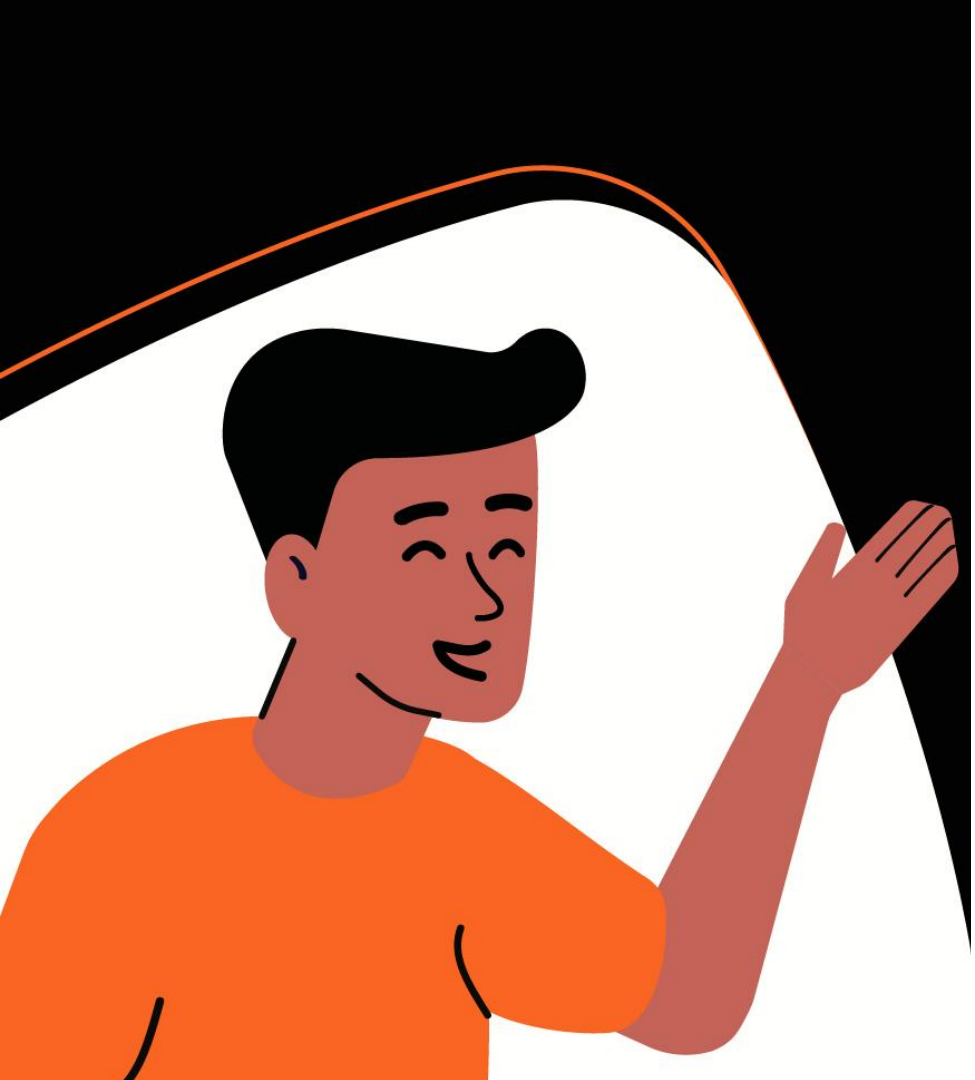
Zattoo Advertising

Credential Presentation 2026

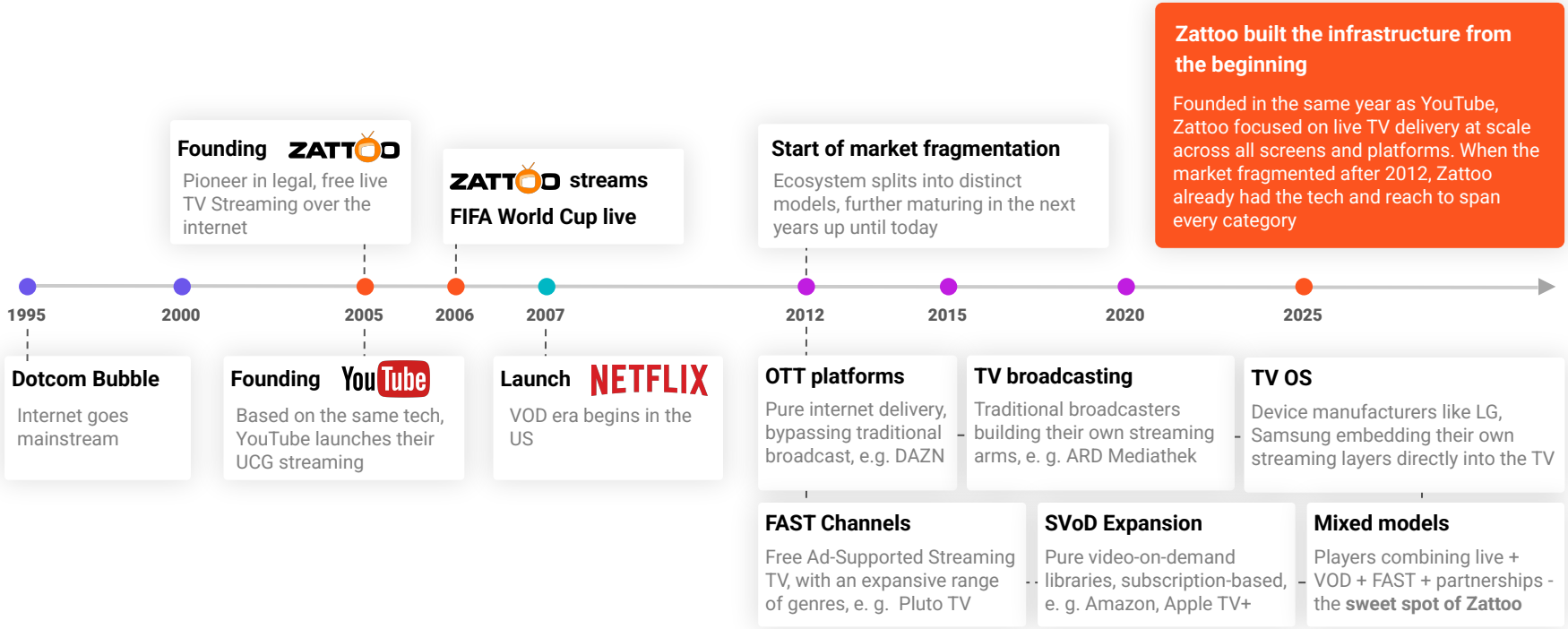


Hi!
WE'RE ZATTOO!

In a world where video is the most important source of entertainment and information, **we make streaming easy**

The Rise of Streaming: Zattoo was there from the start

From the dotcom era to a fragmented video landscape

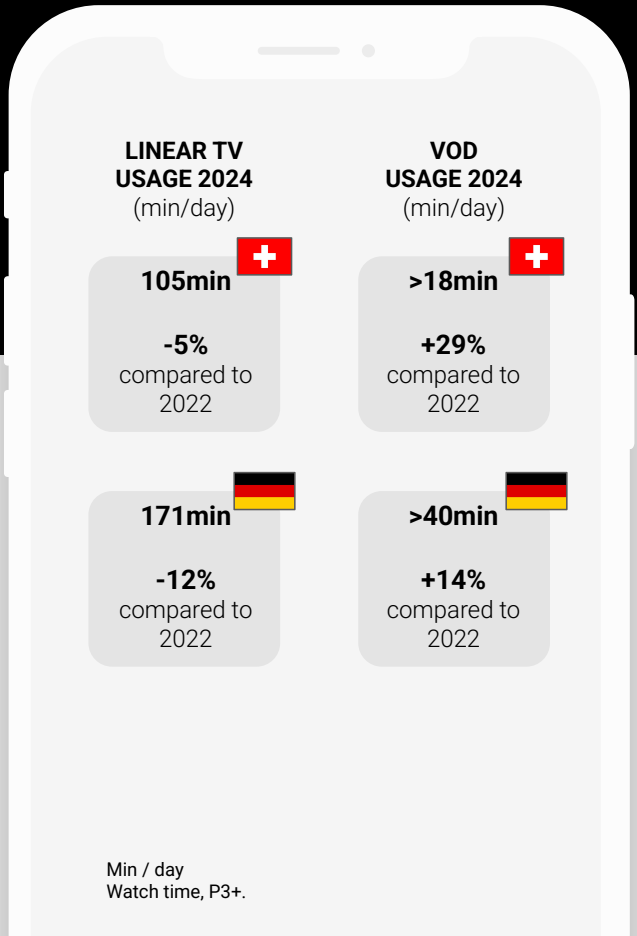


Quo vadis, TV?

Linear TV usage **shrinks year by year**

Streaming **adds significant reach**

FAST and new streaming offers will shift usage and **stabilize on big screen**



Source: Vaunet 2025, Mediennutzung in Deutschland 2024, AGF Smart Meter 2025, Mediapulse Schweiz 2024, Admeira Streaming Report 2025, Zattoo own research

Reach, Effectiveness & Budget Momentum

3 Reasons CTV belongs in every media plan



AUDIENCE & ADOPTION

50 / 50

CTV viewing time has reached parity with linear television in DACH

74%

Smart TV Penetration
Switzerland

1/3

of TV use occurs time shifted
Switzerland

AD EFFECTIVENESS

94%

Ad Completion Rate on CTV

54%

Ad Awareness
+3pp YoY

36%

Ad Recall
CTV ad content

34%

Research
the product further

30%

Purchase intention

ADVERTISER MOMENTUM

↑ 14.3% growth

CTV drives digital ad spend momentum
2026 to 2029 CAGR projection of digital ad spend in Switzerland

56%

of Global marketers
planned to increase their CTV budget in 2025

36%

of linear spend
reallocated to CTV by the avg. marketer in 2025

4 languages. 1 campaign.

Switzerland's unique CTV advantage
No other medium offers this level of multilingual addressability at scale

Sources: Azerion Austria/Golvertise (2026), Goldbach (2025), Nielsen (2025), Research and Markets (2026), Statista (2026), Zattoo internal Data (2025)



THE POWER OF CTV

CTV is the **strategic bridge** between mass media trust and data-driven, personalized communication.

REACH

Precise contact class planning. Precise reach planning. In addition, individual age cohorts can be modelled ex ante.

TARGETING & DATA

Personalized delivery, ongoing optimization and data matching

HIGHER REACH PER IMPRESSION

“Co-Viewing”
We keep the core TV experience while offering a lower price

EFFICIENCY & EFFECTIVITY

Payment just for the target, still lean back with maximum acceptance

Connected TV (CTV) is any television content accessed via internet-connected devices and watched on a TV screen, including Smart TVs, streaming sticks, and game consoles

What we do: Zattoo in a Nutshell



+1.800
channels

2+ million
monthly users

100 million
Monthly streamed hours

30+
B2B Customers

595 million
video ads delivered

End-to-end Advertising experience, built into one team

Structure of our Ads Team



Contents

Chapter 1

What we do: A look into our Advertising Solutions & Portfolio

Chapter 2

Success Stories: Where we delivered impactful CTV Strategies

Chapter 3

Commercials: Deal Types & Bundles

Chapter 4

Why Zattoo: Your CTV Partner of choice

WHAT WE DO

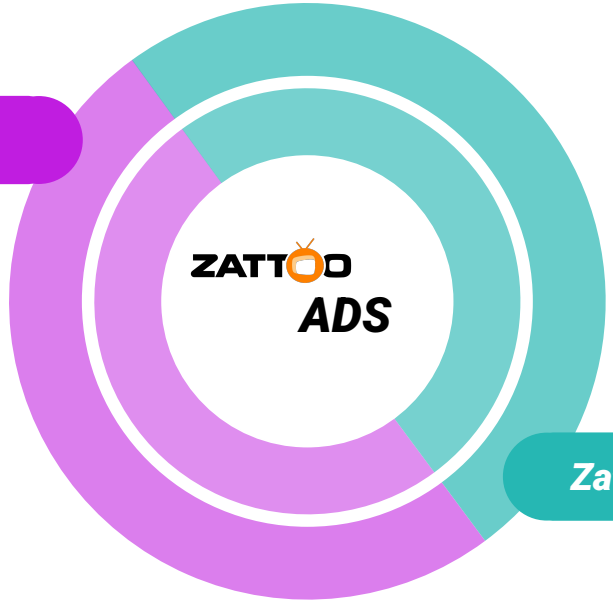
A Deep Dive into our Ads Solutions & Portfolio

We Offer Strategic Advertising Solutions & High-Impact Ad Inventory

Zattoo Ads & Tech Solutions

Monetization Tech: We empower partners to unlock and scale new advertising revenue streams through advanced technical enablement

Sales Partnership: We act as your dedicated sales engine, positioning your product effectively within the advertising market



Premium Inventory: Access a diverse mix of classic and innovative video and display formats designed for maximum engagement

Specialized Concepts: We craft tailored advertising strategies and custom ad experiences to meet your clients' unique objectives

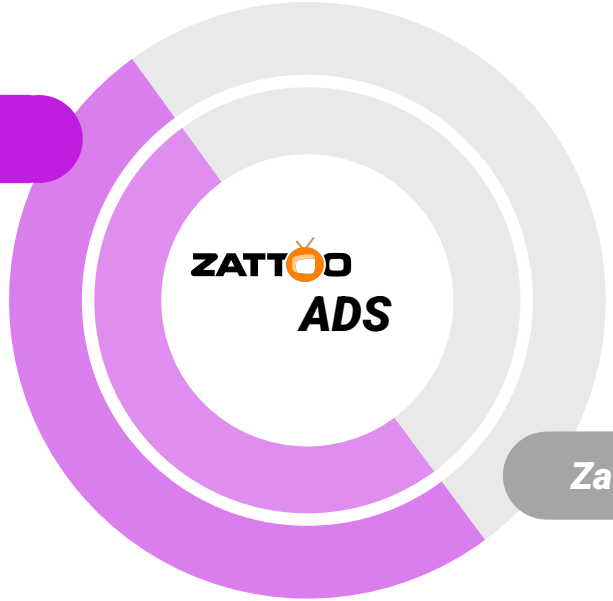
Zattoo Ads Product Portfolio

From Technology-only to Full Service, see what we can deliver

Zattoo Ads & Tech Solutions

Monetization Tech: We empower partners to unlock and scale new advertising revenue streams through advanced technical enablement

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Zattoo Ads Product Portfolio

Our Ads & Tech Solutions

From lean, **tech-only integrations** to comprehensive, **full-service partnerships** and **third-party expansions**—our portfolio is as scalable as your ambitions to ensure the **perfect technical fit** for your needs

TECHNOLOGY ONLY

Focused on the core infrastructure of ad tech and ad stitching connected to a third-party ad server. Day-to-day ad sales and operations remain with the broadcaster or its partners.

MIXED MODEL

Integration of Zattoo adserver. Includes ongoing technical management of the ad stack, while mostly driven by the broadcaster's own sales efforts.

FULL SERVICE

Zattoo operates and maintains the entire ecosystem. Includes full ad technology, ad server integration, and complete handling of both ad sales and operations.

THIRD PARTY SALES HOUSE

Zattoo acts as a complete "Sales House," managing third-party inventory and technology alongside our AdTech architecture. We support the partner in maintaining the ad integration, while they delegate all ad sales and operations to us.

Zattoo Ads & Tech Products Operational Responsibilities

Our involvement scales flexibly to match your operational requirements

TECHNOLOGY ONLY	MIXED MODEL	FULL SERVICE	THIRD PARTY SALES HOUSE
Platform Streams	Platform Streams	Platform Streams	Platform Streams
Ad Technology, Ad Stitching & Insertion	Ad Technology, Ad Stitching & Insertion	Ad Technology, Ad Stitching & Insertion	Ad Technology
External Ad Server	Zattoo-owned and operated Ad Server (Google Ad Manager)	Zattoo-owned and operated Ad Server (Google Ad Manager)	Zattoo-owned and operated Ad Server (Google Ad Manager)
External Ad Sales	External Ad Sales	Ad Sales	Ad Sales
External Operations & Maintenance	External Operations & Maintenance	Operations & Maintenance	Operations & Maintenance

Responsibility of ZATTOO

Responsibility of external partner

TECHNOLOGY ONLY

Focused on the core infrastructure of ad tech and ad stitching connected to a third-party ad server. Day-to-day ad sales and operations remain with the broadcaster

THIS SOLUTION IS RIGHT FOR YOU, IF...

- You're a broadcaster or internet service provider
- You're looking for a solution that provides the core streaming and ad technology service, while you maintain your own external ad servers
- Want to be in control of your commercial operations, while using Zattoo for the "heavy lifting" of ad stitching
- You already have established operations and only need support with handling specialized technology

Exemplary Clients

viaplay / WAOO

ProSiebenSat.1 Media SE

ZATTOO *TECHNOLOGY ONLY*

TASKS COVERED BY ZATTOO

- Platform streams
- Ad-stitching and insertion based on VAST standard
- Ad tracking & reporting
- *Optional:* Technical enabling for consent management

REQUIRED PREREQUISITES

- STCE-35 marker within TV signal
- Ad server provided (VAST standard)
- Sales unit available (internal or external)

Recommendation for Consent Management (version TCF 2.3 or newer): Consent should be obtained from content / website owner

BUSINESS MODEL

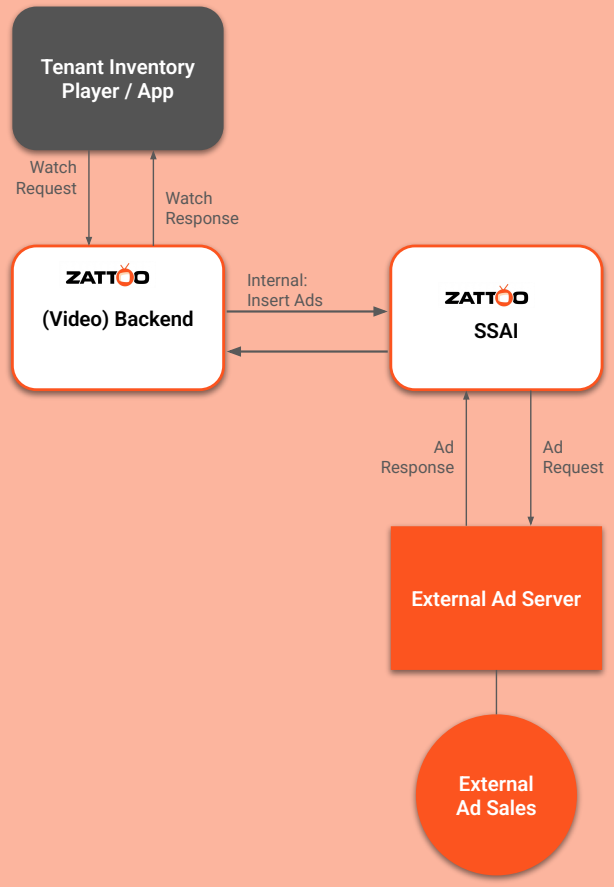
- One time implementation fee
- Tech-fee (revenue share or cpm, based on contacts delivered)

OPTIONAL ASSET: CONTENT

- 100 licensed FAST channel (German language) available, incl. Zattoo owned and operated channels
- Tailored (branded) FAST channel upon request

Technology only is always a **customized solution**, which requires a technical **consultation** to ensure a seamless setup.
This includes a detailed **evaluation of your ad server** requirements and the integration of our **ad tech** capabilities.

TECHNICAL FLOW



MIXED MODEL

The Mixed Model is the extension of the Technology only model by an additional integration of the Zattoo adserver. Includes ongoing technical management of the ad stack, while mostly driven by the broadcaster's own sales efforts.

THIS SOLUTION IS RIGHT FOR YOU, IF...

- You're a large broadcaster
- You want to leverage professional streaming infrastructure and ad technology via a Zattoo-owned ad server
- You want to handle your own external ad sales while delegating the complex technical backend to experts
- You prefer to hand your server logic to Zattoo but want to keep your own operations and maintenance

Exemplary Clients

yallo tv, TELEBOY, 1&1, ch media

In Development

MIXED MODEL

TASKS COVERED BY ZATTOO

- Platform streams
- Ad-stitching and insertion based on VAST standard
- Ad server (VAST standard)
- Ad tracking & reporting
- Technical enabling for consent management
- *Optional:* Backfill ad sales

REQUIRED PREREQUISITES

- Consent must be obtained from content / website owner
- STCE-35 marker within TV signal
- Provision of ad tag / ad server (VAST standard)
- Sales unit available (internal or external)

BUSINESS MODEL

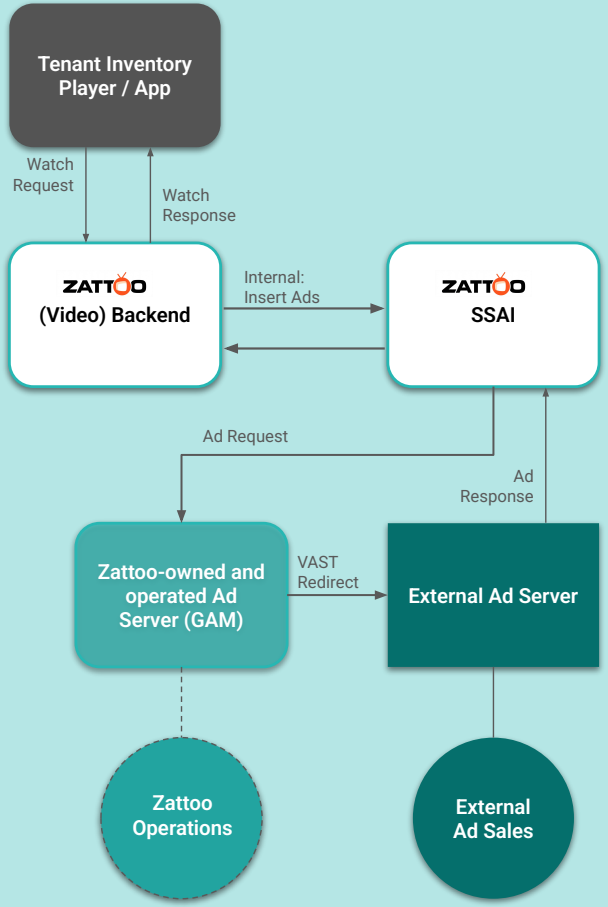
- Set-up fee
- Tech-fee / Revenue share

OPTIONAL ASSET: CONTENT

- 100 licensed FAST channel (German language) available, incl. Zattoo owned and operated channels
- Tailored (branded) FAST channel upon request

Mixed Model is always a **customized solution**, which requires a technical **consultation** to ensure a seamless setup.
This includes a detailed **evaluation of your ad server** requirements and the integration of our **ad tech** capabilities.

TECHNICAL FLOW



FULL SERVICE

Zattoo operates and maintains the entire ecosystem. Includes full ad technology, adserver integration, and complete handling of both ad sales and operations

THIS SOLUTION IS RIGHT FOR YOU, IF...

- You're a small to medium broadcaster
- You want a complete end-to-end solution and prefer to outsource your monetization chain
- You want to minimize operational overhead by handing over all daily operations and technical maintenance to Zattoo
- You're looking for a partnership that allows you to focus on content while Zattoo handles the execution

Exemplary Clients

Salt. sky 1&1 NetCologne FAST Channels

ZATTOO *FULL SERVICE*

TASKS COVERED BY ZATTOO

- Platform streams
- Ad-stitching and insertion based on VAST standard
- Ad server (VAST standard)
- Ad tracking & reporting
- Ad sales, operations & maintenance
- Technical enabling for consent management
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REQUIRED PREREQUISITES

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BUSINESS MODEL

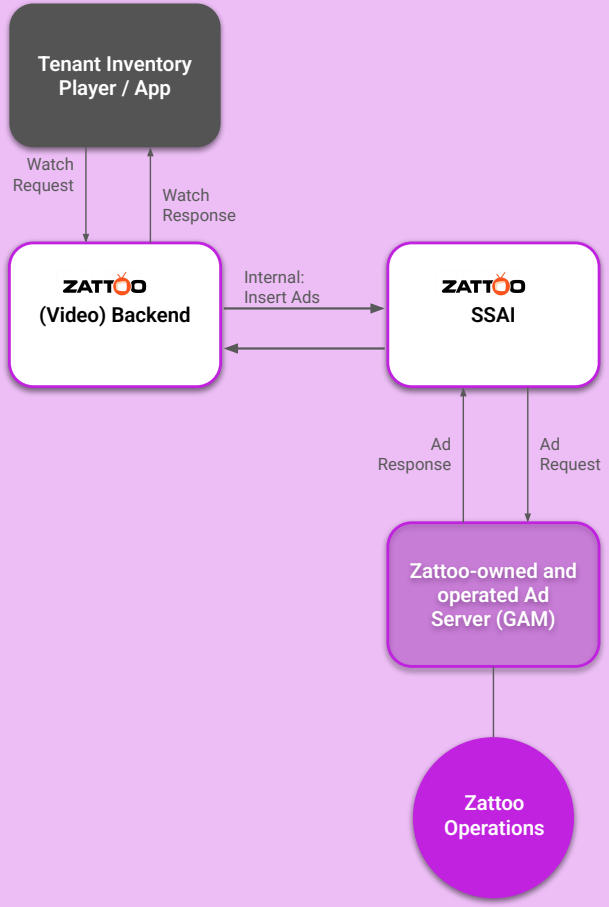
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- Tailored (branded) FAST channel upon request

Full Service is always a **customized solution**, which requires a technical **consultation** to ensure a seamless setup.
This includes a detailed **evaluation of your ad server** requirements and the integration of our **ad tech** capabilities.

TECHNICAL FLOW



THIRD PARTY SALES HOUSE

Zattoo manages third-party apps and technology alongside our AdTech architecture as well as ad sales and operations - exclusive and non exclusive

THIS SOLUTION IS RIGHT FOR YOU, IF...

- You're a internet service provider streaming platform, broadcaster or publisher
- You want a complete end-to-end solution and prefer to outsource your monetization chain
- You want to minimize operational overhead by handing over all daily operations and technical maintenance to Zattoo
- You're looking for a partnership that allows you to focus on content while Zattoo handles the execution of advertising monetization

Exemplary Clients

HBO max, Paramount+, pluto tv, Rakuten, Samsung TV Plus

Third Party Sales House

TASKS COVERED BY ZATTOO

- Ad server (VAST standard)
- Ad tracking & reporting
- Technical enabling for consent management
- Ad sales, operations & maintenance
- *Optional:* Backfill ad sales

REQUIRED PREREQUISITES

- Consent must be obtained from content / website owner
- STCE-35 marker within TV signal
- Provision of ad tag / ad server (VAST standard)
- Sales unit available (internal or external)

BUSINESS MODEL

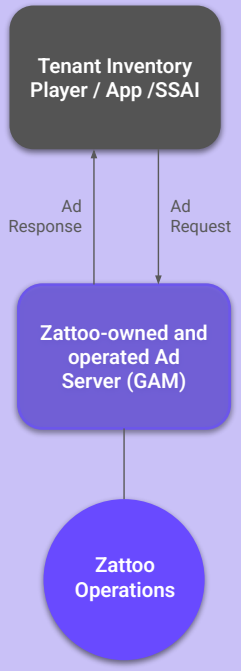
- Set-up fee
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OPTIONAL ASSET: CONTENT

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- Tailored (branded) FAST channel upon request

Third Party Sales House is always a **customized solution**, which requires a technical **consultation** to ensure a seamless setup.
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TECHNICAL FLOW

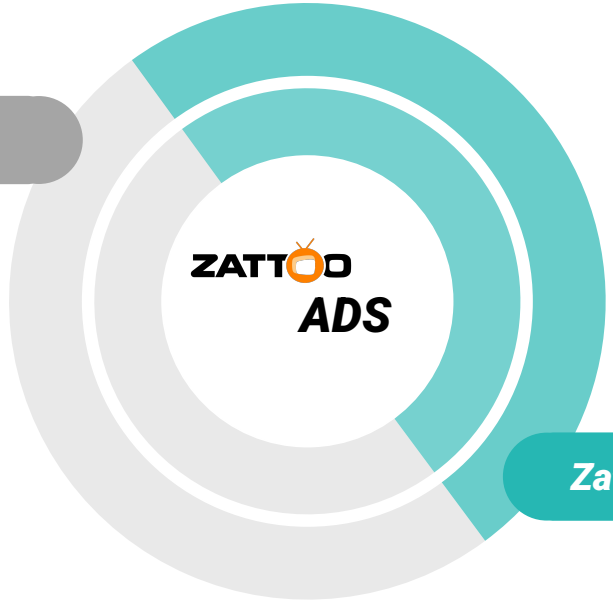


Our Ad Product Portfolio

Zattoo Ads & Tech Solutions

Monetization Tech: We empower partners to unlock and scale new advertising revenue streams through advanced technical enablement

Sales Partnership: We act as your dedicated sales engine, positioning your product effectively within the advertising market



Premium Inventory: Access a diverse mix of classic and innovative video and display formats designed for maximum engagement

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Zattoo Ads Product Portfolio

Zattoo Ads Product Portfolio

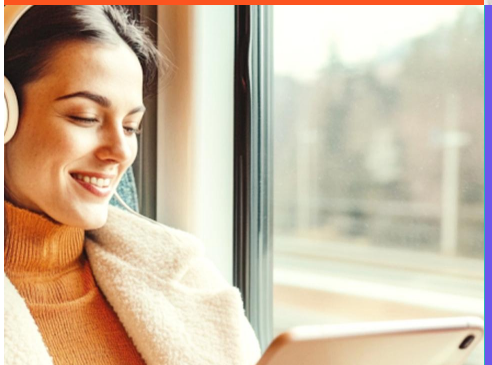
From **classic CTV** and display formats to **innovative solutions** and specials - our portfolio is as versatile as our advertisers' needs to ensure a **lasting impact** on every audience



Standard and **high-impact display** formats such as Medium Rectangles, Billboards, Halfpage ads and Prestitials.
Preroll, Midroll and Channel Switch **video ads**

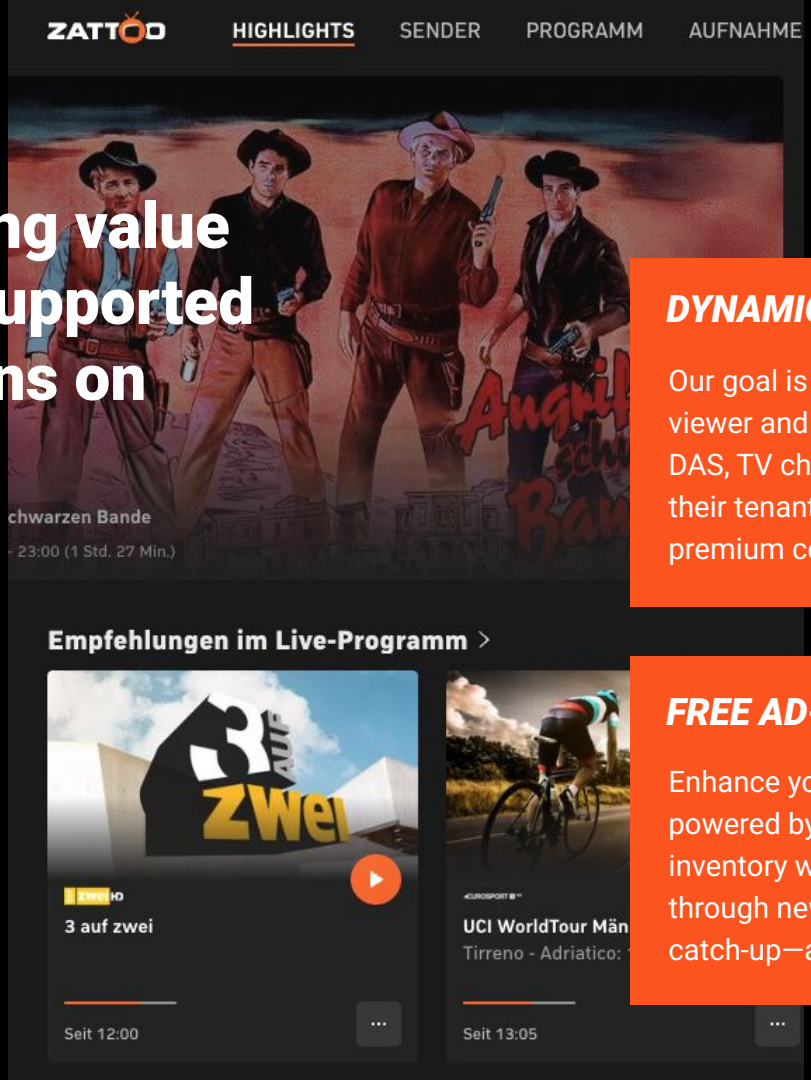
Dynamic Ad Substitution (DAS) and **Dynamic Ad Insertion** (DAI) in linear TV Streams and **Free Ad-Supported Streaming Television** (FAST) Channels





Exclusive branding around live stream with our **Branding Day** and complementary big screen content experiences with **Pause Ads**

Maximizing value with ad-supported innovations on Zattoo



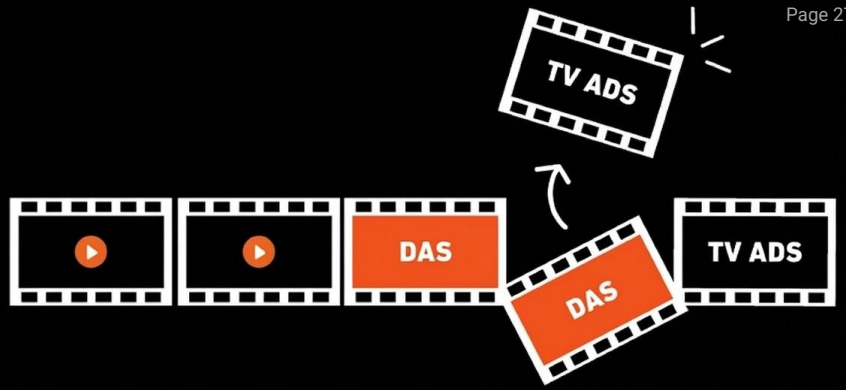
DYNAMIC AD SUBSTITUTION (DAS)

Our goal is to make advertising more relevant for the viewer and more valuable for the provider. By leveraging DAS, TV channels can open up new revenue streams for their tenants without compromising the affordability of premium content rights.

FREE AD-SUPPORTED STREAMING (FAST)

Enhance your line-up with rights-included linear channels powered by your VOD library. This creates high-value ad inventory while offering viewers a richer experience through new thematic content and on-demand catch-up—all delivered free of charge.

Dynamic Ad Substitution on Zattoo



The TV ad, but **better**

Dynamic ad substitution (DAS) enables **linear TV commercials** in live advertising blocks to be replaced with **user-targeted ads**. This replacement is **seamless**.

DAS combines the highest quality and **top-of-the-class awareness** of TV advertising with **digital targeting options**.

Additional Audience OTT

Always in view on big/full size player

95 Mio. Ad Requests available

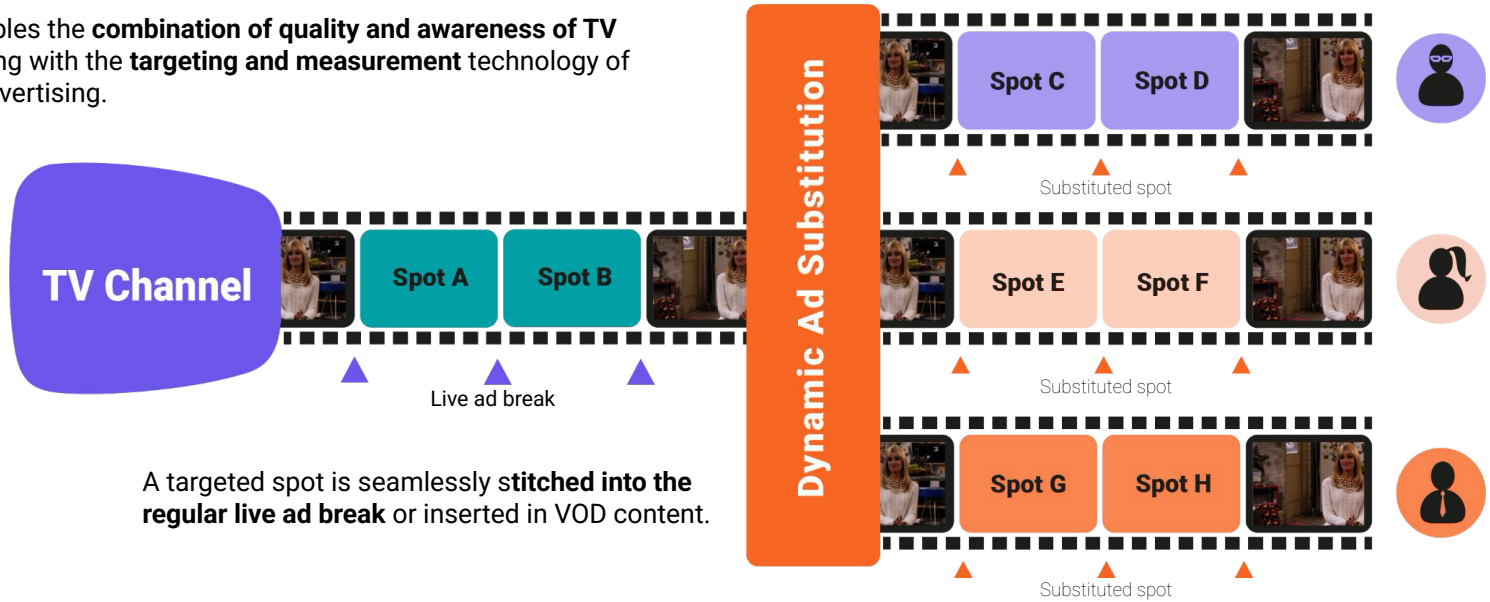
TV-Audience Targeting

> 96% Completion Rate

VAST 4, HD Quality

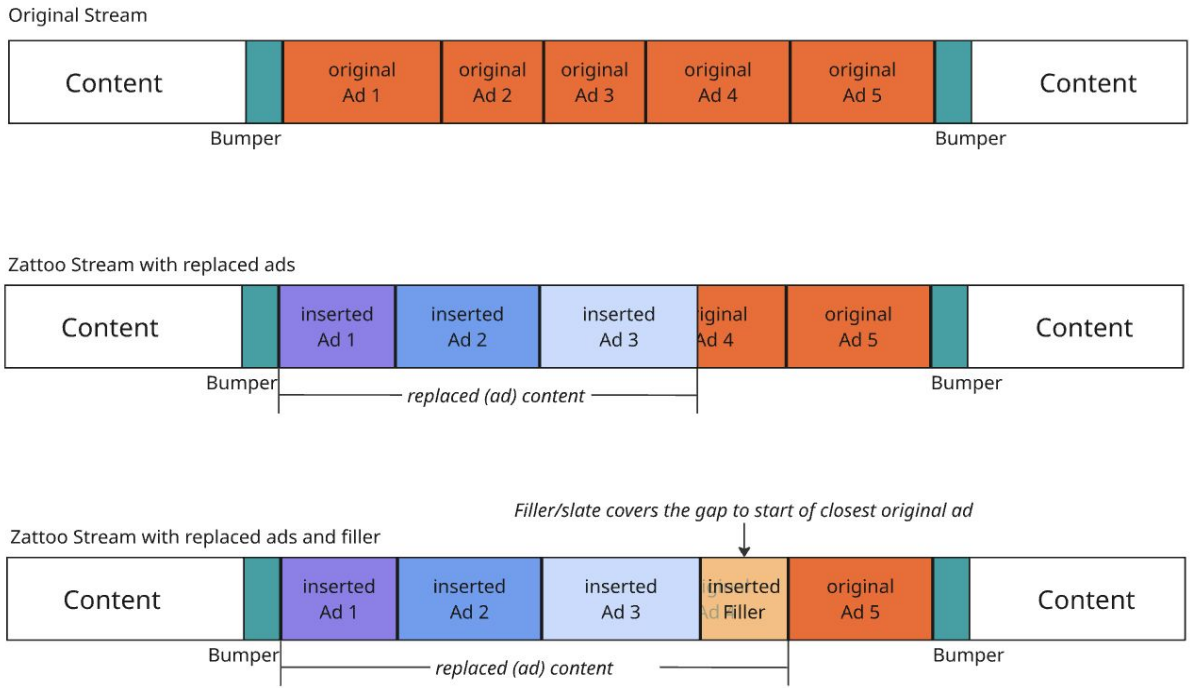
Dynamic Ad Substitution: Personalizing the collective live event

DAS enables the **combination of quality and awareness of TV** advertising with the **targeting and measurement** technology of online advertising.



A targeted spot is seamlessly s**titched into the regular live ad break** or inserted in VOD content.

How does Dynamic Ad Substitution work in a linear ad break?



Note: In content without ad breaks, new digital ad breaks would be **inserted** into the content.

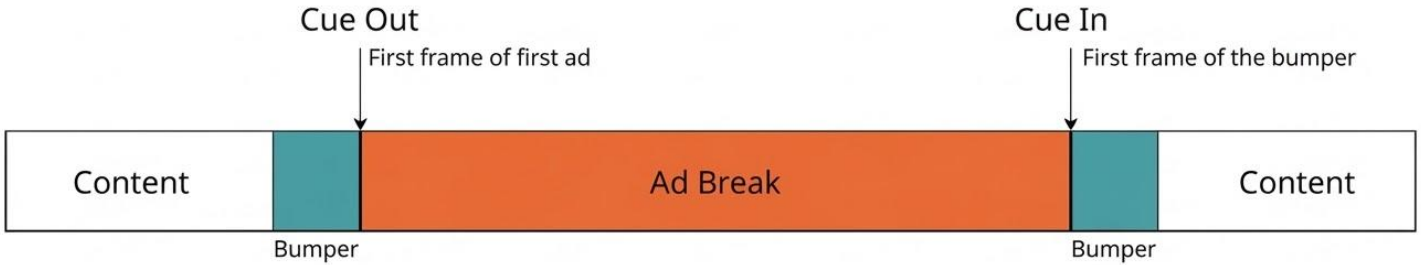
ZATTOO

Precision Signaling for Seamless Ad Integration

Utilizing SCTE-35 markers to ensure a smooth viewer experience by precisely defining start and end points

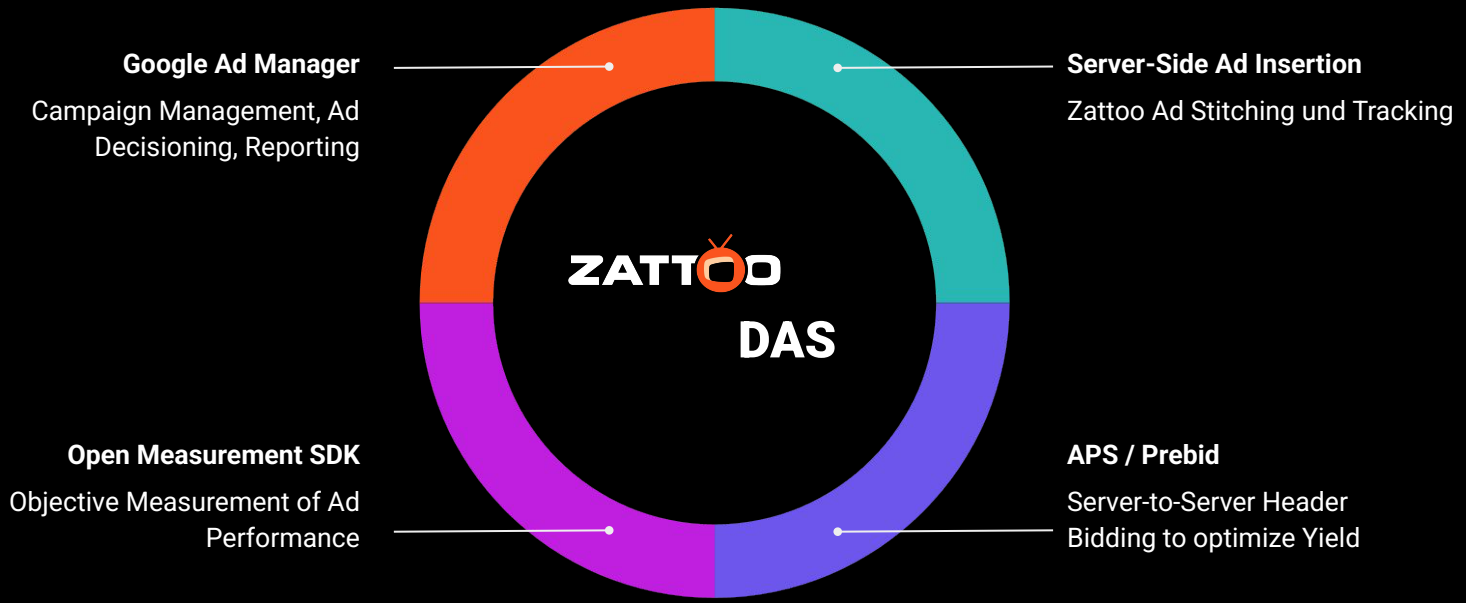
- Cue Out / Cue In: define start and end of the ad block
- Classic: Splice Insert, rigid command from linear TV
- Modern: Time Signal, intelligent container, more precise data for flexible advertising scenarios
- Alternative: Zattoo-internal API for signaling the ad blocks

Position of SCTE-35 markers



Our Dynamic Ads Ecosystem

We integrate proprietary tech and best-of-breed partners for superior performance



FAST: Free Ad-Supported Streaming at Zattoo



Your audience's interest, **always on**

FAST channels, short for free ad-supported streaming TV, offer a free of charge (rights included), **ad-financed** alternative to conventional broadcasting, providing instant access to linear streams over any connected device. Channels can cater to an **expansive range of genres** and **niche audiences**, combining the scale of television with the precision of digital monetization

Attentive Audience

Above-average dwell times and high advertising acceptance

Custom Deployment

Fully white-labeled or co-branded for specific customer demands

Library Optimization

Unlocking incremental value from content archives

Smart Targeting & Monetization

Enhanced inventory value through precise, data-driven DAS delivery

Our ecosystem for DAS & FAST

Unlocking revenue streams with our advertising infrastructure

DAS on Live-TV

Live-TV-Spot Replacement

Free Ad supported streaming (FAST) incl. DAS

Special-interest content delivered exclusively via internet and financed through advertising. Available as ready-to-use whitelabel channel or customized & branded to meet specific client demands.



From ready-to-air to fully branded: Our 4 flexible content models

01	***FULLY LICENSED FAST CHANNELS*** *Ready to air. No rights hassle.*	~100 channels available	Plug-and-play integration	Broad genre coverage	Rights included
02	***ZATTOO OWNED & OPERATED FAST CHANNELS*** *Curated by Zattoo. Built for reach.*	Editorially curated by Zattoo	Proven audience engagement	Premium brand-safe environment	Genre-specific programming
03	***COMMISSIONED TAILORED FAST CHANNELS*** *Your niche. Precisely targeted.*	Built around specific audience interests	Deep targeting via content alignment	High contextual relevance for ads	Exclusive deployment on request
04	***COMMISSIONED BRANDED FAST CHANNELS*** *Your brand. Your channel.*	Co-created with brands & advertisers	Full creative & editorial partnership	100% brand-aligned content strategy	Long-term brand-building vehicle

All models include: Rights-included content · DAS-enabled ad inventory · First-party audience targeting · White-label or co-branded deployment

Operational Prerequisites and Set-up

Broadcaster Governance

Ad-substitution is performed after consultation with/ on behalf of the broadcaster

Commercial models are flexible based on specific business requirements

Technical Handover

Live Triggers: Broadcaster provides real-time SCTE-35 signals for ad-block start, duration, and end

Schedule Data: Ad-block metadata (individual spot details) must be uploaded via FTP or Google Cloud to ensure frame-accurate insertion and "jump-back" functionality.

Content & Continuity

Broadcaster provides Filler/Slate content (branded loops, "Will be right back" messages, or music/atmosphere) to ensure zero black frames during gaps



DAS, FAST & Co. – Core Terminology

DAS:
DYNAMIC AD SUBSTITUTION

A technology enabling the **replacement of Ads** already present in a broadcaster's stream with alternative ads marketed individually in a manner end-users do not recognize any difference.

DAI:
DYNAMIC AD INSERTION

The core technology enabling the real-time insertion of targeted video advertisements into linear or on-demand streams, ensuring a seamless viewing experience across all platforms.

CSAI:
CLIENT-SIDE AD INSERTION

Ad delivery managed directly on the user's device. This method allows for high levels of interactivity and precise tracking, as the player handles the request and rendering of the ad.

SSAI:
SERVER-SIDE AD INSERTION

Also known as 'Ad Stitching,' where ads are merged into the video stream at the server level. This bypasses ad-blockers and provides a smooth, broadcast-quality transition between content and commercial breaks.

MARKER:

Within the linear stream, broadcasters / content owners provide markers signaling the relevant positions to start or end the playout / injection of ads.

(AD) INVENTORY

The total number of video spots available to play / sell within the marketed time.

FAST:
FREE AD-SUPPORTED STREAMING TV

Out of **video on demand content** newly created linear channels – in general targeting specific genres or topics. Content is alternated with ads and f**ree of content costs**.

High Attention and Immediate Impact

Zattoo Channel Switch / Pre-roll Ads



Premium Format: Exclusive standalone placement with 100% share of voice

Strategic Timing: Delivered immediately before content starts during a channel switch

Broad Reach: Optimized for high-scale visibility across the **Zattoo Free Tier**

Technical Standard: Full VAST 4 support in high-definition (HD) quality

Immersive Experience: Utilizes the full-size player for maximum visual impact

Flexible Lengths: Available as standard pre-rolls or 6-second bumper ads

Our Versatile Display Formats

We offer display solutions from premium Billboards to Mobile formats to ensure a seamless brand presence at every device touchpoint of the user journey

DISPLAY HIGH IMPACT



Billboard/
Wideboard

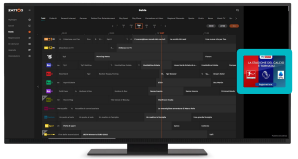


Halfpage
Ad



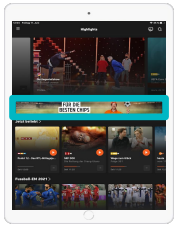
Prestitials

DISPLAY STANDARD



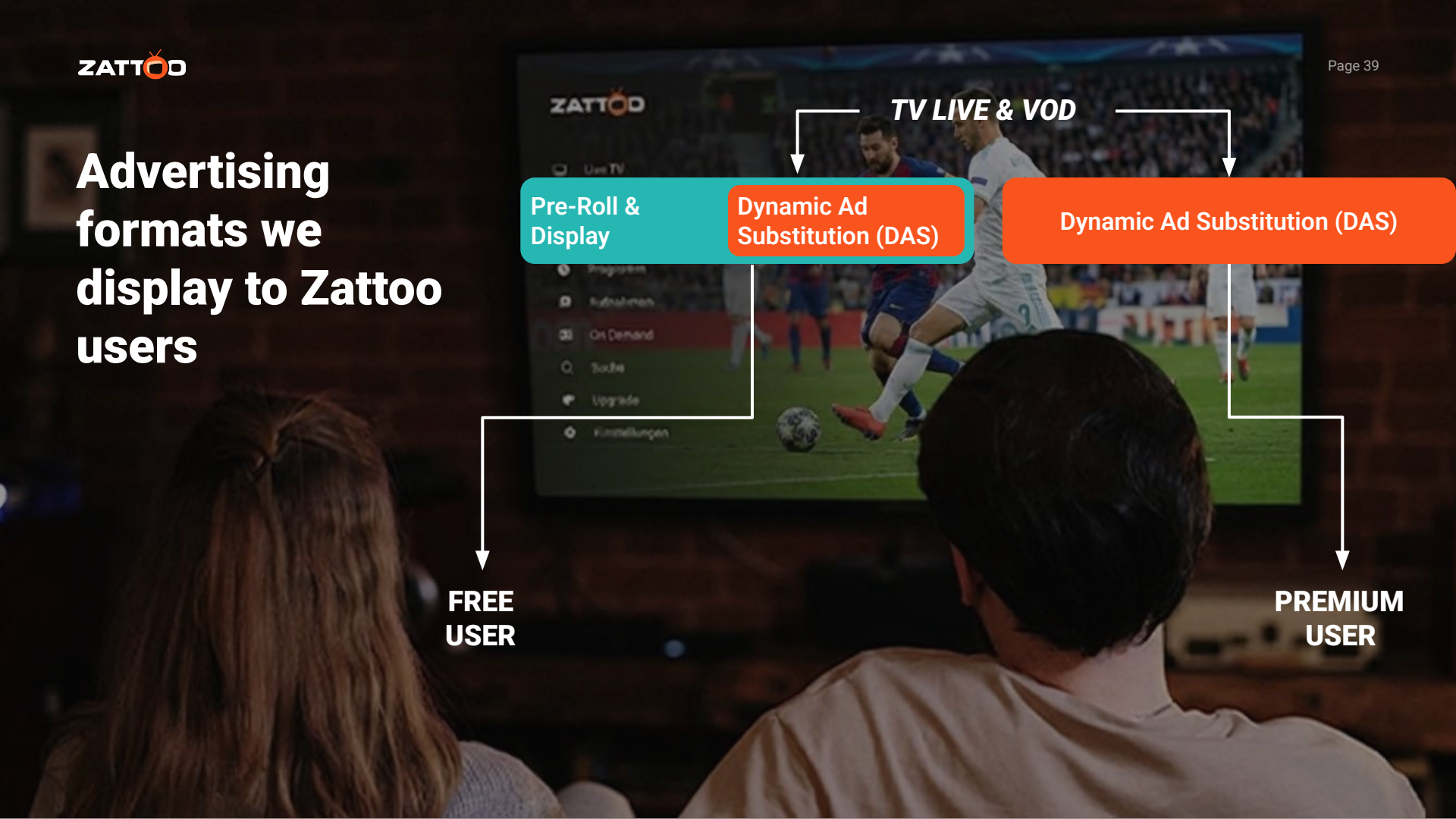


TV Side Ad/ Medium Rectangle



Mobile
Billboard/LB

Advertising formats we display to Zattoo users



Available only in Switzerland

Zattoo Branding Day: Premium Brand Presence

Achieve maximum visibility and superior performance through **exclusive Branding around the Live-Stream**



100% Share of Voice: Exclusive advertiser placement for the day across selected environments

High-Impact Placement: Guaranteed top-tier positioning in the user's first moment of content discovery

Maximum Daily Reach: Scale your message rapidly by capturing the entire active daily audience in a single 24-hour window

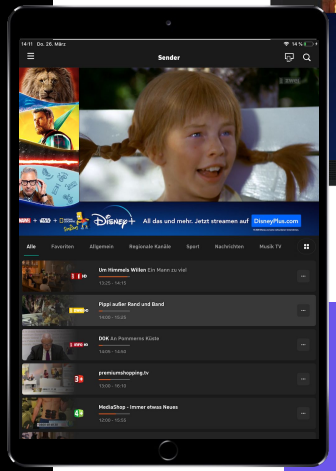
Cross-Device Brand Presence: Surround the user across Smart TV, Mobile, and Web for a consistent, high-frequency brand experience

Drive Impact with the Zattoo Branding Day

A high-visibility, multi-language environment designed for maximum brand resonance and measurable performance



Available only in Switzerland



~150k
Ad Impressions

1-2%
Click Rate

3
Languages available: D-CH, F-CH & I-CH

All data without guarantee

First Party Audience Targeting Pillars

Granular audience segmentation powered by verified user demographics and cross-device viewing habits

SOCIO DEMOGRAPHIC

Age, Gender, Language





TV BASED INTERESTS

Content Category, Content Genre

GEO & DEVICE

Country (DE, CH)
Device (iOS, Android, Connected TV, Web, etc.)





DFP AUDIENCE SEGMENTS

Interest / Behavioral Targeting

Our Audience Segment Portfolio

We provide a diverse set of audience segments ranging from **niche interests** to **broad demographics**. If your target group isn't listed, we can build custom segments to meet your specific goals

SPORTS	LIFESTYLE, FASHION & LUXURY	HEALTH, FOOD & WELLNESS	ENTERTAINMENT & FICTION	HOME & FAMILY	INFORMATION & SPECIAL INTERESTS
Sports general	Fashion & Beauty	Health & Fitness	Movies	Kids & Family	Auto
Sports-minded Users	Lifestyle	Health programs	Classics	Pets & Animals	Art & Culture
Football	Shopping	Sustainability & vegan	Western	Home Improvement	Tech & Gaming
US Sports	Luxury		Thriller & Mystery	Renewable energy	Renewable energy
Tennis	Wine Tasting		Drama		News
Motorsports	Real Estate		Comedy		Business
Formula E	Travel		Reality Shows		Finance & Economy
Winter Sports	Inspirational		Sitcoms		Education
Ice Hockey			Anime		
Water Sports					

ZATTOO

WHO WATCHES ZATTOO: USER DEMOGRAPHICS

Our Swiss audience: balanced, broad, and growing

MONTHLY UNIQUE USERS

2.7 M

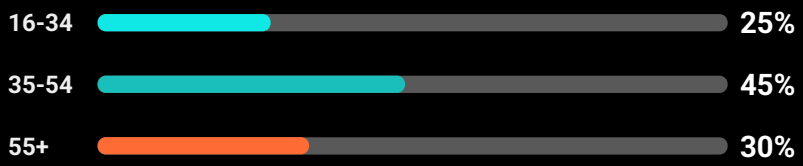
across all Zattoo partner platforms

GENDER

51% Female

49% Male

AGE



Active Users: Zattoo, Salt, Teleboy, Yallo, SAK, SensetLan, EWGoms, Sasag, Glattwerk, EWBuchs, Wasserwerke Zug, Sky Show light, Rakuten, WeDoTV, Paramount+, HBO Max

WHAT ADVERTISERS GET: VIDEO INVENTORY KEY FACTS

Video inventory at scale: For brands that want to be seen

MONTHLY AD REQUESTS

130M ARs

per month across all platforms

SUBSCRIPTION SPLIT

52% Premium | 48% Free

SUBSCRIPTION SPLIT

85% CTV usage share of daily duration

75% CTV inventory share of total ARs

SUCCESS STORIES

Where We Delivered Impactful CTV Strategies

ZATTOO

International Travel Specialist

LEARNING THE DOLCE VITA WITH CTV

CHALLENGE

- 40+ demographic was a high-value, yet untapped audience, unaware to the client's tailored offerings
- The client seeked for a channel that suited their high-trust storytelling approach
- The campaign had to move fast to own the "peak dreaming season" after the New Year

SOLUTION

- Multiscreen CTV campaign targeted 40+ viewers, centered around Rome as target destination
- Different creatives were tested simultaneously, with the best-performing continuing to run throug the entire campaign
- The winning theme: a narrative of a mid-40s woman escaping the Swiss winter

+47%	94%	326k	HALO EFFECT
YoY increase in price quotations	Video completion rate	Unique Viewers reached	To follow-up bookings after initial booking

Target Audience
Adults 40+ in German-speaking Switzerland

Campaign Period
1 Jan - 28 Feb 2026

Media Value
18k EUR

Creative Testing
of 3 distinct video concepts



ZATTOO

German Recruiting Agency

FINDING THE NEXT CHAPTER WITH CTV

CHALLENGE

- Working adults had little to no awareness of tailored counselling offerings
- The agency's services absent from consideration when exploring new career paths
- Digital channels failed to reach the target audience at the moments that matter most

SOLUTION

- CTV and QR code integration bridging lean-back awareness to active digital conversion
- Age and regional targeting combined with seasonal split to reach target audience effectively
- Strategic re-targeting 4 weeks post campaign delivery to boost activation

+8%	+10%	+9%	COURAGE
Awareness lift for the client's adult career counselling service	Lift in general awareness of career counseling for working adults	Lift in general willingness to use the client's services	as standout emotion outperformed comparable campaigns by 20%

Target Audience	Campaign Period	Media Value	Measurement
Adults aged 18-49	1 Jul - 15 Aug 2025	150k EUR	Brand Lift Study



COMMERCIALS

Our Deal Types & Bundles

Buying Deal Types

Our sequential logic of the ad inventory buying process



Our Video Bundle Recommendation for Maximum Awareness

DYNAMIC AD SUBSTITUTION

Paid + Free Users

CHANNEL SWITCH AD

Free Users



VIDEO BUNDLE

100 **m**

ARs per month for maximum reach

>94 **%**

View-through-rate

WHY ZATTOO

Your CTV Partner of Choice

About Zattoo



- **Founded** in 2005
- **250** employees
- **Located in** Zürich (head office) and Berlin

2025

Zattoo in the living room

Today, Zattoo is one of the providers with the widest technical reach on the market and offers a comprehensive TV experience for the home.

2011

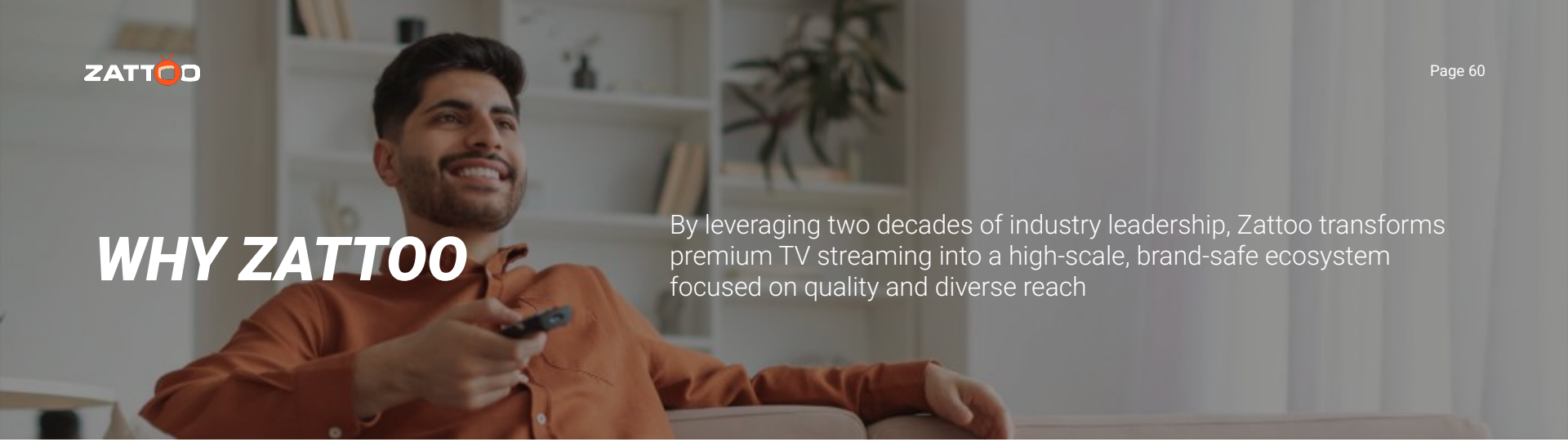
Focus on mobile

Since 2011, Zattoo users have also been able to watch television on mobile devices.

2005

Live-TV via internet

Starting in 2005, Zattoo pioneered Internet television in Switzerland and Germany.



WHY ZATTOO

By leveraging two decades of industry leadership, Zattoo transforms premium TV streaming into a high-scale, brand-safe ecosystem focused on quality and diverse reach

1

Leading the market in DAS broadcaster volume to deliver **high-scale, heterogeneous reach**

2

DAS reaches paid users with **purchase power**

3

20 years of industry-leading TV streaming **expertise** for guaranteed excellence

4

High flexibility through **customized ad packages** designed around your specific needs and budget

5

Our ad placements are **climate neutral**

Brands who already trust the effectiveness of CTV and Zattoo as their partner

RETAIL & E-COMMERCE

coop, zalando, GALAXUS, H&M

AUTOMOTIVE

TOYOTA, VOLVO, SKODA

FMCG & FOOD

Dr. Oetker, Red Bull, HELLO FRESH

FINANCE, BANKING & INSURANCE

VISA, BAYER, AXA, vaudoise

TECH, ELECTRONICS & GAMING

SAMSUNG, SONY, Nintendo

ENTERTAINMENT

20th Century Fox, UNIVERSAL, Art on Ice

TRAVEL & TOURISM

Tourism Ireland, ETIHAD

HOME & LIFESTYLE

HORNBACH, COTY SINCE 1904, BORA

Representative selection

Our Dedication for Quality

High Quality Targeting Data

First party data from user analytics & sign in

Top Of The Class Viewability

Ad slots all time visible
100% Viewability

Geo & Fraud Save Traffic

Provided by sign-in-barrier

Consulting & Control

Ensuring high quality campaigns for advertisers and users

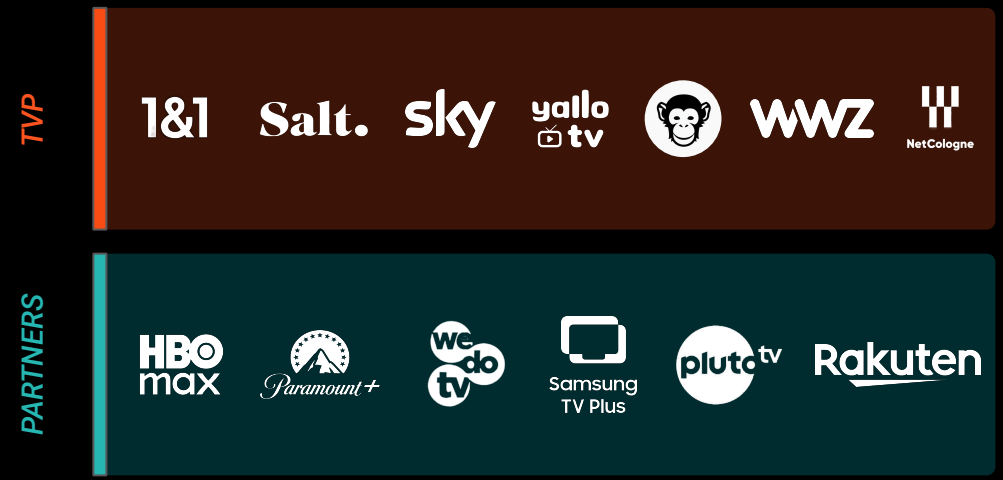
SIQT | Schweizer Institut für Qualitätstests GmbH
BRANCHEN CHAMPION 2025
SCHWEIZER BRANCHENMONITOR

Member

CHIP Testsieger
Test: 8 TV-Streaming-Angebote Januar 2026
Zattoo Ultimate
Unabhängige Tests seit 1978

We are proud of our strong partnership connections

Our reach across tenants and streaming partners



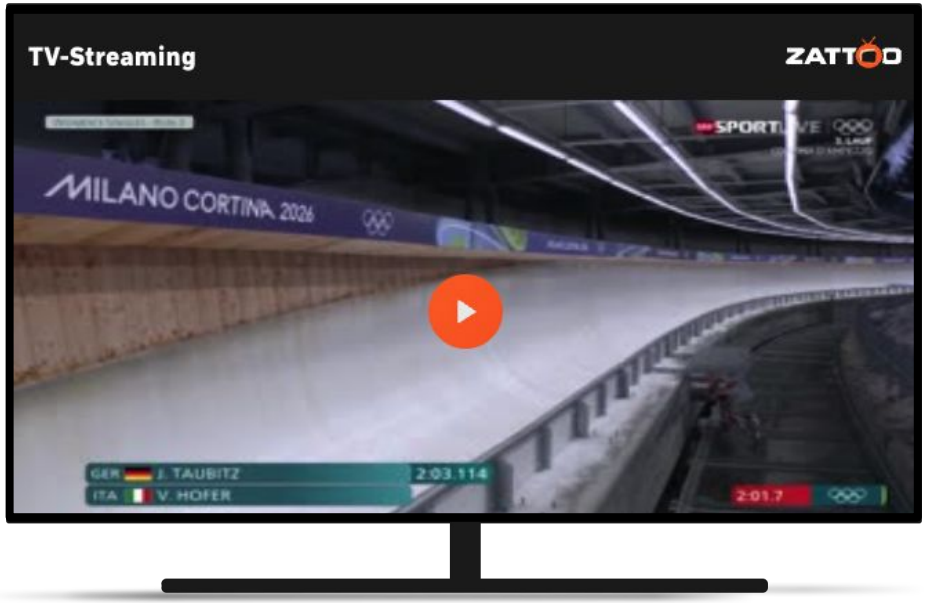
We are a recognized leader in quality and price

For the **third time in a row**, technology magazine Chip has named **Zattoo** the industry **leader** for their ability to offer an outstanding service that perfectly combines quality, functionality, and user experience.



Top News Publishers rely on our tech expertise

Premium news outlets including NZZ, Watson and 20Minuten have integrated the Zattoo Video player for seamless delivery of live content to their audiences.



Neue Zürcher Zeitung

watson

20 Minuten

Streaming with responsibility

Our commitment to climate action

Since 2021, we have been measuring our CO2 footprint, reducing it and supporting climate projects.

Zattoo is ClimatePartner-certified.

For our advertising business, this means continuously looking at where we can reduce resource use and emissions across our operations.











ClimatePartner
zertifiziertes Unternehmen
climate-id.com/QHA4PN

ZATTOO

Zattoo Features

Overview of TV packages



Free

- 170 TV channels in SD
- 30 hours CTV-streaming

Smart HD - 6.99€

- 224 TV channels (208 in HD)
- Restart & Live-Pause
- Unlimited CTV-streaming

Premium - 9.99€

- 224 TV channels (208 in HD)
- Restart & Live-Pause
- Unlimited CTV-streaming
- 2 parallel streams

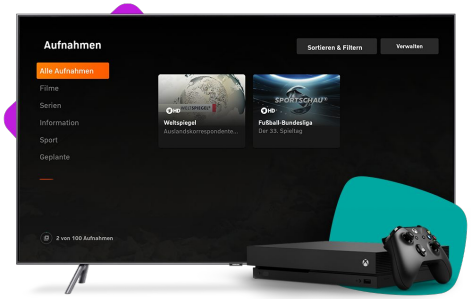
Ultimate - 13.99€

- 224 TV channels (43 Full-HD)
- Restart & Live-Pause & Recordings
- Unlimited CTV-streaming
- 4 parallel streams
- Usage in EU countries

Zattoo on Connected-TV







Smart TVs

- “Android TV” (Sony, Sharp, Philips)
- Samsung
- Panasonic
- LG

Streaming Devices

- Google Chromecast
- Amazon Fire TV
- Apple TV
- Humax
- NVIDIA Shield
- Xiaomi

Gaming Consoles

- Xbox


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