.

The full source code and technical documentation of the Frog middleware are available to licensees on the Frog Community Portal at
http://portal.frogbywyplay.com

In addition, Frog Licensees benefit from support and training services, turnkey reference implementations for select chipset platforms, as well as a range of pre-integrated solutions from our Marketplace Partners.

With 60 Licensees and counting, Frog is becoming a market standard for convergent TV middleware.

Frog – the market standard for convergent middleware

In July this year, Wyplay released "Bull Frog" v2.0, the second increment of its open source middleware for Set-Top Boxes. That release included fully-integrated support of satellite, cable and terrestrial broadcast services using the DVB standard, with full handling of DVB System Information metadata. Reference implementations of "Bull Frog" are available for STMicroelectronics and Broadcom System on Chips, with a reference implementation for Sigma Designs silicon announced at the occasion of IBC 2014.

Today, Wyplay announces the availability to all Frog Licensees in Q1 2015 of its backend solutions for multiscreen personal TV user experiences. This toolbox of middleware components and big data technologies is currently being developed as part of ongoing customer engagements and will be shared once it has gone into production, ensuring Frog Licensees and Scaling Partners can confidently adopt it to deploy convergent TV services with accelerated speed to market.

Showcase by 20 Frog Licensees and Early Adopters at IBC 2014

At the IBC 2014 exhibition opening Sept 12th at the RAI Amsterdam, Wyplay's Frog solutions will be showcased by the following exhibitors:

More…

- Wyplay – 5.A11

- Frog Licensees
  - 4Mod Technology – 14.F11
  - Airties – 5.B33
  - Coship – 1.F50
  - Hwacom – 4.C50
  - Jiuzhou – 3.C56
  - KaonMedia – 1B16
  - Mathembedded – 14.A12
  - Opentech – 5.C34
  - Quadrille – 2.B39b
  - Sagemcom – 1.D41
  - Sigma Designs – 2.C37 / BM7
  - STMicroelectronics – 1.F40
  - Wildmoka – 2.B39i
  - WizTiVi – 14.L01

- Frog early adopters
  - Broadcom – 2.C25
  - Envivio – 1.D73
  - Philips – 1.A81
  - Rovi – 5.A30
  - ViXS – 3.A12

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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's or broadcaster's product and market strategies. Wyplay is now a strategic partner for such leading brands as 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 and www.FrogByWyplay.com.

Blog: www.frogbywyplay.com/page/blog
Twitter: @frogbywyplay
Youtube: http://www.youtube.com/user/Wyplay/videos
Vimeo: http://vimeo.com/user5170815

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