

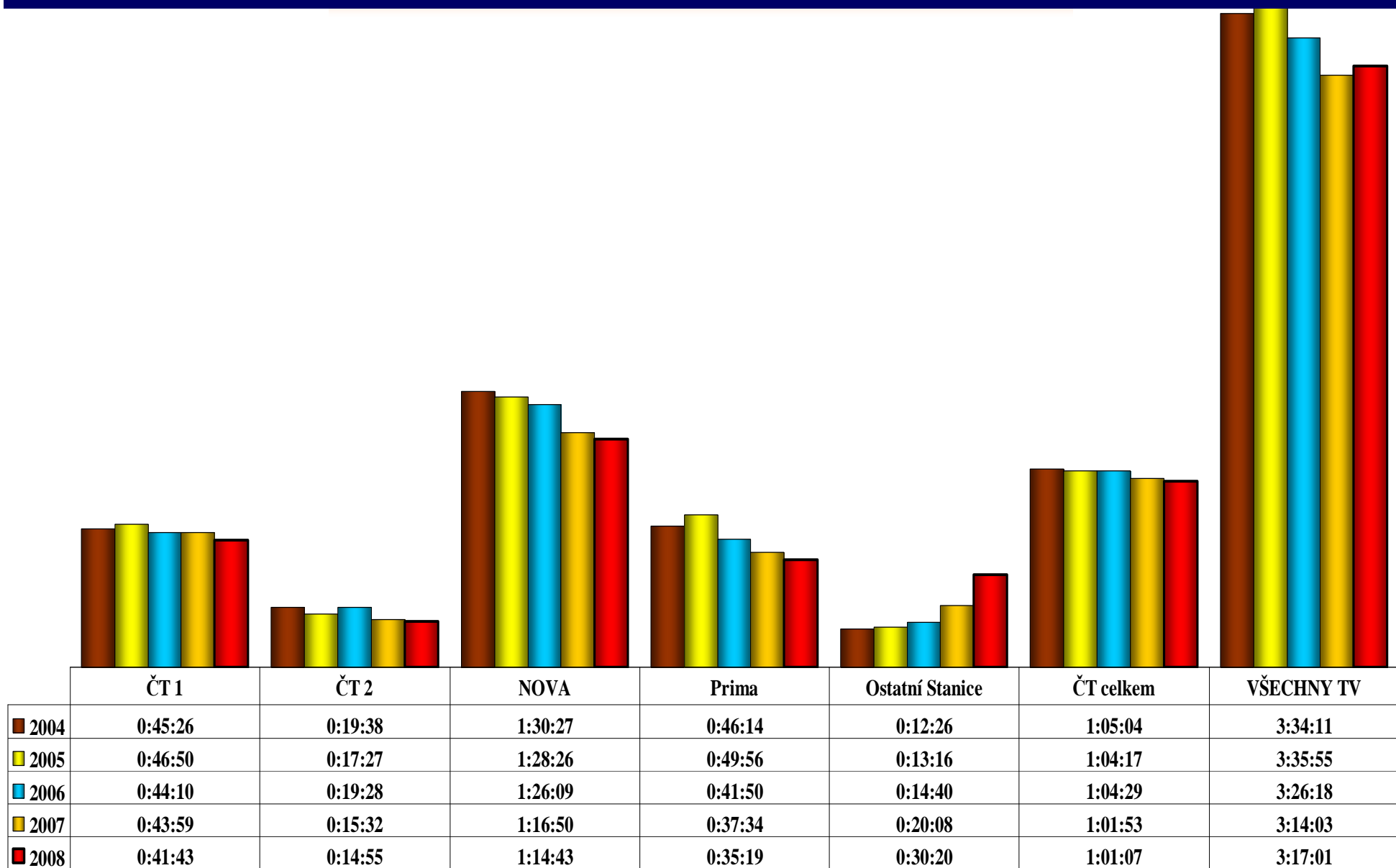


ROK 2008



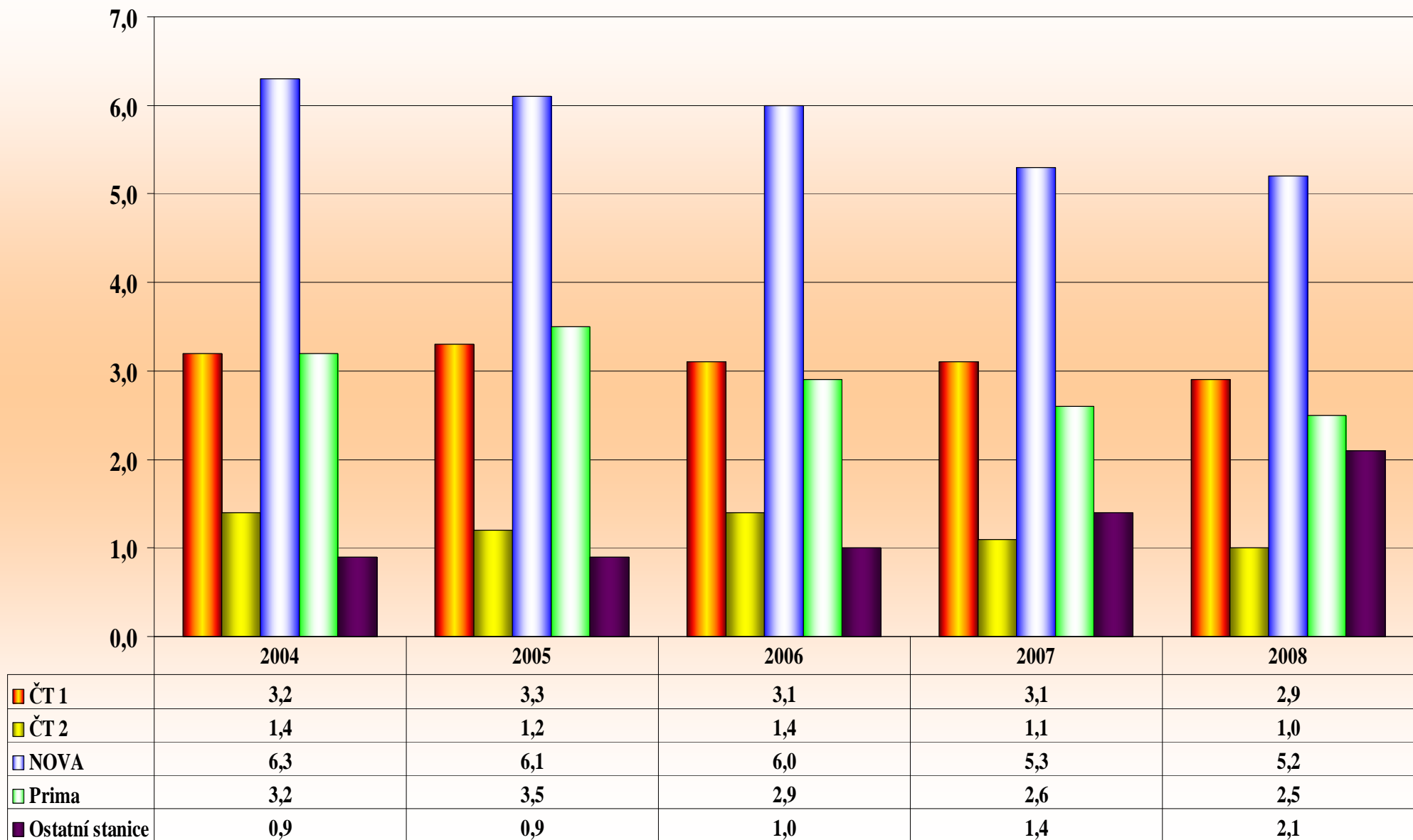
**SLEDOVANOST
PODÍL NA DIVÁCÍCH**

CELODENNÍ ATS – trend ROK 2004-2008



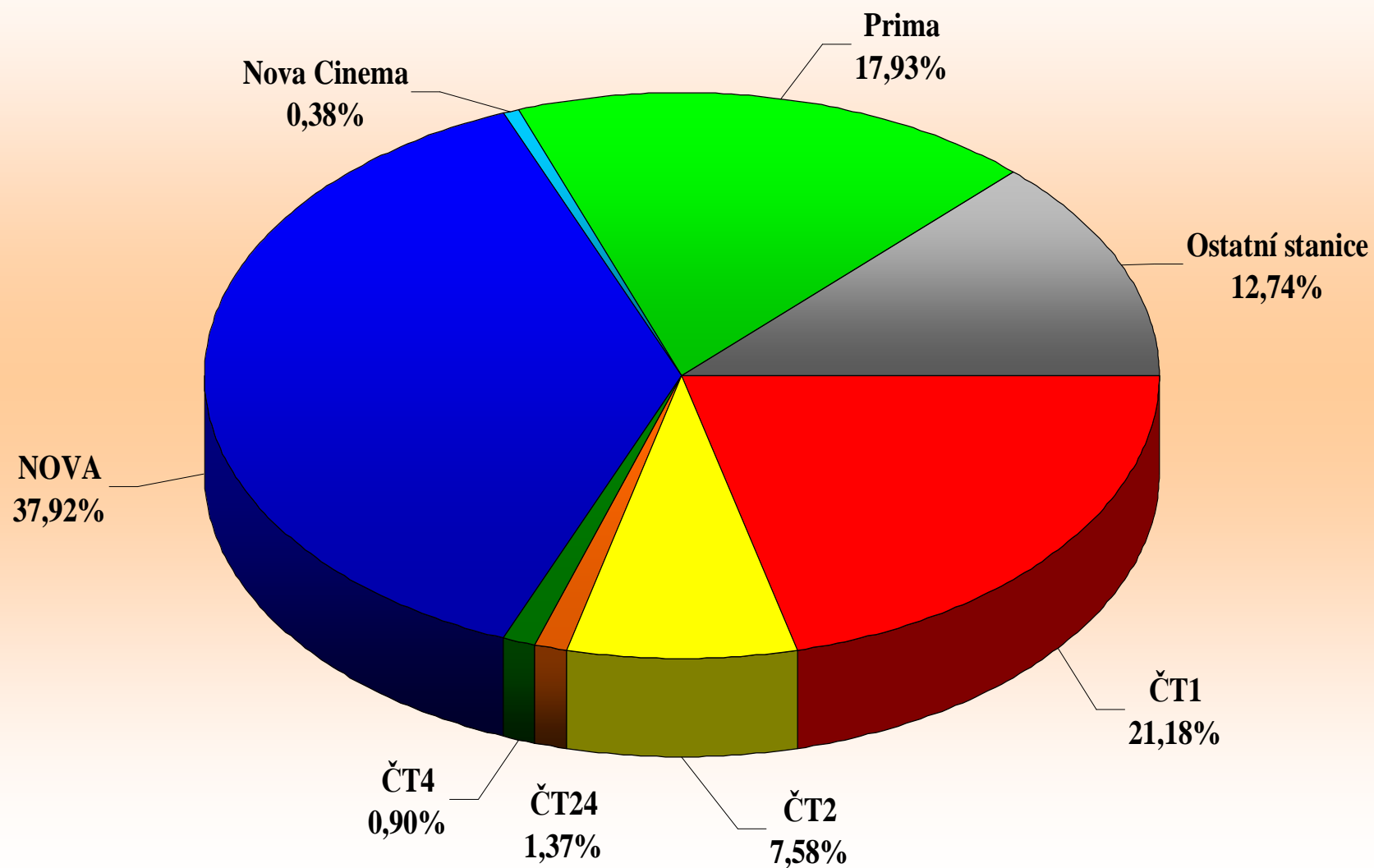
zdroj: ATO – MEDIARESEARCH

TREND DENNÍ SLEDOVANOST – trend ROK 2004 - 2008



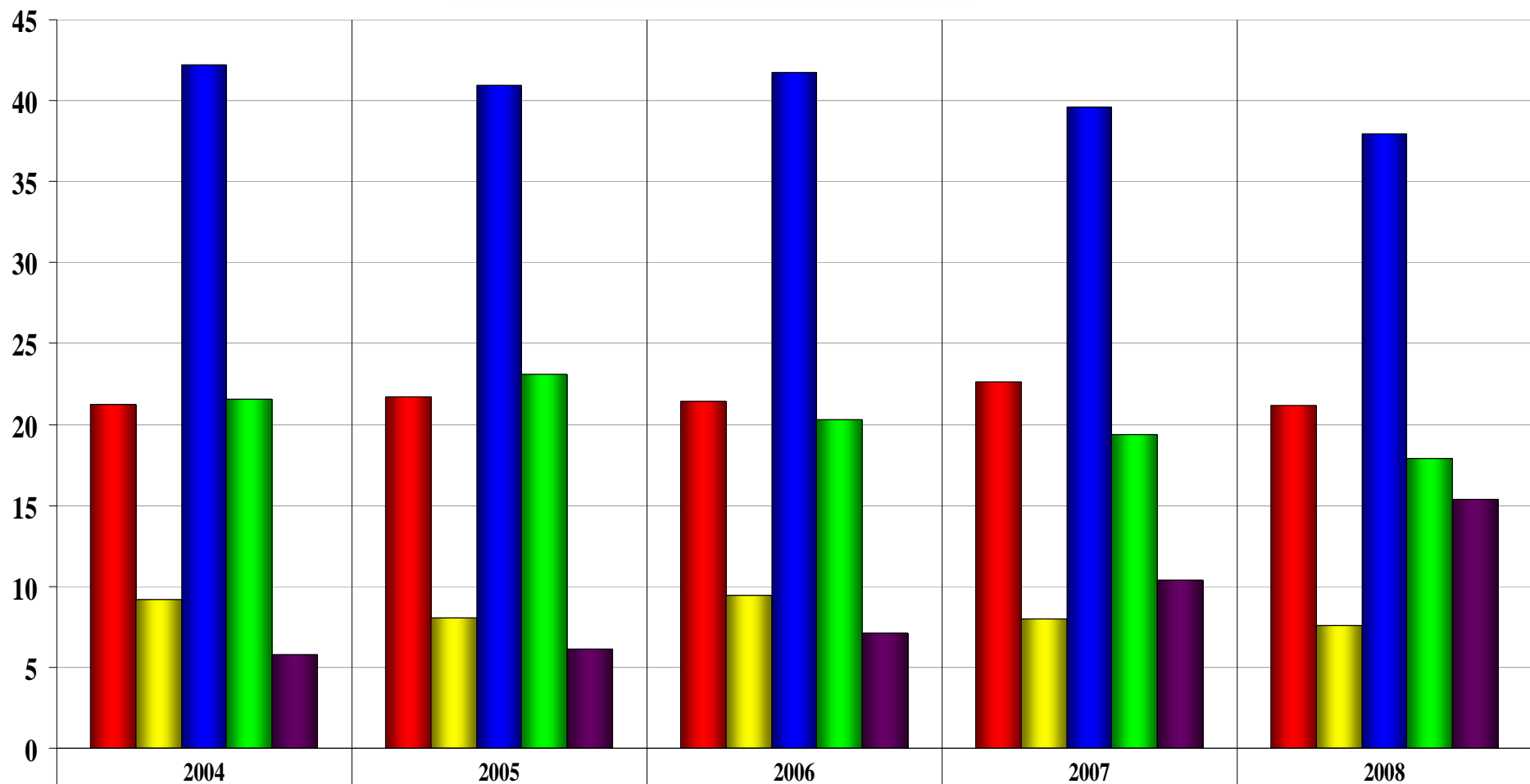
zdroj: ATO – MEDIARESEARCH

SHARE – ROK 2008 15+



zdroj: ATO – MEDIARESEARCH

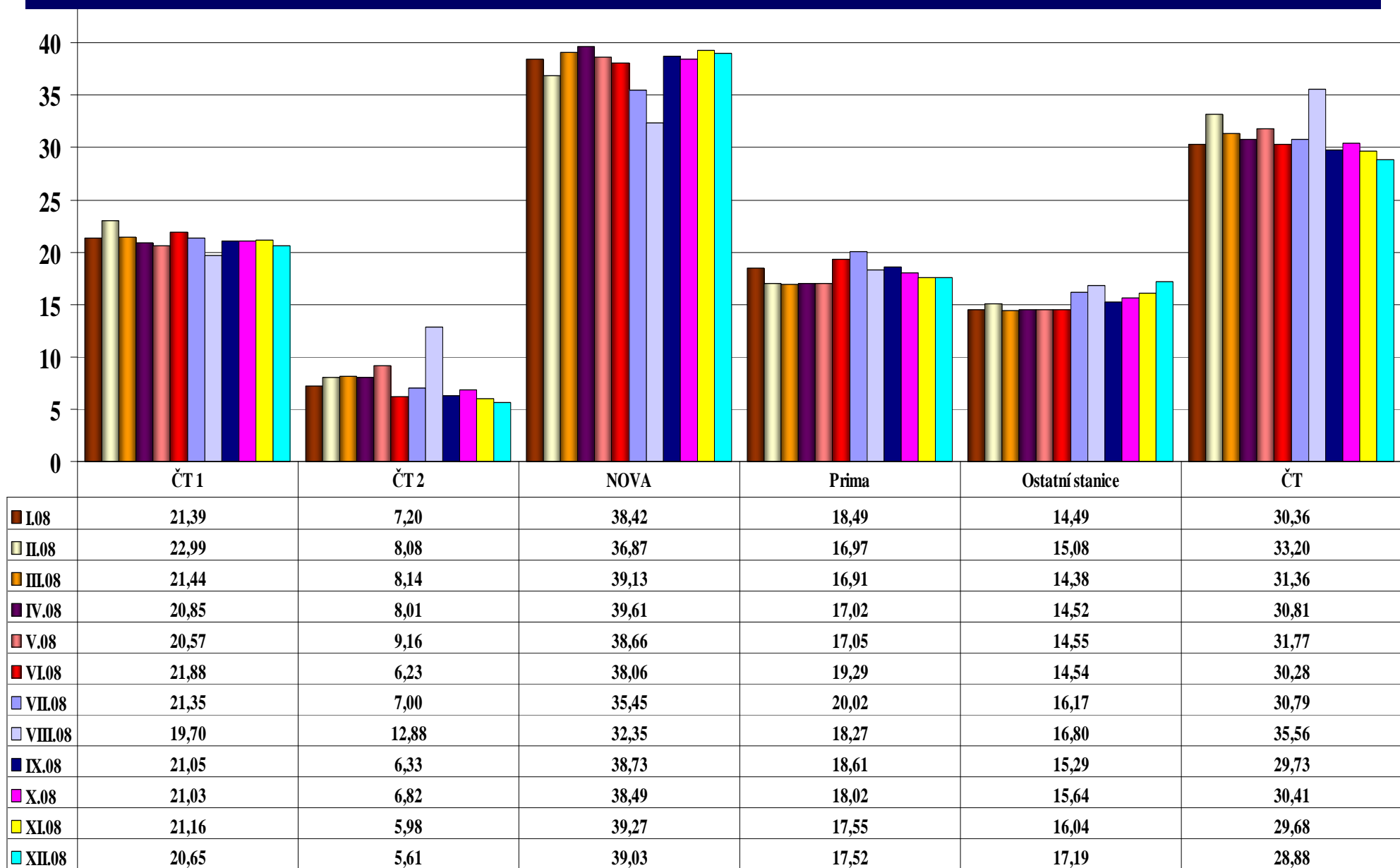
DENNÍ SHARE – trend ROK 2004 - 2008



	2004	2005	2006	2007	2008
■ ČT1	21,21	21,69	21,41	22,66	21,18
■ ČT2	9,17	8,08	9,44	8,01	7,58
■ NOVA	42,23	40,95	41,76	39,59	37,92
■ Prima	21,58	23,13	20,28	19,36	17,93
■ Ostatní stanice	5,81	6,15	7,11	10,37	15,40

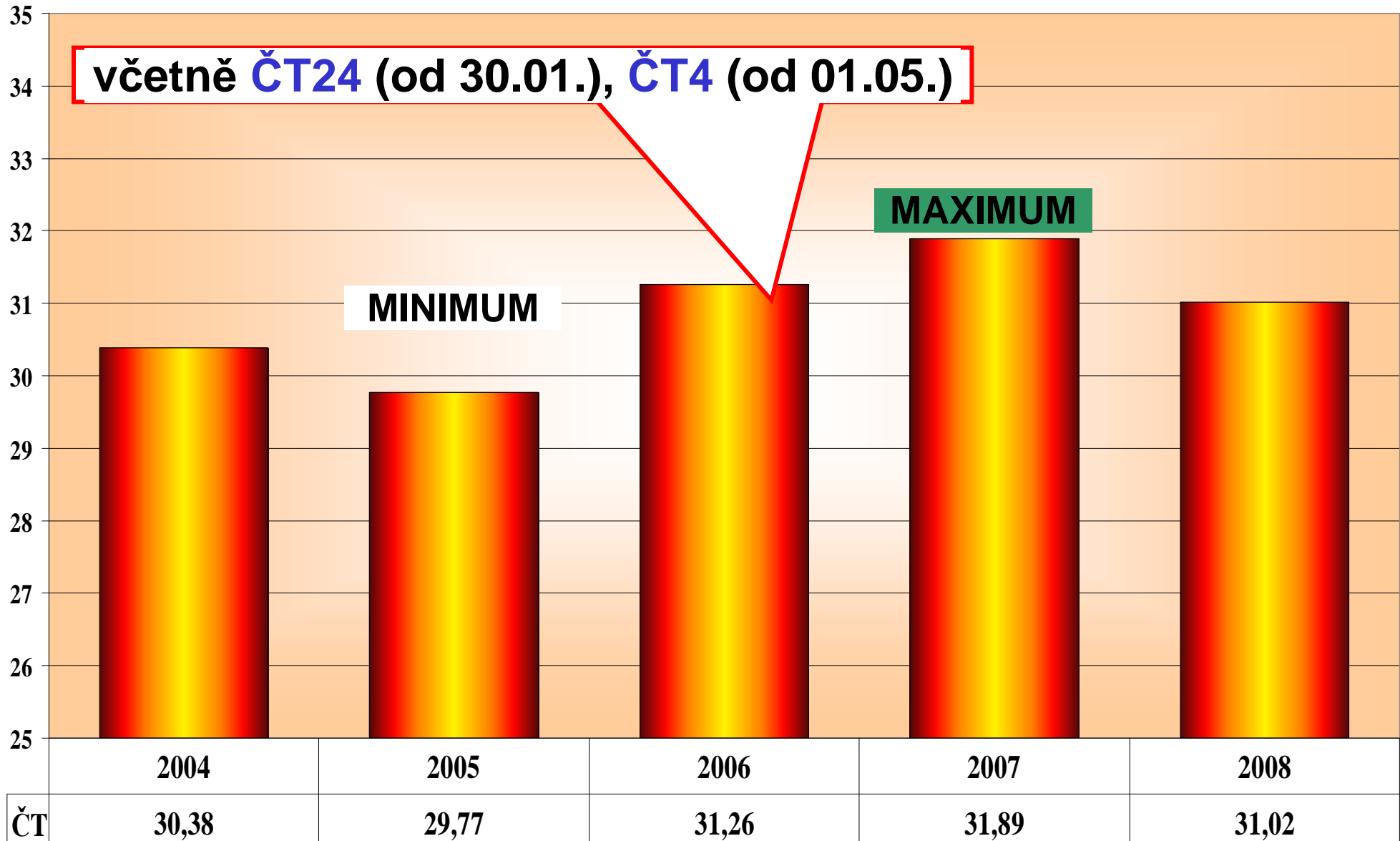
zdroj: ATO – MEDIARESEARCH

CELODENNÍ SHARE 15+ trend I.– XII. 2008



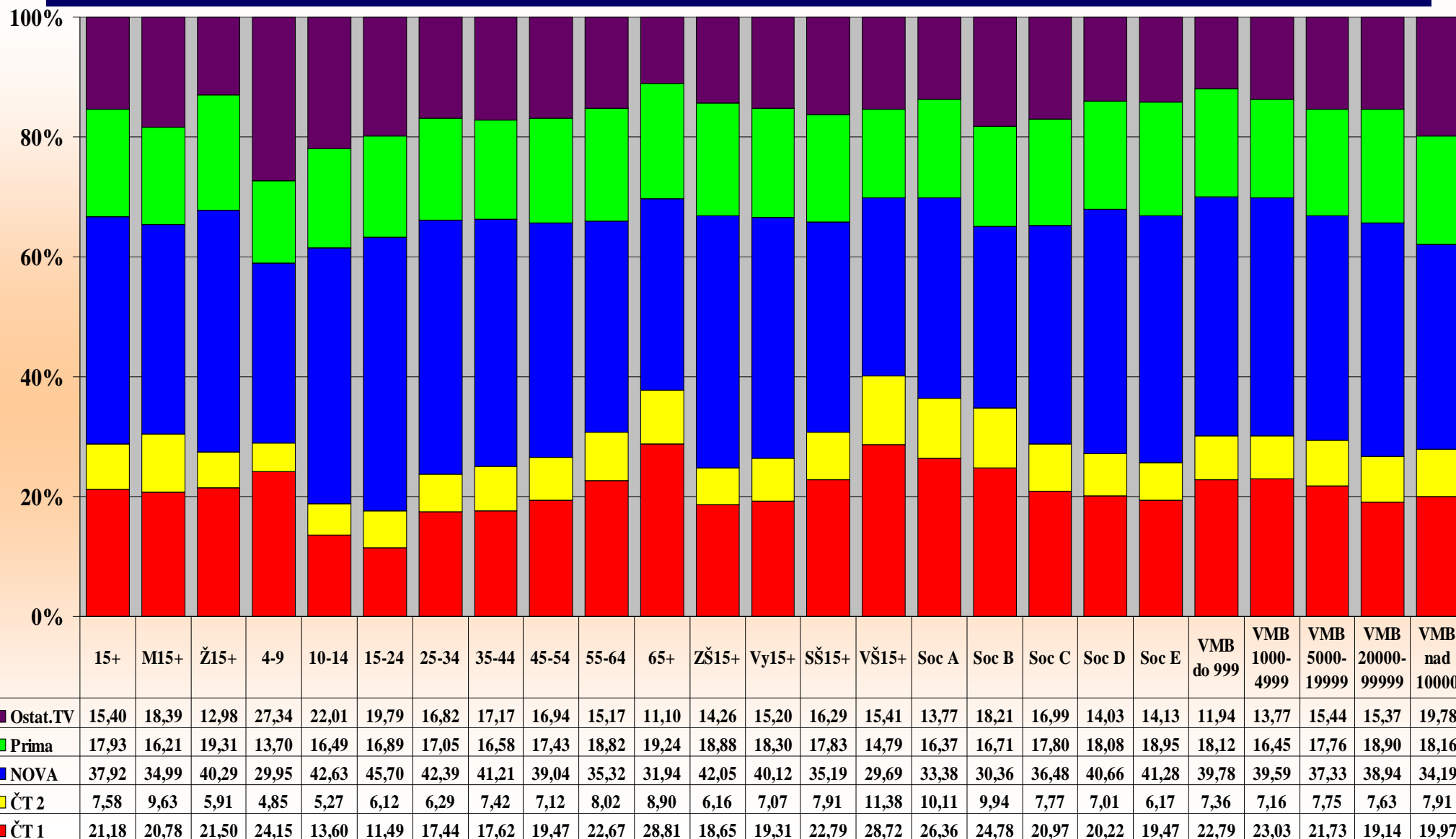
zdroj: ATO – MEDIARESEARCH

ČT CELKEM = SHARE CELÝ DEN – trend ROK 2004 - 2008



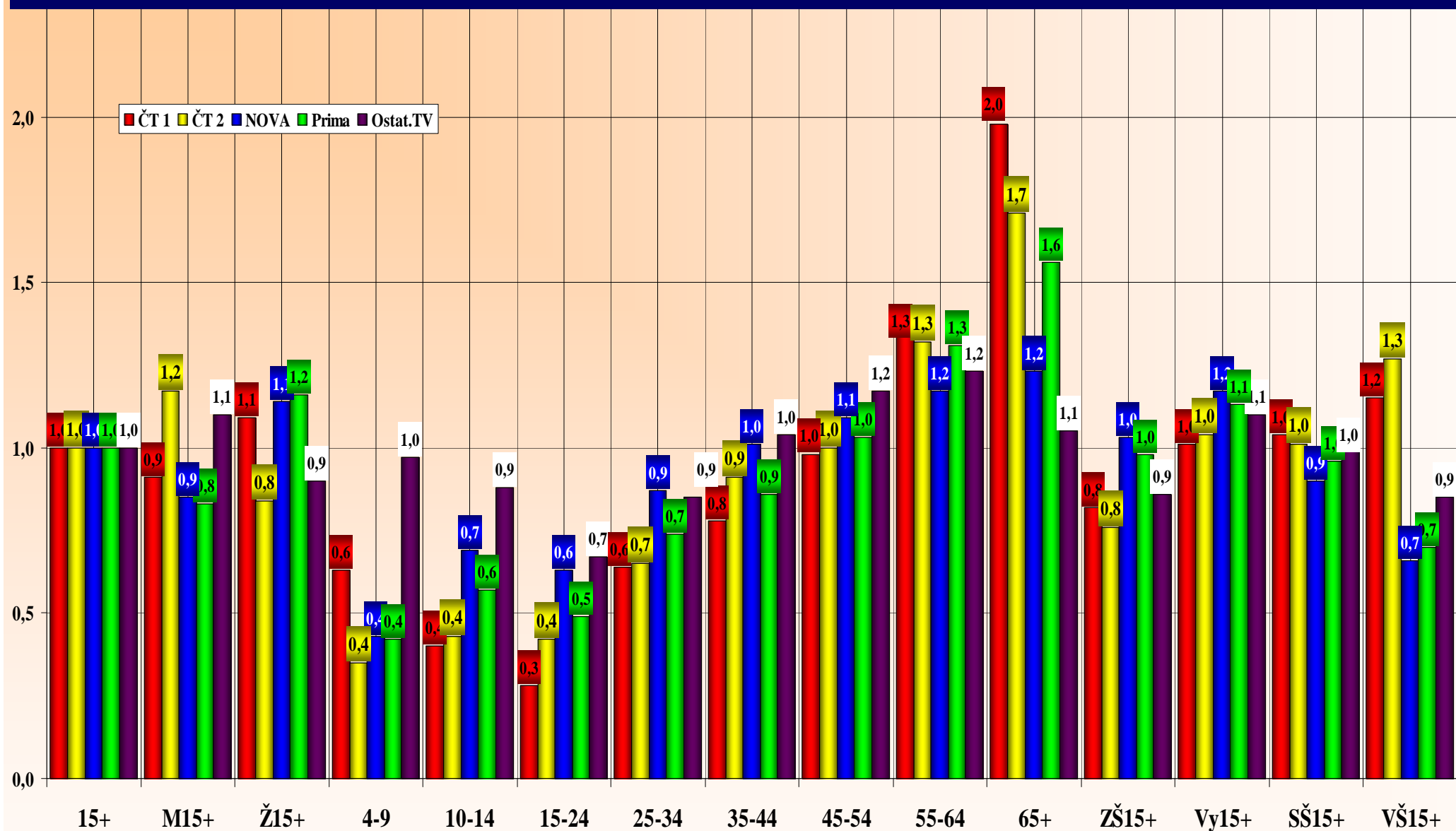
zdroj: ATO – MEDIARESEARCH

PRŮMĚRNÝ PODÍL CS – CELÝ DEN - ROK 2008



zdroj: ATO – MEDIARESEARCH

PRŮMĚRNÁ AFINITA CS – CELÝ DEN - ROK 2008



zdroj: ATO – MEDIARESEARCH