

Zattoo, a TV Streaming Services Company, Welcomes Peter Siciliano as Chief Product Officer

New York, NY — October 13, 2020 Renovata & Company is pleased to announce the placement of Peter Siciliano as chief product officer for Zattoo, a TV-as-a-service business for TV operators across Europe. In this role, Siciliano will build out the company's multi-tenant TV streaming platform for Zattoo's next stage of growth.

Founded in 2005, Zattoo started its service by streaming the FIFA World Cup 2006 in Switzerland. Since then, Zattoo Live TV has successfully navigated disruption across the TV, media and economic landscape to grow into a successful business with 170 employees located in Switzerland, Germany and the US. The company, which sells direct to the consumer and operates as a third-party platform for other businesses to deliver content to clients, has maintained 30 percent year-on-year growth for the past decade. Today, Zattoo is available on smartphones, tablets, desktop and smart TVs.

In April 2019, Tamedia acquired a majority interest in Zattoo to further expand in Europe and beyond. Based on the wider market opportunity and success of Zattoo's B2B business, the company is planning to reinforce its efforts in this segment and transform from a B2C company into a B2B company with a B2C offering.

Siciliano is on the management team driving this business shift. He heads the product management units and, together with the chief technology officer, develops the product offering to drive this shift toward a multi-tenant TV streaming platform. He will leverage data and modern design/UX principles to guide the engineering organization to develop first-choice independent TV streaming platform for users, broadcasters and operators.

"Peter is responsible for setting the product strategy to achieve Zattoo's platform product vision," says Thomas Jepsen, Renovata & Company partner. "He has proven experience in product leadership and growing multi-level product teams to deliver upon business strategies through user-centered and data-driven methodologies."

Siciliano joined Zattoo from Ada Health, where he was chief product officer and, prior to that, chief technology officer. He has also worked as chief operating officer for Native Instruments—where he previously held the roles of director of product integration and vice president of software development/chief scrum master. During a several-year stint at Beatport, Siciliano held numerous leadership positions, including senior vice president, music technology; chief technology officer/head of product; vice president of technology; and vice president of operations.

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