



XroadMedia joins the Frog by Wyplay community to deliver content discovery, recommendation and personalization services

Marseille/Vienna – 19th March 2015 – XroadMedia, specialists in building innovative and ground-breaking content discovery and recommendation solutions, and Wyplay, a creator of software solutions for leading pay TV operators, today announced a close partnership with XroadMedia joining the “Frog by Wyplay” community.

Frog by Wyplay is the first independent open source software solution for pay-TV operators. The initiative brings together a growing ecosystem of more than 80 companies across the entire digital TV technology value chain including chipset vendors, device manufacturers, independent software vendors, software development and integration services providers and operators. This comprehensive solution includes access to the complete source code and all the components to build TV operator’s products.

Ncanto, XroadMedia’s unique cloud-based content discovery solution, offers intelligent content discovery and personalization capabilities to users and service providers alike. Consumers will be able to enjoy content delivered to them based on their location, viewing behavior, interests and social profiles. Service providers and content owners on the other hand can effectively align their service offerings and monetization strategies with the help of Ncanto’s advanced content discovery and business management capabilities.

This partnership will see the integration of Ncanto into the Frog offering, which will allow its members and customers to easily and quickly develop, deploy and deliver personalized TV and video services to consumers. Further announcements and first results of this collaboration will be announced during the TV Connect event in London, UK, in April.

Adolf Proidl, CEO and Co-Founder of XroadMedia, says: “We are extremely excited to be the first content discovery and recommendation solution joining the “Frog by Wyplay” ecosystem. This partnership will open up new opportunities to increase the engagement level between the consumer and the service provider. We are looking forward to working together with this unique ecosystem of key players in the TV industry to power new and exciting products and services.”

“XroadMedia’s Ncanto product is an ideal complement to Wyplay’s Frog multi-user client middleware and user interface as well as with our forthcoming Frog Backend solution” said Dominique Féral, Wyplay’s CMO and Co-Founder. He added “The integration of Ncanto with Frog will allow pay TV operators to deliver personalized content at both, the individual and subscriber household level.”

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About XroadMedia

At XroadMedia (pronounced “Crossroad Media“) we have developed the next generation content discovery, recommendation and targeting solution - **Ncanto**. Based on more than a decade of product and market research, as well as customer deployments in the Internet, media and broadcast industries, Ncanto is an innovative back-end solution, which is optimized for cloud- and server-based deployments. Ncanto boosts our customers’ profits and revenues by uniquely combining user taste with our customers’ requirements and business models. Thanks to our flexible architecture and standards based API connectivity we even help our customers to reduce integration costs and time-to-market to an absolute minimum compared to competitive solutions in the market.

XroadMedia was founded by leading industry experts in the areas of content discovery & navigation and former management team members of APRICO Solutions, a venture of Royal Philips Electronics. Our core business is to help our customers strengthen their existing revenue streams and to generate new opportunities by assisting their customers – the consumer – in mastering the flood of digital assets and diversity of content consumption devices. XroadMedia is headquartered in Vienna, Austria, with a second office in London, United Kingdom.

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, 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.

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