



Press release

Zattoo to bring the Technology and Engineering Emmy® Award to Europe

Berlin, 28th January 2020 – As a pioneer in TV streaming, Zattoo will be awarded the Emmy® Award for Technology and Engineering 2020. The Committee for Technology and Engineering honored Zattoo for its groundbreaking development in the field of mass-market, cloud-based TV transmission technologies.

The Emmy® Award is the most prestigious television prize in the United States. One of the organizations responsible for this award is the National Academy of Television Arts & Sciences (NATAS). In addition to the Emmy®, as one of the four major prizes in the US entertainment industry, NATAS also presents the Technology & Engineering Emmy® Award each year to recognize developments and innovations in ten different technical disciplines related to television. NATAS honors companies, organizations and individuals for their technological breakthroughs that have a significant impact on television technology.

Zattoo will receive the award, which is being presented for the 71st time this year, in the category "Pioneering Development of Large Scale, Cloud Served, Broadcast Quality, Linear Channel Transmission to Consumers". This places the TV streaming provider in a prestigious group of award winners selected each year by dozens of industry experts and peers. In addition to Zattoo, Sling TV and Sony PlayStation Vue have also been awarded for their achievements in this category.

"We are very pleased that NATAS recognized our pioneering work in the field of TV streaming. For 15 years, Zattoo has been working successfully to give users a contemporary TV experience of the highest quality. As a European company, it is a special honor with this Emmy to be among great pioneers like Apple, Netflix or YouTube. This shows that we are able to keep up internationally and is an incentive for us to make our product even better," says Niklas Brambring, CEO of Zattoo.

NATAS is honoring Zattoo above all for its groundbreaking innovations freeing television from old restrictions on transmission. These includes building a robust and scalable internet-based TV platform that can serve millions of viewers simultaneously and does not rely on third-party content delivery networks (CDN). To solve this, Zattoo has developed its own CDN technology, which is 100% tailored to unicast TV distribution (linear and non-linear). It can be deployed on off-the-shelf hardware on-site or in the cloud. It also provides a central control system that can take technical and business factors into account to decide on the best way to distribute the load. One of the biggest advantages of this approach is the ability to deploy the distribution infrastructure even within a network operator's closed networks,



allowing modern television to be broadcast over an existing network designed for the internet.

"The Technology and Engineering Emmy confirms the great development that Zattoo has achieved over many years as a pioneer in TV streaming. For TX Group, moving image and streaming technology is playing an increasingly important role and we are proud of this award - which the whole team has earned through hard work over the years. Zattoo still has a lot of potential and big goals in a rapidly growing market", says Samuel Hügli, Head of Technology and Ventures at TX Group and Chairman of the Board of Directors of Zattoo.

Over the last 12 months, Zattoo has continuously expanded its technical portfolio. In addition to availability on almost all operating systems and platforms, the TV streaming provider has also been available for language assistants from Google and Amazon since last year.

Recipients of this year's Technology and Engineering Emmy® Awards will be honored at a banquet at the Wynn Hotel in Las Vegas on Sunday, 19th April, 2020 during the National Association of Broadcasters' annual conference.

About the National Academy of Television Arts & Sciences

The National Academy of Television Arts & Sciences (NATAS) is an organization dedicated to promoting the arts and sciences of television and fostering creative leadership for artistic, educational and technical achievement within the television industry. It honors outstanding achievements in the field of television with the coveted Emmy® Award for categories such as News & Documentary, Sport, Daytime or Technology & Engineering. NATAS membership consists of over 15,000 radio and media professionals represented in 19 regional groups in the United States. In addition to the awards, NATAS offers extensive educational programs, including regional student television and its Student Award for Excellence and the National Student Production Awards for outstanding journalistic work by high school students, as well as scholarships, publications and important activities for both industry professionals and viewers. For more information, please visit www.emmyonline.tv

NATAS Press contact

Paul G. Pillitteri, SVP, Communication, ppillitteri@emmyonline.tv

About Zattoo

[Zattoo](http://www.zattoo.com) (www.zattoo.com) is one of the leading TV streaming providers in Europe with around 3 million users per month. Founded in 2005, the company employs more than 170 people and has its headquarters in Zurich, as well as other locations in Berlin and Ann Arbor (USA). Users in Switzerland and Germany can watch around 350 public, private and international TV channels as well as a variety of Video on Demand content with Zattoo. Zattoo is available on almost all devices, including smart TVs, PCs and laptops, streaming players, smartphones and tablets. In addition to its free service, Zattoo offers a wide range of HD and Full HD channels, time shift TV and EU-wide streaming in its paid subscriptions. Since 2012, Zattoo has also been operating its own B2B business and is providing its technology to media companies and network operators around the world as an international TV as a service platform. With over 30 B2B customers and millions of TV users, ZATTOO is one of the most successful TV as a Service platforms in the European market. The Swiss TX Group, a digital hub and network of media and platforms has held shares in Zattoo since 2008 and has been the majority shareholder since 2019.