

# Zattoo Packages

FIFA WORLD CUP 2026  
USA, Canada, Mexico

June 11<sup>th</sup> – July 19<sup>th</sup> 2026



# FIFA WORLD CUP 2026 - Teams & Groups

Wir erwarten hohe Reichweiten aufgrund Teilnahme der CH-Nati & regionaler Nähe

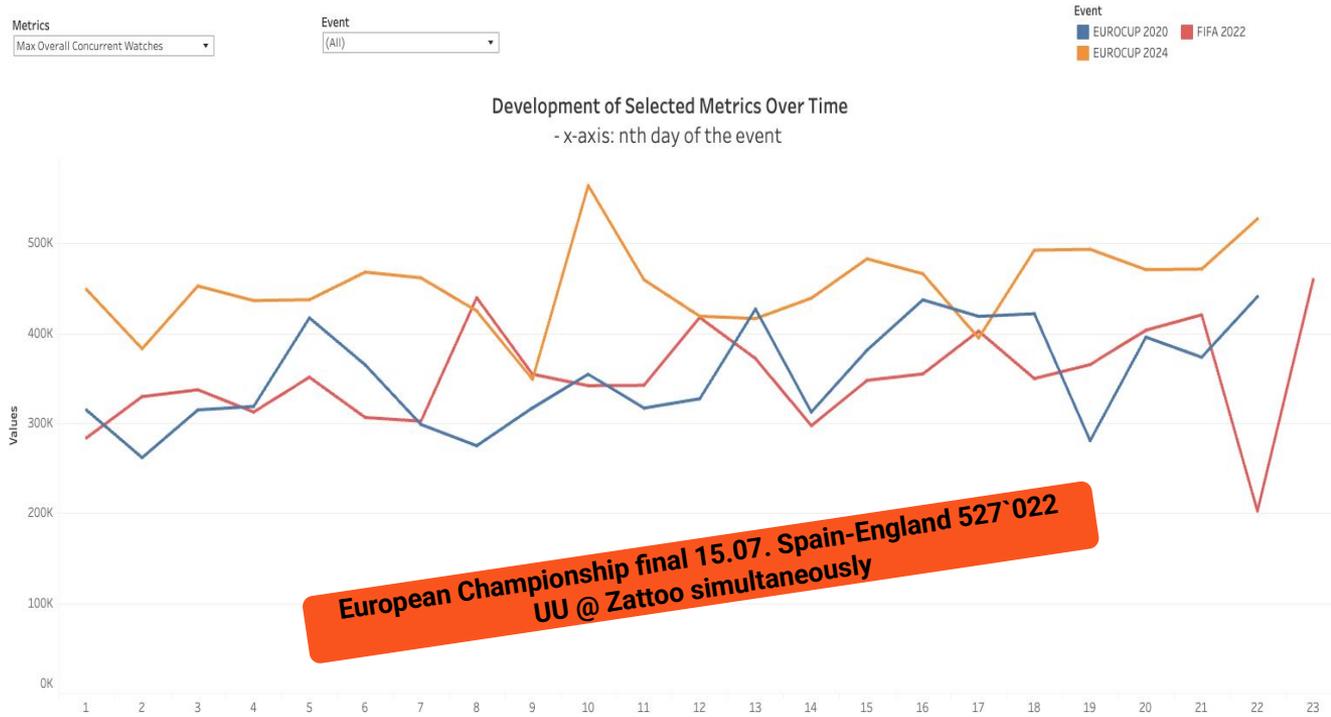
 <b>TECHNICAL DRAW RESULTS</b>		GROUP A	GROUP B	GROUP C	GROUP D
 MEXICO	 CANADA	 BRAZIL	 USA	 GERMANY	 NETHERLANDS
 SOUTH AFRICA	 BIH/ITA/NIR/WAL	 MOROCCO	 PARAGUAY	 CURAÇAO	 JAPAN
 KOREA REPUBLIC	 QATAR	 HAITI	 AUSTRALIA	 CÔTE D'IVOIRE	 ALB/POL/SWE/UKR
 CZE/DEN/IRL/MKD	 SWITZERLAND	 SCOTLAND	 KOS/ROU/SVK/TUR	 ECUADOR	 TUNISIA
 FRANCE	 ARGENTINA	 PORTUGAL	 ENGLAND	 SENEGAL	 ALGERIA
 BOL/IRQ/SUR	 AUSTRIA	 COD/JAM/NCL	 CROATIA	 NORWAY	 JORDAN
		 UZBEKISTAN	 GHANA		
		 COLOMBIA	 PANAMA		

POWERED BY 





# Sports and Football have a strong Reach Impact on Zattoo



**European Championship final 15.07. Spain-England 527'022 UU @ Zattoo simultaneously**



# Packages on Zattoo Schweiz



**Format Mix:**  
 Run of Video: 60.0%  
 High Impact: 25.0%  
 IAB Standard: 15.0%

**BRONZE**  
CHF 25'000.00

- ◆ Run of Video
- ◆ Display High Impact Formats
- ◆ Display Standard IAB Formats

**Gross Value:** CHF 63'895  
**AdImps:** 946'980  
**Discount:** 60%  
**Targeting:** included

**Format Mix:**  
 Run of Video: 30.0%  
 High Impact: 12.5%  
 IAB Standard: 7.5%  
 Branding Day: 50.0%

**SILVER**  
CHF 50'000.00

- ◆ Run of Video
- ◆ Display High Impact Formats
- ◆ Display Standard IAB Formats
- ◆ 1 Branding Day

**Gross Value:** CHF 94'076  
**AdImps:** 1'215'760  
**Discount:** 63%  
**Branding Day:** 1x included  
**Targeting:** included

**Format Mix:**  
 Run of Video: 24.0%  
 High Impact: 10.0%  
 IAB Standard: 6.0%  
 Branding Days: 60.0%

**GOLD**  
CHF 100'000.00

- ◆ Run of Video
- ◆ Display High Impact Formats
- ◆ Display Standard IAB Formats
- ◆ 3 Branding Days

**Gross Value:** CHF 192'730  
**AdImps:** 2'316'600  
**Discount:** 65% (+20% BDs)  
**Branding Day:** 3x included  
**Targeting:** included

# Package Bronze

CHF 25'000.-



Formate	AI's	TKP/CPM (Brutto)	Total Brutto	Discount	TKP/CPM (N/N)	Total N/N
Run of Video (D-/I-CH)	224'090	105	23'529	49%	54	12'000
Run of Video (F-CH)	51'150	115	5'882	49%	59	3'000
High Impact Formats	279'910	77	21'553	71%	22	6'250
Standard IAB Formats	391'830	33	12'930	71%	10	3'750
<b>Total</b>	<b>946'980</b>		<b>63'895</b>	<b>61%</b>	<b>26</b>	<b>25'000</b>

Run of Video\_ Mix of Channel Switch (Zattoo), Fast Channels & Dynamic Ads (Zattoo & B2B partner Teleboy, Salt & Yallo)  
 Language split: D-CH 75%, F-CH 20% & I-CH 5%



# Package Silver

CHF 50'000.-



Formate	AI's	TKP/CPM (Brutto)	Total Brutto	Discount	TKP/CPM (N/N)	Total N/N
Run of Video (D-/I-CH)	233'240	105	24'490	51%	51	12'000
Run of Video (F-CH)	53'240	115	6'123	51%	56	3'000
High Impact Formats	312'200	77	24'039	74%	20	6'250
Standard IAB Formats	437'080	33	14'424	74%	9	3'750
<b>Total</b>	<b>1035'760</b>		<b>69'076</b>	<b>63%</b>	<b>25</b>	<b>25'000</b>
1 Branding Day	180'000		25'000			25'000
<b>Total</b>	<b>1'215'760</b>		<b>94'076</b>			<b>50'000</b>

Run of Video\_ Mix of Channel Switch (Zattoo), Fast Channels & Dynamic Ads (Zattoo & B2B partner Teleboy, Salt & Yallo)  
 Language split: D-CH 75%, F-CH 20% & I-CH 5%



# Package Gold

CHF 100'000.-

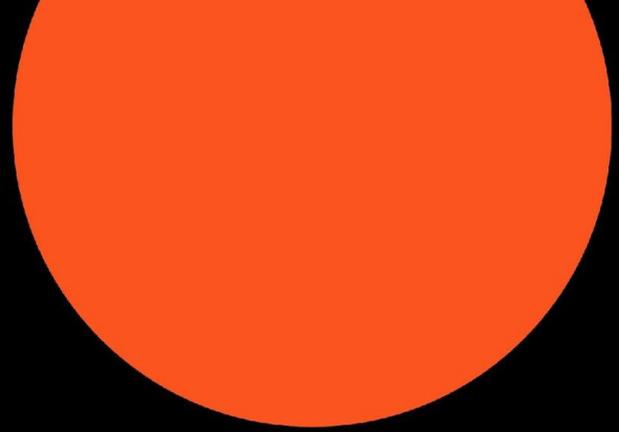


Formate	AI's	TKP/CPM (Brutto)	Total Brutto	Discount	TKP/CPM (N/N)	Total N/N
Run of Video (D-/I-CH)	389'060	105	40'850	53%	49	19'200
Run of Video (F-CH)	88'810	115	10'210	53%	54	4'800
High Impact Formats	541'130	77	41'670	76%	18	10'000
Standard IAB Formats	757'600	33	25'000	76%	8	6'000
<b>Total</b>	<b>1'776'600</b>		<b>117'730</b>	<b>65%</b>	<b>32</b>	<b>40'000</b>
3 Branding Days	540'000		75'000	20%		60'000
<b>Total</b>	<b>2'316'600</b>		<b>192'730</b>			<b>100'000</b>

Run of Video\_ Mix of Channel Switch (Zattoo), Fast Channels & Dynamic Ads (Zattoo & B2B partner Teleboy, Salt & Yallo)  
 Language split: D-CH 75%, F-CH 20% & I-CH 5%



# Formats & Targeting



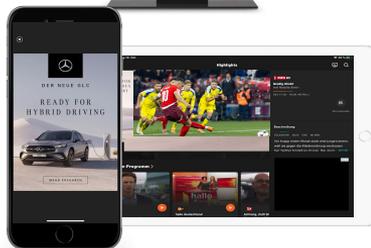
# Formats

Video



PreRoll/Channel Switch Ad/DAS

Branding Day



Display HighImpact



Billboard/Wideboard



Halfpage Ad

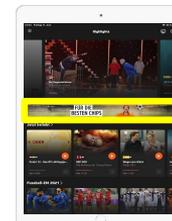


Prestitials

Display Standard



TV Side Ad/MedRec

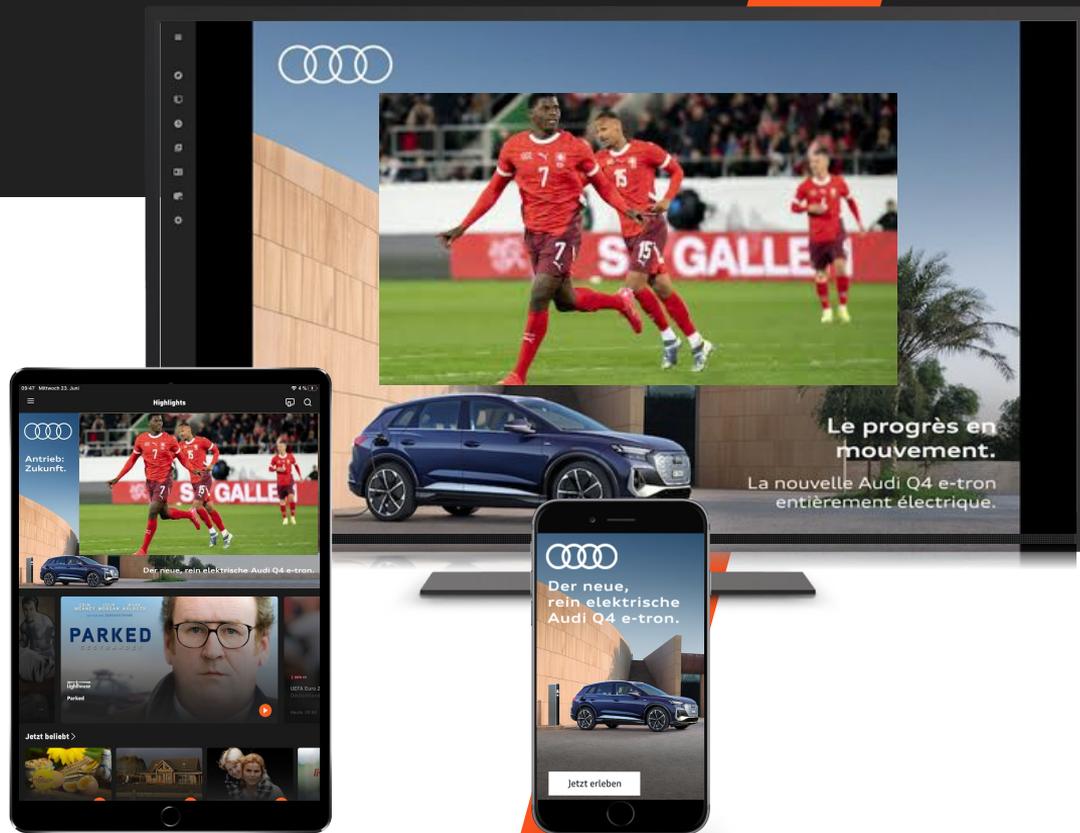


Mobile Billboard/LB

## Branding Day Yearly Packages

### Commitment has value

Our high-reach Branding Days offer a great opportunity to increase your brand awareness. For a commitment of 12 Branding Days per calendar year, we offer a **60% discount (12 branding days per year, first come first serve)**, regardless of the date of placement (subject to availability).



# Targeting Options



## Socio Demographic

Age  
Gender  
Language



## TV based Interests

Channel  
Content Category  
Content Genre



## Geo & Device

Country (DE, CH)  
Device (iOS, Android  
Connected TV,  
Web, etc.)



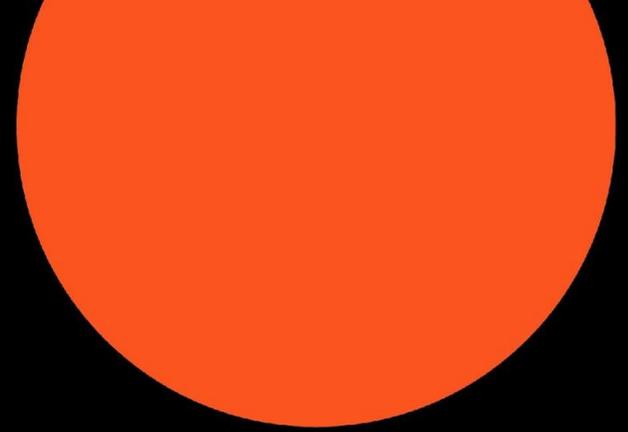
## Audience Segments (DFP)

Interest / Behavioural  
f.e.  
Interest Sports  
Sport enthusiasts

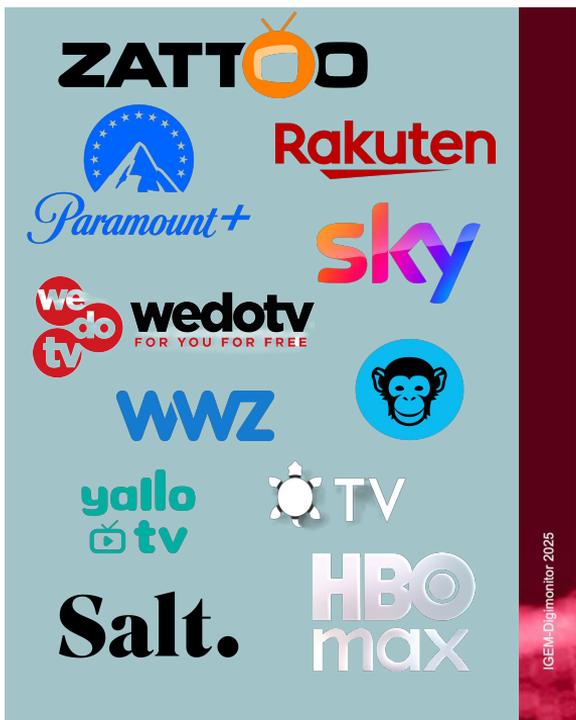
## Booking Rules

- Booking available from now until Mid of June 25
- Package all Devices
- Placement on Zattoo & Zattoo Platforms (Live-Events and related content)
- No daily Placements (except Branding Day)
- Targeting on Age, Gender, Language and Audience Sports-Affinity
- Branding Day: Fix Placement on all Channels (except CTV) - No Capping & Targeting
- Separate Booking in D-CH, F-CH or I-CH possible (70% D-CH, 25% F-CH, 5% I-CH)
- Fix Video/Display Split (For Display: Sliding rights possible in Case of Underdeliveries)
- Booking Principle: First come - First Serve

# Facts & Figures



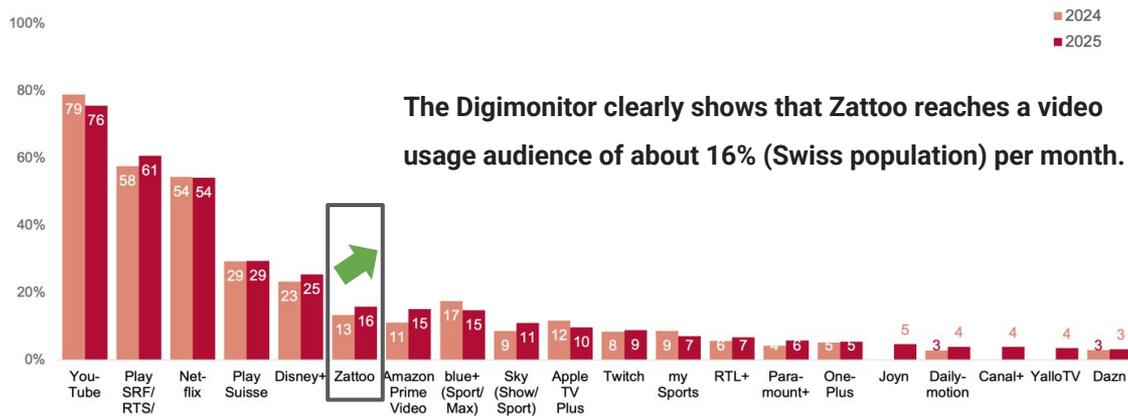
# Zattoo is already the largest CTV player in Switzerland (25%+ net reach combined \*Swiss population)



YouTube verliert leicht gegenüber Vorjahr. Zulegen können vor allem Amazon Prime Video, Play SRF/RTS/RSI und Zattoo



Mindestens gelegentliche Nutzung Video- oder TV-Streamingdienst, Bevölkerung 15-75 Jahre



The Digimonitor clearly shows that Zattoo reaches a video usage audience of about 16% (Swiss population) per month.

IGEM-Digimonitor 2025, Schweizer Bevölkerung von 15-75 Jahren mit Internet-Nutzung (6.3 Mio. Personen), n=1'959.

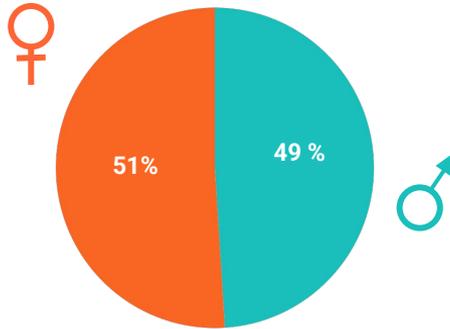
# Steady growth AND more to come by 2026!

Unique User & Sociodemographics\*

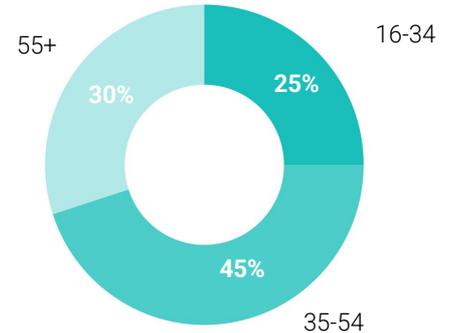
+500k User  
in 10 months



Unique Users



Gender



Age



# Contact

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# Thank You Very Much

Zattoo Switzerland