

Press Release

Fibre Internet and full HD TV

With *Zattoo Home*, Zattoo and Init7 are launching their offer of a new and independent bundle on the Swiss market

Zurich, 29 August 2023 – The TV streaming provider Zattoo and internet provider Init7 are bundling together their strengths. With *Zattoo Home*, customers will benefit from Init7's fast fibre-optic internet along with hundreds of TV channels in full HD with Zattoo. With this TV and Internet bundle, Zattoo and Init7 are now offering an attractive alternative to the usual bundles available in Switzerland.

In Switzerland, 9 out of 10 paying TV customers have a bundle contract. At over 98 percent, the most frequently acquired features are internet and TV. Telephone, mobile phone, or electricity, on the other hand, are much less likely to be part of a bundle.¹ At the same time, more and more people in Switzerland are also using the internet to watch TV, whether that is via IPTV or TV streaming apps – and that's an upward trend. Conversely, watching TV using cable is continuing to decline.²

"We have been one of the most well-known TV providers in Switzerland for a long time now. Since our foundation over 15 years ago, we have been shaping the future of television in Switzerland with our TV streaming service. Zattoo is no longer just a solution for your mobile device – it is a fully comprehensive alternative for watching TV on your big screen in the living room. By combining the benefits of TV streaming with fast fibre internet, we are unlocking enormous potential for our service," said Constanze Gilles, Direct-to-Consumer General Manager at Zattoo.

Zattoo Home is offering customers 1 gigabit fibre optic internet together with over 300 TV channels and many channels in full HD quality. For the equivalent of CHF 63 per month with annual payment, customers will also receive a FRITZ!Box 5530 as a rental router along with all the popular TV features. These features include 7-day replay, an ad-skipping option – accurate to the second – that enables you to skip TV commercial breaks, 2,000 viewing options that can be accessed worldwide, and 4 parallel TV streams for the whole family. No additional TV hardware is required. In addition to the one-off connection fee of CHF 77, *Zattoo Home* customers will also have the option of paying for their new Internet and TV bundle on a monthly basis.

"Zattoo Home runs on Init7's own infrastructure and is not comparable to the other reselling offers

¹ Link Institut/Zattoo, representative survey of 1,016 Swiss internet users aged 15 to 79, 2022

² Representative Kantar market research commissioned by Zattoo directed at 810 Swiss internet users aged 16-69, 2023

from market competitors. Additionally, Zattoo Home's Internet-connection bandwidth is not shared with other connections. We at Init7 have been fighting for years for independent internet and for the freedom – as called for by the regulators – to choose the internet provider. Together with Zattoo, we are pleased to be bundling the best of both worlds in one product, in the form of Zattoo Home powered by Init7," said Fredy Künzler, CEO of Init7.

For the sixth time in a row, Init7 recently received the gold medal in the BILANZ Telekom rating in the category of Best Internet Provider for Private Customers. Zattoo was also recently awarded an overall grade of 1.0 by the trade magazine CHIP as the test winner among TV streaming providers.

More information on *Zattoo Home*, including an availability check, can be found here:

<https://zattoo.com/ch/en/offers/home>

You can download images [here](#).

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About Zattoo

[Zattoo](http://www.zattoo.com) (www.zattoo.com) is one of the leading TV streaming providers in Europe with several million monthly users. Founded in 2005, the company employs more than 250 people and has its headquarters in Zurich, as well as a location in Berlin. Users in Switzerland, Germany and Austria watch all popular TV channels in HD and Full HD quality as well as a variety of video-on-demand content. Zattoo is available on almost all devices, including smart TVs, PCs and laptops, streaming devices, 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 offered its technology to media companies and network operators worldwide as a TV-as-a-service platform. 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 2018. Zattoo has been carbon neutral since 2021.

Press contact

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About Init7

Init7 (www.init7.net) is the challenger among Internet service providers in Switzerland. Our steadily growing in-house infrastructure enables us to achieve technological innovations and offer high-quality services that stand out from the competition. In 2014, for example, we launched the first 1 gigabit/s internet subscription that is affordable to all, triggering a price erosion. In 2021, we brought internet speeds of 10 and 25 gigabit/s to the market. All our services, offered on our own infrastructure, are based on a dedicated fibre per customer (P2P network topology). Our dedication to the P2P network topology, and to an Internet free of monopolies, also requires commitment in terms of legal and network policy. Following our complaint, the attempt to monopolise fibre optics was prevented by the anti-cartel authorities in the interests of the Swiss economy.

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