

Viewers turn to online TV news to keep ahead of credit crunch, says Zattoo

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Zattoo, the online TV player (<http://zattoo.com>), reports today that the credit crunch has spurred a doubling in viewing share of its news, finance and current affairs channels in the last three months.

Analysis from Google Trends shows that UK searches for the term "credit crunch" have trebled in the last quarter (August to October). At the same time, the share of viewing on Zattoo (<http://zattoo.com>) for BBC News, Bloomberg and ABC News Now more than doubled, from 9% to 19%.

Alex Guest, General Manager for Zattoo in the UK, said: "The vast majority of viewing on Zattoo continues to be for evening and weekend entertainment. Fight Club on Channel 4 last Sunday was a big hit with our viewers. Now the news channels are growing in popularity with those who want to keep abreast of current affairs in these turbulent times."

Bloomberg TV, with its live coverage of financial matters, accounted for 5.7% of viewing time in October, compared with just 1.5% in August. BBC News increased from 7% to 12%, while ABC News Now, with its focus on US news, grew from 0.6% to a peak of 1.3% in September.

Guest continued: "Watching TV news online (<http://zattoo.com>) is a very practical way of getting up-to-the-minute information while getting on with something else at the same time."

<http://www.zattoo.com>

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Zattoo is an online TV player (<http://zattoo.com>). Users download the player from www.zattoo.com and can watch live TV on their computers within minutes. The Zattoo player is available for all current operating systems (Windows XP and Vista, Mac OS X, and Linux). Just add broadband.

In the UK, Zattoo transmits 36 channels, including all BBC channels, ITV1, Channel 4 and Five. So viewers can join Zattoo to catch Eastenders, Match of the Day or the X Factor.

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