



Press Release

Leadership Change at Zattoo: Tina Rodriguez Appointed Interim CEO

Zurich/Berlin, March 11, 2026. Zattoo's Board of Directors has appointed Tina Rodriguez as Interim CEO effective April 1, 2026. She succeeds Roger Elsener, who will leave the company on April 30, 2026, at his own request to take on the role of Director of Swiss Radio and Television (SRF). By appointing a leader from within the organization, Zattoo ensures the consistent continuation of its strategic direction.

Roger Elsener has served as CEO of Zattoo since October 2024 and provided important strategic momentum during his tenure. Under his leadership, the company strengthened its market position through new partnerships and growth initiatives. These include, among others, advertising sales collaborations with HBO Max and Paramount+, new platform partners such as Digitec Galaxus, Wao, Kabelnoord, and WWZ, as well as the integration of the media libraries of ARD and ZDF. The strategy now in place will be consistently continued under Rodriguez's leadership in close alignment between the Board of Directors, management, and the entire Zattoo team.

With Tina Rodriguez, an experienced international executive takes over the company's operational leadership. She joined Zattoo in January 2026 as Chief Consumer Officer, where she is responsible for the direct-to-consumer business as well as corporate communications. Prior to joining Zattoo, she held senior leadership roles at Liberty Global, Sunrise, UPC Switzerland, Unitymedia, and other companies. Her focus has been particularly on customer experience, entertainment products, and growth programs.

Roger Elsener said:

"I would like to thank the Board of Directors and my colleagues at Zattoo for the trust they have placed in me over the past one and a half years. Leaving is not an easy decision, but I am also very excited to take on this unique professional opportunity at SRF. Together we have achieved a great deal at Zattoo and positioned the company very well for the future. I wish the company and the team all the very best."

Daniel Mönch, Chairman of the Board of Directors of Zattoo, said:

"We would like to thank Roger Elsener for his strong commitment and his valuable contributions to Zattoo. With Tina Rodriguez, we are appointing a strong leader from within our own ranks who combines stability with fresh perspectives."

Tina Rodriguez said:

"Zattoo is very well positioned in the market. I am looking forward to continuing and further



developing our strategy in close collaboration with the Board of Directors and the management team, while also bringing new impulses both internally and externally. The foundation for Zattoo's future success will be satisfied customers, trusted partnerships, and above all our employees and their excellent work."

About Zattoo

Zattoo (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. Since 2012, Zattoo has also offered its technology to media companies and network operators worldwide as a TV-as-a-service product. 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. Since 2021, Zattoo has been contributing to climate protection and is certified by ClimatePartner.

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