

Press Release

The Zattoo app is now available on Hisense and Loewe TVs with VIDAA operating system

Berlin/Zurich, November 15, 2022 – Zattoo is now available on Hisense and Loewe smart TVs with its own app. With the further expansion of its technical range, Zattoo remains one of the TV streaming providers with the largest device selection on the market.

More and more people are watching their television programs on their smart TV or connecting their television to a streaming device. The so-called connected TVs have therefore been the focus of Zattoo's product development for a long time. With the Zattoo app now also being available on Hisense and Loewe TV devices with the VIDAA operating system, Zattoo is finally closing one of the last relevant gaps on the smart TV market in the entire DACH region.

"The majority of our users stream their TV on a big screen. With this additional range on Hisense and Loewe devices, we are expanding our technical availability on connected TVs and are therefore becoming a simple and convenient alternative to traditional reception methods such as satellite or cable TV for even more households," says Constanze Gilles, General Manager Direct- to-Consumer (DTC) at Zattoo.

"We are thrilled to see Zattoo adding to a remarkable premium video content offering for VIDAA users in Europe," says Denis Oštir, Senior Director of Global Business Development at VIDAA. "The launch of the Zattoo app represents a major step for VIDAA towards providing a truly compelling traditional free and Pay TV option for new and current streamers in Germany, Austria, and Switzerland. Not only will Zattoo be an application on our system, but it will also be integrated into VIDAA's content catalog, making it easier for users to discover new shows or find their favorite ones."

Most devices with the VIDAA operating system have the Zattoo app already pre-installed. With the next software update, the app will also be available for newer models. What is special: The app can easily be set up as a TV source directly on the television. This way the TV program starts via Zattoo immediately after the television is switched on. Existing users can register on their corresponding devices as usual using the Zattoo app. Anyone who does not yet have a subscription can opt for a Premium or Ultimate subscription directly in the TV app and the web shop or in the app on their

mobile device. Starting next year there will also be a separate Zattoo button on the remote controls of the new Hisense models allowing a direct one-click access to the Zattoo app.

You can download an image [here](#).

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About Zattoo

[Zattoo \(www.zattoo.com\)](http://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 200 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.

About VIDAA USA

Established in 2019, VIDAA USA is headquartered in Atlanta, Georgia and is the developer of Smart TV operating systems. Its flagship product, VIDAA TV OS, is currently in its sixth generation and provides advanced solutions to a multitude of leading Smart TV manufacturers globally, including Hisense, JPE, BOE, and TP Vision. Its award-winning Linux based licensed operating system with voice control, applications store, billing, and payments capabilities provides a turnkey solution to factories and brands, including licensed access to leading global and local premium streaming video content providers. VIDAA USA partners include over 100 Smart TV brands and over 400 content providers globally.

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