

Press contact:

Zattoo International AG, Julia Fischer  
[julia.fischer@zattoo.com](mailto:julia.fischer@zattoo.com)

+49 (0) 160 436 4994



## **Zattoo is the first certified climate neutral TV streaming provider**

*(Zurich, March 9, 2021) TV streaming provider Zattoo is now climate neutral. Working together with ClimatePartner, an expert in climate action in companies, Zattoo has calculated its carbon footprint. Emissions of 692 tonnes of CO<sub>2</sub> were produced in 2019. Zattoo will offset this in full by supporting certified carbon offset projects, and is also planning offset for 2020, making it effectively climate neutral. With targeted projects such operating a data centre in a wind turbine, Zattoo is working on the climate neutral television of the future.*

Video streaming content is gaining in popularity. The data quantities generated during streaming require a lot of electricity, which goes on to produce CO<sub>2</sub> emissions. This also applies to TV platforms such as Zattoo. Here alone, 80 million hours of TV content is streamed. Since a long time, Zattoo has been using green electricity in the operation of its own data centres. Nevertheless, the streaming of content on the platform, but also the operation of the company itself, generates around 700 tonnes of CO<sub>2</sub> annually.

Zattoo has professionally investigated this figure together with ClimatePartner. The carbon footprint is always prepared based on all the available documents and has therefore been calculated retroactively for 2019 in this instance. During this period, Zattoo was responsible for emissions of 692 tonnes of CO<sub>2</sub>. The biggest sources of emissions were air travel, the daily commutes of employees in companies, along with emissions from data centres operated by suppliers and business customers.

“For us, the future of television is climate neutral.”, says Stefan Lietsch, Chief Technology Officer at Zattoo. “We will achieve this initially by compensating our emissions. This means supporting certified carbon offset projects in which CO<sub>2</sub> is demonstrably saved. In addition, we will gradually reduce our CO<sub>2</sub> consumption to a minimum. We want to set a good example and encourage other companies to join in”.

With the *windCORES* project by the wind farm operator Westfalenwind, Zattoo is the world's first TV streaming provider to use a data centre directly in a wind turbine. This not only allows CO<sub>2</sub> savings, but the electricity is consumed right where it was generated. Zattoo is also a member of the *Leaders for Climate Action* initiative, making a genuine contribution to climate action together with other digital decision-makers and companies. Further solutions aimed at reducing CO<sub>2</sub> consumption are set to follow over the next few months. With their many years of expertise in the fields of climate action and neutrality, ClimatePartner supports Zattoo in the implementation.

Tristan A. Foerster, Co-CEO of ClimatePartner, says “The proportion of digital technologies such as streaming on global emissions volume is currently estimated at around four per cent, with a tendency to increase. This is why it is all the more pleasing that Zattoo, as one of the market leaders, is taking on this challenge and not only consistently and continually reducing emissions, but offsetting them. We are delighted to support and accompany Zattoo on this path and are pleased to apply our digital expertise from the digital sector”.

The 692 tonnes of CO<sub>2</sub> consumed will be completely balanced out by certified carbon offset projects with an additional 20 percent safety margin, making a total of 830.4 tonnes of CO<sub>2</sub>. Zattoo supports the reforestation of German woodlands along with the “Plastic Bank” project, in which people in Haiti, Indonesia, Brazil and the Philippines can exchange plastic waste they have gathered for money, food or drinking water at local collection points. The CO<sub>2</sub> offset takes place through a wind farm project in the Philippines as well as an internationally-recognised forest protection project in Brazil. This means Zattoo is now climate neutral. Zattoo’s CO<sub>2</sub> offset is recalculated each year, ensuring that the success of the measures selected for reduction can be checked and optimised if required.

### **About Zattoo TV Platform**

With more than 30 customers and several million active users per month, ZATTOO is one of the leading TV-as-a-Service platforms in Europe. Its customers include Tier 1 operators like 1&1 in Germany, eir in Ireland, Salt in Switzerland and Monaco Telecom, for whom ZATTOO offers fully hosted and managed IPTV, OTT and TV Everywhere services. The focus is on a White Label product with state-of-the-art features and applications for all relevant devices and covering all common ones: Android TV for operator set-top boxes as well as Apple TV, Amazon Fire TV, Smart TVs and mobile devices (iOS / Android / Windows 10).

ZATTOO gained recognition for its achievements in 2020 with the awarding of the Technology and Engineering Emmy® Award from the National Academy of Television Arts and Sciences.

For more information: [thetvplatform.zattoo.com](https://thetvplatform.zattoo.com)