

Press Release

Even faster access to live TV

Zattoo content now available directly in the live tab on all devices with Google TV

Berlin, 1st June 2023 – Zattoo is one of the first providers in Europe to now offer direct access to live TV on all devices with Google TV in Germany. This is made possible by the fact that Zattoo live TV content is now available via the new Live tab on the Google TV home screen.

"Users still spend the majority of their time on their TV watching classic live TV," commented Constanze Gilles, who runs Zattoo's consumer business. "By making it possible to now watch Zattoo's content directly on Google TV, we're offering even easier and faster access to live TV content. With a view to the upcoming scrapping of the ability to pass on TV cable charges in 2024, the advantage of TV streaming compared to conventional types of reception, such as cable TV, is once again apparent."

Via the new Live tab on the Google TV homescreen, users can watch live TV via Zattoo on all devices with Google TV, including Chromecast, as well as TVs with Google TV from Sony, TCL, Hisense and Philips. Depending on the chosen subscription, more than 150 channels are available. Current and recommended live content on Zattoo is displayed on the Google TV homescreen, and with just one click, the selected show will start to play directly in the Zattoo app. In the Google TV Live tab, users can also see the entire programme overview as well as an overview of all channels. This allows users to select their favourite show via Google TV directly and stream it immediately.

Users who want to use Zattoo as a source of live TV via their Google TV only have to link their Zattoo account with Google beforehand via the Google Home app. You can find detailed instructions for this on our support page: <https://support.zattoo.com/hc/de/articles/11429381182226>. Those who do not yet have an account with Zattoo must register online in advance at <https://zattoo.com/de/en>.



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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