

Qvest supports ZDF's new Streaming Platform

03/18/2025

On March 18, ZDF launched its newly redesigned streaming platform for web, mobile, CTV and HbbTV, setting new standards for an intuitive and personalized viewing experience.

The new app perfectly visualizes the digital transformation of the biggest European public broadcaster from linear TV to streaming.

Qvest has been a trusted partner since 2018 and has been heavily involved in this groundbreaking project ever since the detailed concept was first developed 3 years ago. With a strong focus on big-screen devices, we leveraged our expertise in UI/UX design to create an intuitive and engaging experience tailored to users' evolving interests and viewing habits - particularly for the 25- to 49-year-old age group.

Besides the UI/UX, Qvest is proud of its ZDF development team which was responsible for implementing a new platform-agnostic frontend application that serves HbbTV, CTV, and platform apps like SKY, Magenta and Fire TV out of one code. Overall, high- and low-performance device brands are now updated and offer the newest feature scope of video streaming applications.

A key pillar of ZDF's new streaming platform is its advanced automation and personalization features, designed to better align with users' preferences. To enable this, ZDF's metadata infrastructure required significant restructuring. Qvest helped to define the metadata concept and the necessary taxonomy and implemented the operational workflows to gather the new metadata of the entire archive and daily produced content. This metadata framework enables automated content structuring and a more personalized viewing experience.

Tina Kutscher, SVP Digital Product and Automation at ZDF: "We sincerely appreciate Qvest's professional and always collaborative support in this crucial project. Their outstanding work in designing the UI and new UX for big-screen devices, as well as developing the new streaming platform for HbbTV and CTV, has been invaluable. Moreover, their expertise in creating metadata concepts and integrating the necessary workflows forms the foundation for the enhanced personalization and automation of ZDF's OTT offerings."

Oliver Koch, Managing Director, Commercial at Qvest added: "Since 2018, Qvest and ZDF have partnered closely. Over time, we've become trusted advisors. Our teams work hand in hand with ZDF across key strategic areas—Custom Solutions, Metadata management, and Broadcast Transformation—bringing in expertise, flexibility, and a shared commitment to innovation and operational excellence."

We are proud to be part of this great project alongside our long-term partner ZDF and look forward to continuing to shape the future of digital media together.