

Press Release

Jörg Meyer is the new Chief Commercial Officer at Zattoo: Zattoo focuses even more on business customers

Berlin/Zurich, September 15, 2021 - Zattoo's business customer division will be positioned even more centrally, and the end user division will be integrated. Jörg Meyer will take over the leading position of the combined business unit as Chief Commercial Officer. In addition, the TV streaming provider's advertising division will be positioned centrally as an independent business area.

Jörg Meyer is taking on the role of Chief Commercial Officer at the TV streaming provider Zattoo. In this extended role, Jörg Meyer will be responsible for the further development of the two business areas with end-customers (Direct-to-Consumer) as well as the business area with business customers (B2B). Jörg Meyer has been part of the Zattoo management team since 2010. As Chief Officer Content and Consumer, his focus in recent years was the successful development of Zattoo's Direct-to-Consumer business to a subscription-financed, OTT alternative to traditional satellite television. In his new role, Jörg Meyer will take on responsibility for the Sales, Marketing, Portfolio, Client Success and Project Management functions of Zattoo's B2B area, in addition to Direct-to-Consumer. In regard to the B2B business, his core tasks will include defining and implementing Zattoo's strategic direction, strengthening the business in today's core markets and driving forward further internationalization.

"Over the past decade, we have built a TV platform that we now use to operate IPTV and TV streaming platforms for almost forty operators. In addition to technical know-how, our own Direct-to-Consumer business, operated on the same platform, has also helped us to develop the TV Platform business. This gives us a unique understanding of the needs and challenges that arise for our business customers and their own end-customer businesses. A good example is our expertise regarding content rights, which we want to use more for B2B as well," says Jörg Meyer, as Zattoo's new Chief Commercial Officer.

"Our new organizational structure leads to an even closer coordination of the two business areas, especially with regard to the targeted further development of our TV platform. This enables us to provide our partners with future-oriented and competitive IPTV and TV streaming services for their

end customers," says Nick Brambring, CEO.

In addition Zattoo announces that its advertising division will now be positioned centrally in the company. Due to rapidly growing demand, both on its own platform and among B2B customers, Zattoo will create a central unit for Network Operators as well as for Broadcasters and Content Partners. Oliver Knappmann, in his new position as Chief Advertising Officer, will continue to head the division.

Here you can download Jörg Meyer's photo: <https://bit.ly/2Xh1Kfs>

Here you can download Oliver Knappmann's photo: <https://bit.ly/3EpKwOr>

Please indicate the following copyright: © Zattoo AG

About Zattoo

Zattoo (www.zattoo.com) is one of the leading TV streaming providers in Europe, with around 3 million users per month. The company, which was founded in 2005, employs over 200 people and has its headquarters in Zurich and an additional office in Berlin, as well as branches in Europe and North America. Using the Zattoo TV streaming app, viewers in Switzerland, Germany and Austria can watch a large number of TV channels and a large selection of video-on-demand content on almost all available devices. Zattoo has also been running its own B2B business since 2012 and makes its technology available to media companies and network operators worldwide as an international TV-as-a-service platform. For advertising customers, Zattoo offers placements for digital advertising formats with a focus on video ads. With Dynamic Ad Substitution (DAS), Zattoo enables an advertising format in which segmented video spots in the linear TV advertising block can be superimposed and adapted to the respective target group. The Swiss TX Group, a digital hub and network of media and platforms, has held a stake in Zattoo since 2008 and has held over 50 percent since 2019.

Press contact

Antonia Mann, PR Manager, +49 151 54178204, press@zattoo.com

You can download our logo [here](#).

For more information: zattoo.com/company/press

Follow us on [LinkedIn](#).