

Press Release

Opfikon, April 3, 2023

yallo can do TV: New "Zappalot" gives a ;-) to the TV world

- With «Zappalot», yallo gives viewers a cheeky glimpse into the world of TV, shedding a satirical and humorous light on the German-speaking television world.
- Zappalot was developed in collaboration with the creators of the classic Zappin' format and follows in its cult footsteps.
- Zappalot is out now on yallo Free TV and the Zappalot social-media channels (TikTok, Instagram, YouTube, Facebook).

«With Zappalot, yallo once again proves itself to be an innovative and unconventional brand with entertainment offers that perfectly meet the needs of its tech-savvy customers. By making Zappalot available on yallo Free TV and its social-media channels, we're providing viewers with a TV gem, free of charge, and encouraging them to watch more and subscribe to yallo TV», says Stefan Fuchs, Executive Director of Flanker Brands of Sunrise.

Zappalot (derived from «zapp a lot») offers two- to five-minute «snackable» video clips that show bite-sized summaries and commentaries on the funniest, most interesting, most embarrassing and most controversial TV moments. The video-clip content will be compiled by «watchers», specially trained for Zappalot, and then prepared by the Zappalot editorial team.

Zappalot is available now on [yallo Free TV](#) (accessible via web browser and the mobile app). As for social media, the video clips can currently be seen in the Zappalot account on [TikTok](#), [Instagram](#), [Youtube](#) and [Facebook](#), and from April 11 additionally via the media partners [oneplus](#), the streaming service of CH Media.

Zappalot makes TV fun, each and every day, and keeps one from missing any of the highlights – no replay TV required.

- Mondays: Zappalot – Best of TV Weekend (satirical & editorial)
- Tuesdays & Thursdays: Zappalot – Top 5 Replay (editorial)
- Wednesdays: Zappalot – Best of Guilty Pleasure (satirical & editorial)
- Fridays: Zappalot – Best of Swiss TV Week (satirical & editorial)

Past fans of the iconic Zappin' format and the former TV-streaming service Wilmaa will probably find Zappalot's narrative voice and satirical tone familiar: Zappalot was developed together with the creators of Zappin', which was also sometimes aired on Wilmaa.

TV highlights on yallo TV

As a full-service provider, yallo offers state-of-the-art mobile, Internet and TV services from a single source and, in late summer 2022, expanded its comprehensive yallo TV with the free entry-level offer yallo Free TV. yallo TV has been offering condensed TV highlights in various forms since spring 2022. While Zappalot is only available in German, French- and Italian-speaking customers will also benefit in the «Home» section from a compilation of TV highlights in a special video format that they can play or record directly.

[Zappalot logo](#)

Sunrise

Media Relations

media@sunrise.net

Phone: 0800 333 000