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Live at IBC: ZATTOO shows Content Discovery 2.0 and VOD 2.0 as an extension of its White Label Service

Launch of Content Discovery 2.0 and new VOD service for Swiss network operator SALT

Zurich, 11.09.2019 – ZATTOO has completely revised its Content Discovery and VOD offer and presents the new features live at the IBC from September 13 to 17 in hall 14 (booth G06).

Content Discovery 2.0 focuses on the personalization of relevant recommendations as well as a powerful search and selection function. B2B customers of ZATTOO are thus able to provide their end customers with new intuitive operating functions. Users can see all TV content at a glance and quickly find exactly what they are interested in.

Gernot Jaeger, Chief Officer B2B at ZATTOO: "Relevant recommendations, a good search function and intuitive usability are the name of the game for every TV user – and thus for our B2B customers. It's how TV entertainment really makes fun – and gives our B2B customers the opportunity to create an attractive user experience, promote new offerings and continuously optimize the content mix. With the expanded possibilities of Content Discovery 2.0, we are creating potential for sustainable growth of our B2B customers."

In the field of personalization, ZATTOO uses algorithm-based recommendation technologies that suggest content to TV users based on their previous viewing behavior. In addition to individual content recommendations, these can also be TV channels. The self-learning algorithms are capable of incorporating any type of content. The Swiss network operator SALT Mobile SA will soon be using ZATTOO's recommendation technology for its TVOD offer. In this way the company plans to specifically increase the number of TVOD purchases.

Last year, SALT introduced a disruptive TV solution in Switzerland with Apple and ZATTOO. The main component of the TV product is the Apple TV 4K Box, which is being used for the first time outside the USA with operator login.

ZATTOO is a pioneer of hosted and managed IPTV / OTT TV. 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 Salt

Salt is a Swiss telecommunications provider which owns and operates an extensive, high-quality mobile telecommunications network infrastructure. Thanks to its ultrafast broadband solution called Salt Fiber, Salt provides a unique triple play service, which for the first time in Switzerland takes full advantage of the optical fiber technology by means of symmetrical data transmission rates of up to 10 Gbit/s. Salt Fiber can be combined in a gainful way with Salt's powerful Plus flat rate subscriptions - a revolutionary and straight forward portfolio.

Salt in figures: 1,229,000 postpaid customers (as of 30.06.2019), 103 Salt Stores and 4G coverage of 99% of Switzerland's population. For more information, go to www.salt.ch

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).

More information: zattoo.com/solutions