

Press Release

Peter Siciliano joins Zattoo as Chief Product Officer

Berlin/Zurich, 14. December 2020 – The TV streaming provider Zattoo has added another member to its management team. In his new position as Chief Product Officer, Peter Siciliano will be responsible for Product, Design and Data Analytics at Zattoo.

Over the past 20 years, Peter has worked in leading positions for a variety of technology companies, including Beatport in California, USA, as Chief Technology Officer and as Chief Operating Officer at Native Instruments. He also brings experience in building teams of talent including User Experience, Design, Engineering, Reasoning, Data Science, Infrastructure, Security and Architecture specialists. Peter studied Live Action Film Direction at California Institute of the Arts in Los Angeles and has several film, TV and mixed media productions under his belt.

In his position as Chief Product Officer at Zattoo, Peter Siciliano will be responsible for product, design and data analytics. Together with Stefan Lietsch, Chief Technology Officer at Zattoo, he heads the expansion of the TV platform, for which significant investments are planned in the coming years, especially for the business with operator customers.

Nick Brambring, CEO of Zattoo: "The requirements for a modern TV product are constantly growing, driven by the demands of our users and customers. We are very happy that we could win Peter to support us in the upcoming challenges. He has valuable experience through his work with great emerging companies in key positions".

"Zattoo has an award-winning and industry leading product with an exciting vision. In the position as Chief Product Officer at Zattoo, I am returning to my roots in the media industry and I look forward to supporting the exceptional management team in Zattoo's future growth. I am enthusiastic about working with the many talented people and product teams to further develop this great product," comments Peter Siciliano on his start.

You can download the photo of Peter Siciliano [here](#).



About Zattoo

Zattoo (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 170 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 smartTVs, PCs and laptops, streamingplayers, 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 been operating its own [B2B business](#) and is providing its technology to media companies and network operators around the world as an international 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.

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