

## Wyplay announces a new rewarding partnership with DishTV

DishTV selects Wyplay's Frog Turnkey Solution for its next generation platforms

**15<sup>th</sup> March'16, New Delhi** – DishTV, Asia's largest Direct-to-Home (DTH) company selected Wyplay, creator of software solutions for Pay-TV operators, to provide its Frog Turnkey Middleware and associated class leading value added services on their STBs.

DishTV concept has created some excitement amongst operator community who are struggling for freedom from the monopolistic construct of Pay-TV space. The future solution will be built from top partners products, keeping -in mind - the idea of flexibility, openness and the possibility to evolve without constraints and any «E2E lock».

**Speaking on the occasion, Mr. V.K. Gupta, Chief Operating Officer, DishTV said:** "Being the pioneer and market leader, DishTV select Wyplay as our future middleware partner. Wyplay enable DishTV in delivering class leading value added services on both one-way and connected STB's with their expertise, innovative technologies and a holistic approach to customer engagement that is fully in line with DishTV's driving purpose to provide "Service with a Passion". This is an ultimate move made towards ensuring customer engagement and satisfaction."

Recognized as a global leader in innovative software solutions for TV operators, Wyplay brings its expertise and know-how to the table, in particular through:

- The integration of its browser-based middleware on new generation set-top boxes,
- The customization of its HTML5 user interface,
- Execution excellence to deliver an easy-to-use & smooth user experience
- And improved overall performance in terms of flexibility, fluidity, speed, and responsiveness.

**Jacques Bourginaud, Chief Executing Officer, Wyplay said:** "We are thrilled to partner with DishTV, Asia's largest DTH company, in delivering a brand new customer experience to its subscribers." He added: "After several months of assessment and preparation, we are now confident that all conditions needed for a successful international expansion of Frog Turnkey solution are in place, especially in terms of collaboration with STB manufacturers supporting our solution. We are now in the home stretch before the deployment of our offering, and excited about prospective for development in this new unique market."

Beyond European and Latin America markets, Wyplay confirms its strategy of expansion with its Frog Turnkey solution. Launched last September, Frog Turnkey solution incorporates all features required for traditional linear broadcast TV consumption, on-demand contents, applications distributed over the Internet, backend components and a modern user experience. Frog Turnkey aims to bring an attractive digital TV experience to subscribers with an affordable business model and fast deployment model for operators.

With Frog Turnkey solution, Dish TV's customers will have access to a complete end-to-end offering from back-end broadcast services to an advanced client managing Live TV, Record, Push VOD and Interactive Applications.

More details on this offer: <http://www.wyplay.com/?page=products>

#### **About DishTV India Limited**

Dish TV is Asia Pacific's largest direct-to-home (DTH) company and part of one of India's biggest media conglomerate – the 'Zee' Group. Dish TV has on its platform more than 520 channels & services including 22 audio channels and over 50 HD channels & services. Dish TV uses the NSS-6 satellite platform which is unique in the Indian subcontinent owing to its automated power control and contoured beam which makes it suitable for use in ITU K and N rain zones ideally suited for India's tropical climate. The company also has transponders on the Asiasat 5 platform and on the SES-8 platform which makes its total bandwidth capacity equal to 720 MHz, the largest held by any DTH player in the country. The Company has a vast distribution network of over 2,180 distributors & over 216,240 dealers that span across 9,040 towns in the country. Dish TV customers are serviced by thirteen 24\* 7 call centres catering to 11 different languages to take care of subscriber requirement at any point of time. For more information on the company, please visit [www.dishtv.in](http://www.dishtv.in)

#### **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](http://www.wyplay.com) and <https://frogbywyplay.com/>.

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