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IBC Amsterdam: ZATTOO extends its White Label IPTV platform to the Android TV™ Operator Tier Program

ZATTOO brings its TV-AS-A-Service White Label concept to Android TV

Zurich, 10.09.2019 – ZATTOO takes its successful White Label concept to Google's Android TV™ Operator Tier Program. The extension of the end-to-end IPTV platform will be presented live by ZATTOO for the first time at IBC, from September 13 to 17 in hall 14 (booth G06).

ZATTOO's B2B customers benefit in two ways. They can introduce their own powerful TV service: fast, flexible and with many attractive features. They also have the option of customizing which applications will be pre-installed. End customers have direct access to applications such as the Google Assistant, YouTube and Google Play Movies.

The TV-AS-A-Service approach of ZATTOO also eliminates the time and cost-intensive investment in setting up, hosting and managing one's own TV platform.

Gernot Jaeger, Chief Officer B2B at ZATTOO: "End customers today, want access to top-quality TV services. An attractive TV and entertainment offering therefore, has become a must-have for network operators. This is where ZATTOO steps in with its end-to-end service. We are very pleased to be able to offer an even better and more attractive service package, thanks to the Google Android TV Operator Tier Program".

The move of ZATTOO – the pioneer for hosted and managed IPTV/OTT TV – is consistent in view of the development in the market: Worldwide network operators increasingly rely on Android TV as an alternative to Linux-based hardware. Together with a broad portfolio of White Label applications, the ZATTOO platform enables B2B customers to bring TV services from their own brand to the market quickly and successfully, without having to invest in hardware and software.

ZATTOO offers individual live demos for journalists and trade show visitors. To make an appointment at the IBC, please contact Julia Fischer at the contact details above.

About ZATTOO

With more than 30 B2B customers and several million TV users, ZATTOO is one of the most successful TV-AS-A-Service platforms and already a leader in the European market. In Germany, 1&1 Telecom, M-net, NetCologne and EWE TEL are among ZATTOO's customers, in Switzerland the network operator Salt Mobile and others. ZATTOO offers fully hosted and managed IPTV, OTT, TV Everywhere and Hybrid TV services for network operators and media companies. The focus is on a White Label product with state-of-the-art applications for all relevant devices and covering all common ones: operator set-top boxes as well as Apple TV, Amazon Fire TV, Smart TVs and mobile devices (iOS / Android / Windows 10).

For more information: zattoo.com/solutions/

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