

Press Release

Netzkino: Zattoo launches its first own FAST channel

Berlin/Zurich, 7th March 2023 – TV streaming provider Zattoo has launched its first own FAST channel. The channel *Netzkino* offers users selected on-demand titles directly as a live stream. In addition to the FAST channels already available in its offering – *wedo movies*, *wedo big stories* and *Beauty TV* – Zattoo is thereby further expanding its range of ad-financed premium content.

With its new FAST (Free Ad Supported Streaming TV) channel, *Netzkino*, Zattoo now offers the best linear entertainment, with films from the genres of romance, comedy, action, thriller and horror. For this, Zattoo uses content from the provider Netzkino, a PLAION PICTURES GmbH brand, that is already available in the on-demand area, to which more than 20 new titles are added every month. Thus, users no longer have to choose from an overwhelming number of films; rather, the content comes directly to them free of charge and linear.

"FAST channels are one of this year's big streaming trends. Their great popularity shows that linear television continually manages to adapt to changing usage needs. With our first very own FAST channel, we are expanding our linear offer for our users with the help of our long-term partner Netzkino and giving them the opportunity to constantly discover new content," says Constanze Gilles, General Manager Direct-to-Consumer at Zattoo.

Hauk Markus, Director of AVOD & FAST Business at PLAION PICTURES adds: "Our long-term and successful cooperation with Zattoo in the on-demand sector takes on a new level of quality with the FAST channel *Netzkino*. We are very proud to be the first mover of a new, innovative FAST product from Zattoo. It has always been our goal to try out new possibilities, so it was only natural for us to expand our partnership with Zattoo. Seeing *Netzkino* live as a FAST channel on Zattoo is not only a recognition of our good cooperation, but also another milestone in our brand distribution at PLAION PICTURES."

Users of Zattoo can now find the new channel in their channel list and can also add it to their favourites. Furthermore, the content can be paused at any time, started again from the beginning, recorded, or replayed for up to seven days. The channel is available to all subscribers and users of the ad-supported free model in Germany, Austria and Switzerland.



With content provided by Netzkino, Zattoo takes over the programming of the *Netzkino* FAST channel. Advertising breaks are placed between the content or during an ongoing broadcast. Zattoo is also taking over the marketing of the advertising spots itself, and uses its own Dynamic Ad Substitution technology for this. This allows advertising to be displayed to specific target groups.

"At Zattoo, we will focus on expanding FAST channels in 2023, and we plan to add around 30 more channels to our own programme. By doing this, we are expanding the overall portfolio with a wide variety of content and offer advertisers additional attractive advertising space in the environment of a very streaming-savvy target group," says Oliver Knappmann, Chief Advertising Officer at Zattoo. "In total, we expect the monthly bookable video inventories on connected TVs (CTV) to show a net increase in the triple-digit millions."

You can download an image [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.

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About Netzkino

Netzkino (www.netzkino.de) is the leading film provider for ad-financed Video on Demand (AVoD) in the German-speaking countries and a brand of PLAION PICTURES GmbH. More than 2,500 films of all genres are available on all major devices. With 20 million film views per month, the platform represents modern and innovative free TV. With 1.4 million subscribers, the in-house YouTube channel is the best-known and largest German movie channel on the platform. Founded in 2003 as Koch Films, PLAION PICTURES is now one of the leading independent film and home entertainment distributors in Europe.