

Broadcast quality live TV online brought to Britain by Zattoo

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Online TV (<http://zattoo.com>) takes a step forward in the UK today, with the launch of Zattoo's top channels in full broadcast quality.

For the thirty days around the Christmas holidays, Zattoo (<http://zattoo.com>) is giving away free to all registered users in the UK five high-quality (HiQ) channels: BBC1, BBC2, ITV1, Channel 4 and BBC News.

Alex Guest, General Manager of Zattoo UK, says "With the new HiQ offer we are responding to specific user requests and also continuing to develop the service to keep it the most attractive option to view live TV online."

A recent survey conducted among users reveals that a significant number of users wants a higher-quality viewing experience. The HiQ channels are streamed in full TV resolution (576x528 pixel), with a bitrate of 1.5 Mbps, and require a bandwidth of at least 2 Mbps.

Guest continues: "We know how much people love to watch TV during the Christmas holidays. Often that means a scuffle over the remote or compromising your viewing. This year, we're giving viewers the choice to watch Channel 4's alternative Christmas message on your laptop, while you tuck into your seventeenth mince pie, and the Queen does her thing on the BBC."

Zattoo HiQ will continue to offer all its channels in standard quality, allowing as many people as possible to access TV on their computer.

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What is Zattoo?

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 (<http://zattoo.com/en/tv-channels>), including all BBC channels, ITV1, Channel 4 and Five. So viewers can join Zattoo to catch Eastenders, Match of the Day or the Queen's Speech.

HiQ is free to Zattoo's UK viewers from 16 December to 15 January.

For further information please contact:

Alex Guest, General Manager Zattoo UK
07715 119 645, alex@zattoo.com