



24

**5 YEARS OF CT24
A SUCCESS STORY**

24 YOUR HEAD START ON INFORMATION

CZECH TELEVISION NEWS BROADCASTING IN 2010

In 2010, the CT24 news channel will be celebrating its 5th anniversary. **Since its launch it has become the cornerstone of the Czech Television news broadcasting. It was the first channel in the Czech Republic that gave audiences an opportunity to watch TV news around the clock or follow special events live via live coverage, offering an unprecedented scope of topics in a great variety of contexts.**

Czech Television news broadcasting rests on 3 basic principles:

Reliability. The news on CT24 is selected based on its importance and relevance within the society. Information on events that influence lives of a great number of people, no matter where in the world they happen, is given priority and maximum attention and space is dedicated to it. CT24 brings facts, information, analyses, opinions of involved participants and experts and conveys the mood of events via live coverage.

Impartiality and facts. The aim of public service news broadcasting is to offer impartial broadcasting that doesn't try to manipulate people by giving them one-sided, biased opinions and doesn't obscure facts. On the contrary, it strives to bring maximum amount of information and a wide range of points of view and opinions, allowing the public to gain universal and balanced understanding of the world's and domestic affairs and events. The effort to achieve maximum objectivity and impartiality applies both to individual programmes and broadcasting in general.

Innovation and special broadcasts. The CT24 team follows trends and introduces new programme formats of the world's important news channels and introduces them in its broadcasting based on personal experience gained from successful projects such as the president election of 2008. News programme innovation is done on a continuous basis as is the creation of new programmes, series and graphic changes. Most emphasis is placed on "breaking news", i.e. fast, special coverage and special projects. **News broadcasting is an ever-changing, dynamic programme, and, as such, is subject to more frequent and quicker innovations than any other sphere of TV broadcasting. Since the very beginning, CT24 has been based on flexibility and openness to changes.**

CT24 can rely on a professional team of experienced journalists, respected presenters, editors, producers, directors, cameramen, graphic designers and other professionals participating in the creation of up-to-date programmes in an effort to bring the news in an interesting way. The channel cooperates with a wide **network of regional reporters, foreign reporters in seven countries and dozens of collaborators from all over the world.**

The most important thing for a public service of this type is the increasing interest of the audiences. The CT24 news broadcasting channel was watched by almost one million people a day at the end of 2009. **In January 2010, this number was exceeded by 183 thousand viewers a day and the current trends show that the number will further increase.** CT24 is the leading information service medium with regard to news related to elections and similar events. That is its mission and purpose.



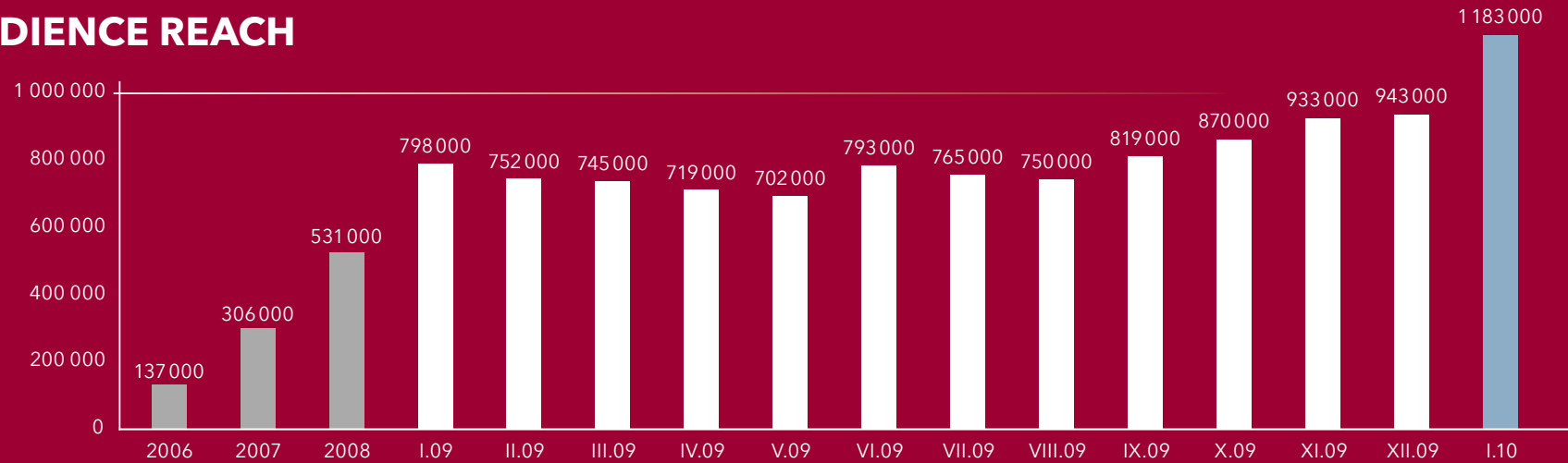
A handwritten signature in black ink, appearing to read 'M. Fridrich', written in a cursive style.

Milan Fridrich
CT News Director

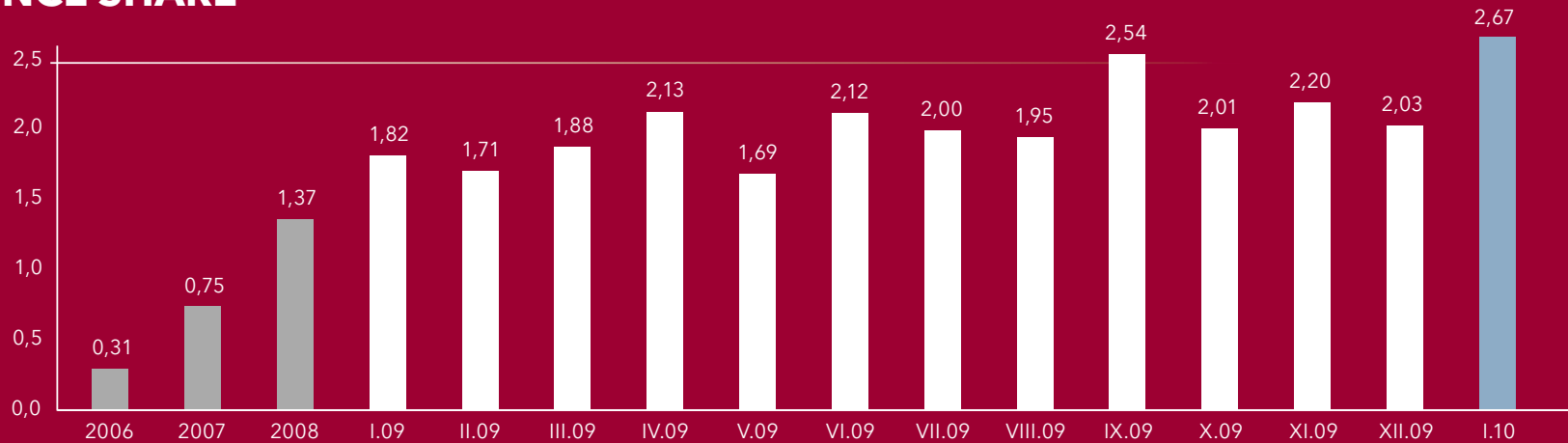


CT24 RATINGS DEVELOPMENT

DAILY AUDIENCE REACH



DAILY AUDIENCE SHARE



The data in the graph show the total share, i.e. the share of the adult audiences.

CT24 is received by more than three quarters of viewers above 15, exactly 77.6% of the adult population.

BROADCAST PROGRAMMING AND PROGRAMMES

STUDIO 6

Morning news broadcast bringing you everything you should know about the day ahead of you before leaving home. Brief news summary including weather forecast, sports news and traffic information from the whole Czech Republic every half hour. **Morning news, Profile and Money** are three essential pillars of the morning show, which brings detailed but brief information of the affairs and events of the coming day.

Presented by: David Borek, Daniela Písařovicová, Jiří Václavěk, Jolka Krásná, František Lutonský, Helena Šulcová

Premiere screening: Weekdays from 6.00am to 9.00am on CT24



BEFORE NOON

9 PŘED
POLEDNEM 12

Three-hour news show, a follow-up to Studio 6. News, sports news and weather forecast every half hour, international press reviews, economic news service, stock exchange, "Rendezvous" featuring famous people as presenters. The show broadcast before noon has a slower pace; however, it also brings current news and live coverage as the morning news programme broadcast at the start of each weekday. It features the **Continent** show that deals with issues from all five continents and the futurological half-hour programme **Millennium** devoted to the vision of the world 50 or 100 years from now and to new scientific inventions and space travelling.

Presented by: František Lutonský,
Patricie Strouhalová,
Veronika Paroulková

Premiere screening: Weekdays
from 9.00am to 12.00pm on CT24



STOCK-EXCHANGE STUDIO

First-hand information on current development on the Prague Stock Exchange and international stock markets. The overview of all important information related to stocks and bonds is regularly broadcast at least seven times a day by a team of experts from a modern studio in the Stock Exchange Palace. The Stock-Exchange Studio is directly interconnected with brokers of five Czech companies, who can thus comment on the situation via live coverage. At the time of great fluctuation on stock markets, the news service broadcast on CT24 from the Stock-Exchange Studio might be extended as needed.

Presented by:
Tomáš Kolbaba,
Michala Hergetová,
Sandra Parmová

Premiere screening:
Weekdays at 9.27am,
10.27am, in the News at
Noon, 1.27pm, 2.27pm
and 4.47pm on CT24

CT24 STUDIO



An afternoon show consisting of interviews, live coverage, live entries, analyses, comments and stories. Dynamic flow of information on current affairs and events in form of 15-minute news blocks and news interviews. CT24 editors keep a sharp eye on what's happening at home and in the world and flexibly include the most important information in broadcasting, including coverage of press conferences with the president, the government, the ministries, authorities, courts or political parties in the Parliament of the Czech Republic, followed by comments or analyses by experts.

Presented by: David Borek, Barbora Kroužková, Jiří Petrovič and Jorga Hrušková

Premiere screening: Mon-Frid 1.00pm-4.00pm on CT24

NEWS AT NOON

One of profile news shows bringing overview information on the affairs and events in the Czech Republic and the world - news on economy, culture, stock-exchange, sport and weather.

Presented by: Jitka Sluková

Premiere screening: Every day at 12.00pm on CT1 and CT4

AFTERNOON NEWS

Summary of the most important news of the day in the main CT24 news programme.

Presented by: Jitka Sluková

Premiere screening: Every day at 4.00pm on CT24

REGIONAL NEWS

The main news overview bringing information on regional and local events of the last 24 hours. It is based on stories and live coverage from regional studios and CT studios.

Premiere screening: The 25-minute programme is broadcast at 6.00pm on weekdays in three versions from three studios (Praha, Brno, Ostrava) and at weekends within the CT24 nationwide broadcast





ECONOMICS + WEEKEND

A detached view of economics. Summary of all five reportages of Economics+ from the preceding week is primarily aimed at the audiences that cannot regularly watch current economic news programmes.

Presented by: Veronika Kvaková and Petr Janeček, Veronika Marková and Jaroslav Kramer

Premiere screening: Saturdays at 1.10pm on CT24

ECONOMICS+

A block of ten-minute major reportages. We follow new trends and set out to meet inspirational and interesting people, hear their stories, and learn about their projects, successes and worries. The reportages offer a view of lives of people living in cities and in the country at the time of the crisis taken from an economic perspective. They bring a unique testimony of people who have achieved something. The reportages are categorized as follows: Career, Small Business, Managers' Relay, Probe and Women's Century.

Premiere screening: Weekdays at 9.45am, 5.20pm and 9.50pm on CT24

CT24 ECONOMICS

A programme focused on money. The programme informs of the current development of the economy. In two blocks, economic issue reporters bring summaries of macroeconomic analyses, measures taken by governments and central banks, information on taxes, currencies, business, business results, stock market news, marketing, market battles, regional economics, prices, salaries, home budgets... Stories and interviews with ministers, renowned Czech and foreign managers, analysts and other leading global business players.

Presented by: Michala Hergetová, Daniela Písařovicová, Přemysl Čech, David Borek

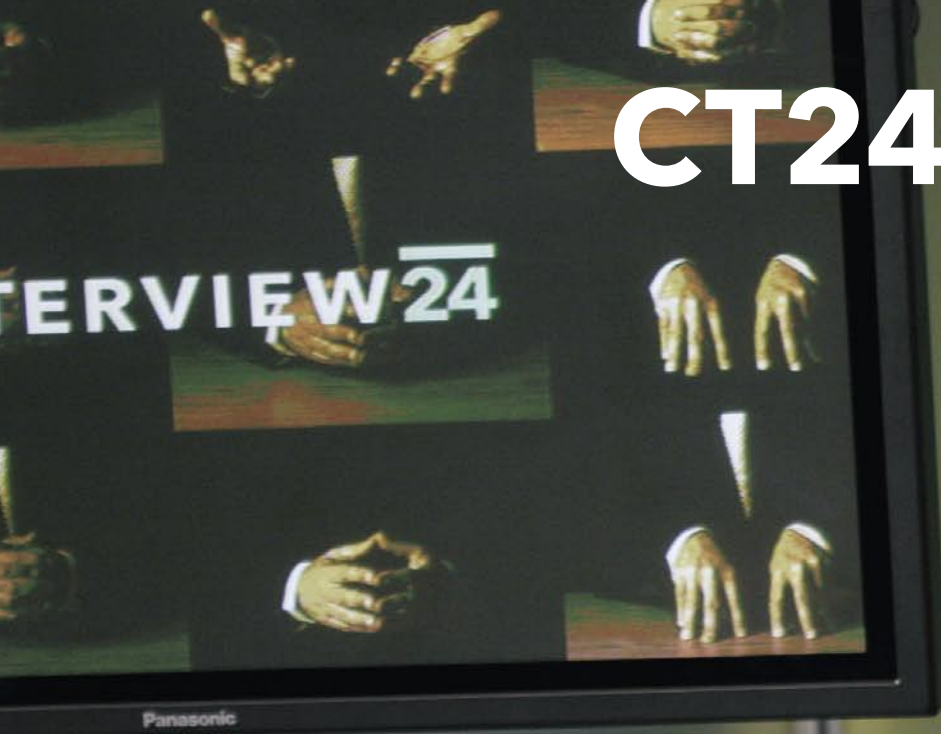
Premiere screening: Weekdays at 4.32pm and at 9.10pm on CT24

CT24 INTERVIEW

Exclusive guests introduced in the longest one-to-one interview on CT24. The interviewees are persons at the centre of public attention - outstanding individuals considered "authorities".

Presented by:
Daniela Drtinová,
František Lutonský

Premiere screening:
Weekdays at 5.33pm
on CT24



NEWS





The main news summary as seen by the CT reporters. The programme brings the most important news prepared by reporters in the parent newsroom in Prague or regional studios and material from foreign reporters. Latest news is presented via live coverage. The main news programme with the longest tradition in the Czech Republic is presented by three pairs of experienced presenters.

Presented by: Marcela Augustová, Jolana Voldánová, Iveta Toušlová, Bohumil Klepetko, Josef Maršál, Roman Pistorius

Premiere screening: Every day at 7.00pm on CT1 and CT24

WEATHER FORECAST

The Weather Forecast for CT1 and CT24 is prepared by a team of experienced meteorologists. A 6-day weather forecast for the whole Czech Republic is regularly updated. Apart from offering comments on weather conditions, the forecast features satellite and radar images and cloud and rain movement model. The weather forecast for up to 9 days is regularly shown after the main news programme – the News. Apart from weather forecasts for Bohemia, Moravia and Silesia it brings information on the weather in important capitals of the world. The programme also offers seasonal forecasts for European summer resorts and winter ski resorts. The main source of information is the Czech Hydro-Meteorological Institute, which also guarantees that all methodological procedures of the World Meteorological Organization are adhered to when measuring meteorological data and preparing visual information.

Presented by: Pavel Karas, Taťána Míková, Alena Zárybnická

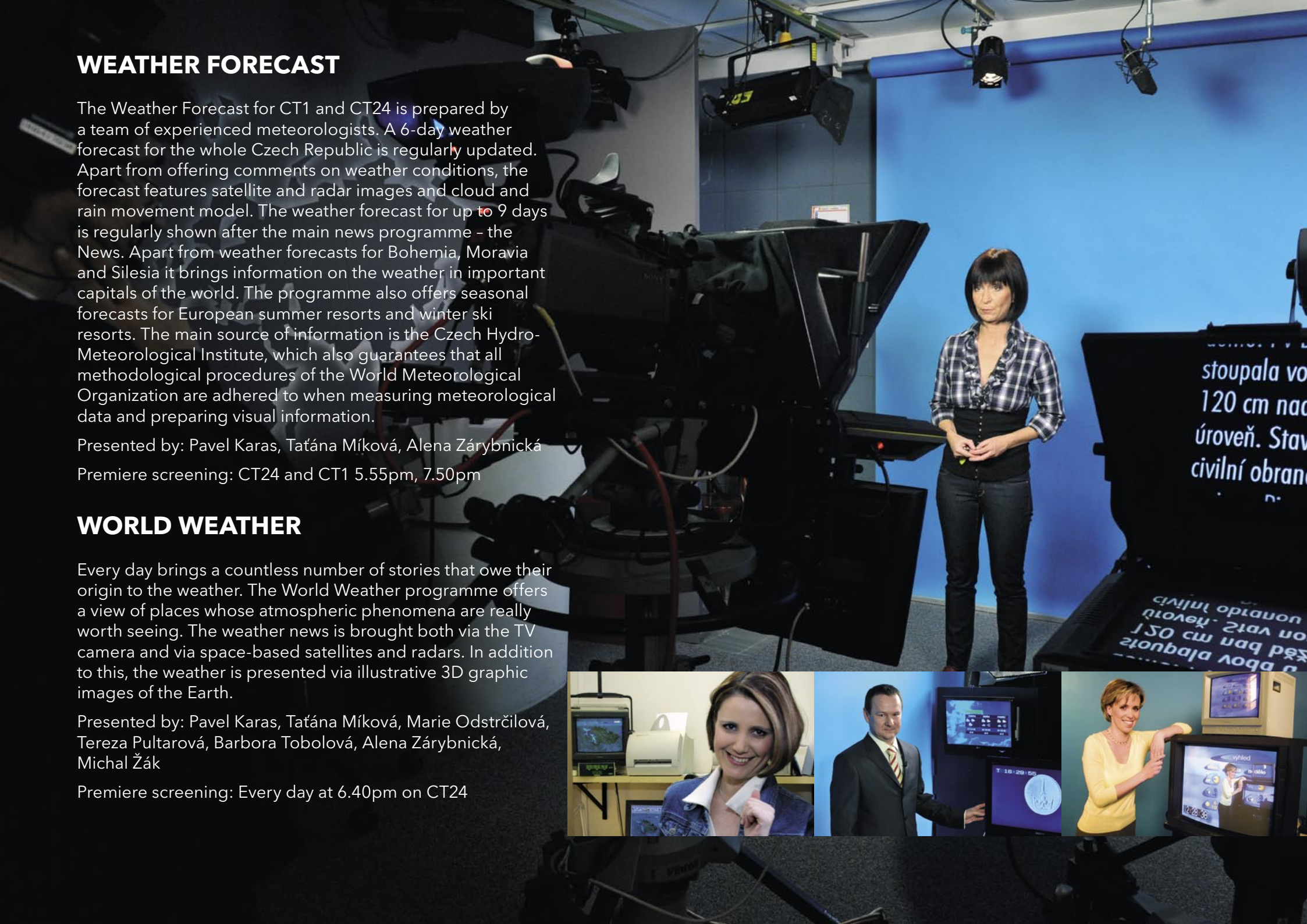
Premiere screening: CT24 and CT1 5.55pm, 7.50pm

WORLD WEATHER

Every day brings a countless number of stories that owe their origin to the weather. The World Weather programme offers a view of places whose atmospheric phenomena are really worth seeing. The weather news is brought both via the TV camera and via space-based satellites and radars. In addition to this, the weather is presented via illustrative 3D graphic images of the Earth.

Presented by: Pavel Karas, Taťána Míková, Marie Odstrčilová, Tereza Pultarová, Barbora Tobolová, Alena Zárybnická, Michal Žák

Premiere screening: Every day at 6.40pm on CT24



The oldest and the largest sports news programme in the Czech TV history that has been broadcast without interruption since 1956. It brings current daily news from both Czech and international sport. Every day it offers exclusive sports news prepared by a team of professional sports commentators and sports journalists of the Czech Television.

Presented by: Stanislav Bartůšek,
Kateřina Nekolná, Vojtěch Bernatský

Premiere screening: Every day at 7.35pm
on CT1 and CT24

GOALS, POINTS, SECONDS



HYDE PARK

The first completely interactive TV programme in the Czech Republic. On weekdays, viewers can ask the programme's guest anything they are interested in and take an opportunity to comment on current affairs. The guest of the day - the main participant of the programme, has to respond to questions asked by the presenter and, at the same time, has to deal with arguments of his/her opponents among the viewers, who thus participate in the creation of the programme via phone calls, SMS messages and also via modern communication channels such as the Facebook or Twitter social networks. Viewers can also use the YouTube website to upload their video query. Further opponents are then looked for by our mobile team. Those who are interested in participating in the programme can enter the programme via live coverage from towns and villages from all over the country.

Presented by: Daniel Takáč,
Pavλίna Kvapilová and Jaromír Bosák

Premiere screening:
On weekdays at 8.10pm on CT24



NEWS & COMMENTS



Preceding day seen in a wider context. One-hour prestigious analytical programme with a tradition bringing an overview of facts and offering analyses and comments made by exclusive guests. Politics, business, culture, social trends and sports in a wider context - all of this is included in the well-established programme hosting both experts and participants in important events, both in the studio and via tele-bridges. The longest news programme in the Czech Republic rests on three experienced presenters and a fairly detailed view of both domestic and world's affairs and events.

Presented by: Daniela Drtinová, Jakub Železný, Martin Veselovský and the team preparing the daily news

Premiere screening: Weekdays at 10.00pm on CT24

NEWS AT NIGHT



The last programme of the day with news overview. The thirty-minute news overview with updated information on events that happened in the evening and at night is presented in form of reportages and live coverage.

Presented by: Marcela Augustová,
Jolana Voldánová, Iveta Toušlová,
Bohumil Klepetko, Josef Maršál,
Roman Pistorius

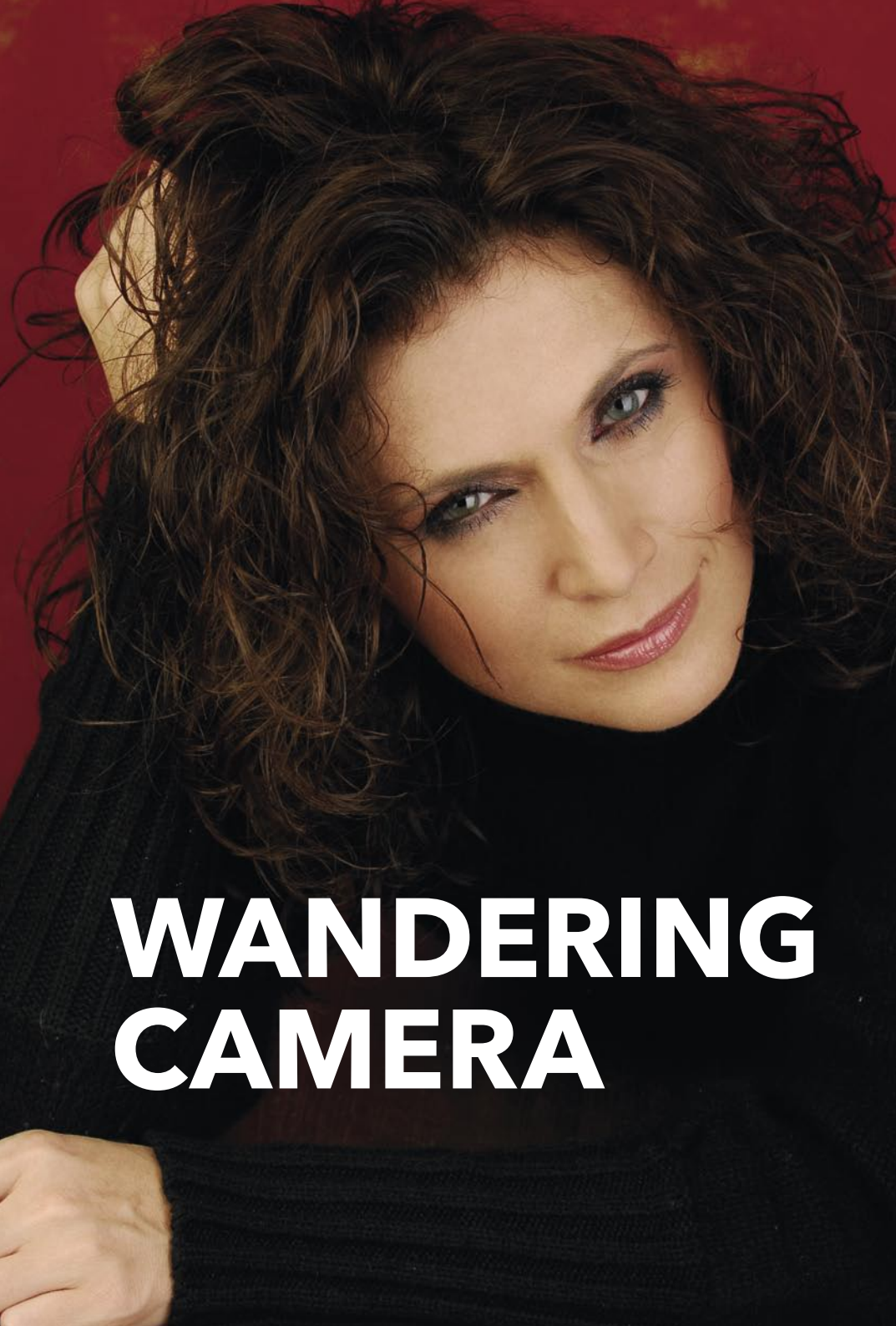
Premiere screening: Every day at 11.00pm
on CT24

Broadcast from Brno, Ostrava and Prague, the programme features interesting guests discussing subjects that cannot be dealt with in the main news programmes in spite of their significance for the whole society.

Premiere screening: Weekdays from 11.30pm on CT24

BEFORE MIDNIGHT



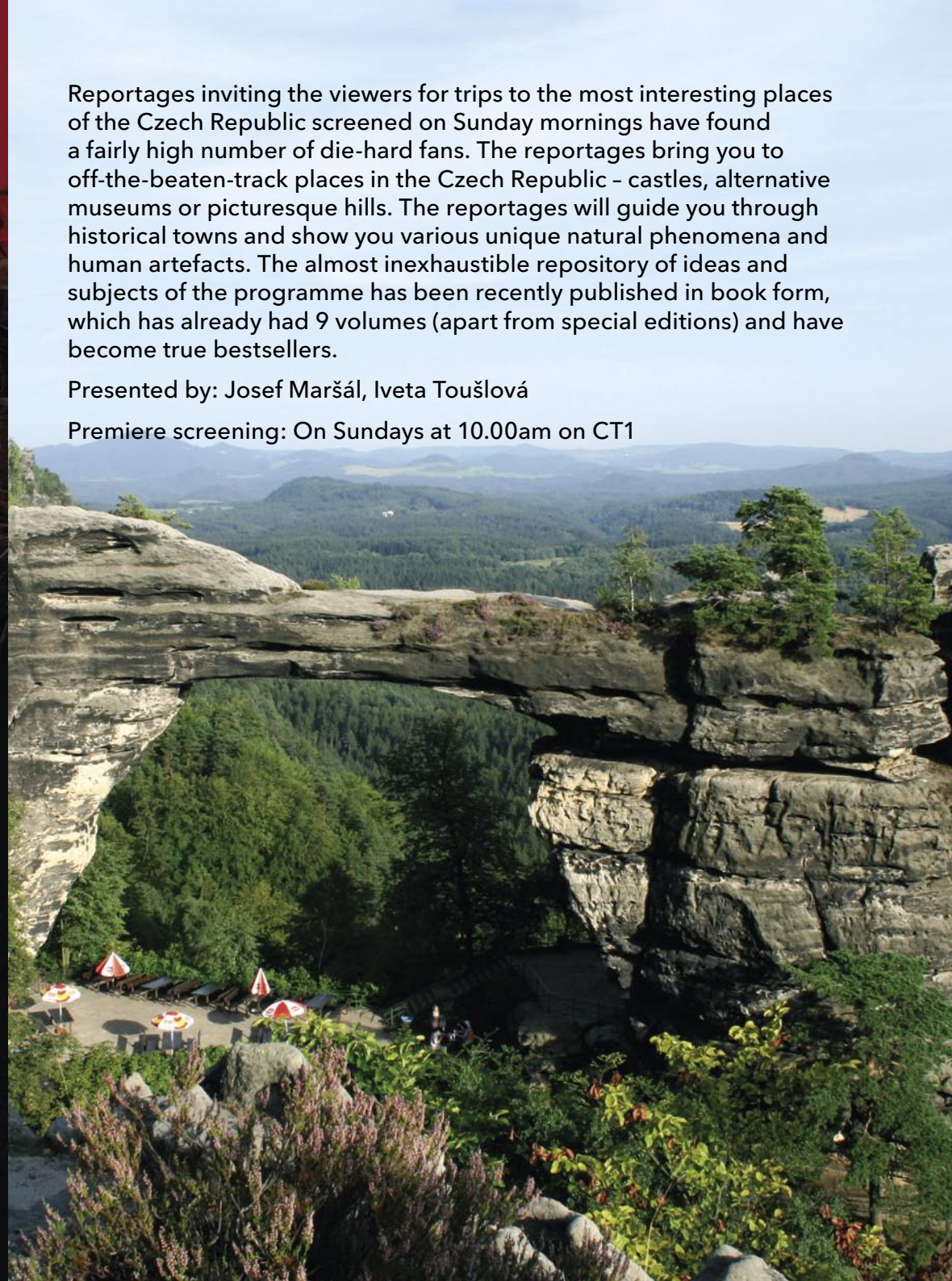


WANDERING CAMERA

Reportages inviting the viewers for trips to the most interesting places of the Czech Republic screened on Sunday mornings have found a fairly high number of die-hard fans. The reportages bring you to off-the-beaten-track places in the Czech Republic - castles, alternative museums or picturesque hills. The reportages will guide you through historical towns and show you various unique natural phenomena and human artefacts. The almost inexhaustible repository of ideas and subjects of the programme has been recently published in book form, which has already had 9 volumes (apart from special editions) and have become true bestsellers.

Presented by: Josef Maršál, Iveta Toušlová

Premiere screening: On Sundays at 10.00am on CT1



Weekly retrospective reportages on the phenomena and the life and institutions of the past half-century in our country, whose creation was made possible thanks to the extensive Czech Television archives. Typical characteristics of the programme include critical approach to the era of the totalitarian regime, which is nevertheless shown in a multi-layer context of wider social conditions that made it possible for many citizens to live their lives outside the maddening political reality.

Presented by: Martina Vrbová

Premiere screening: On Sunday afternoons on CT1



RETRO

25 YEARS AGO

Selection of the most interesting parts of the news broadcast by the totalitarian Czech Television. A unique selection and unique rendering and language of reportages takes viewers back to the authentic settings of the era of normalization. The programme by no means seeks to promote communism. Its aim is to present historical record allowing the viewers to compare the past with the present in many aspects. The **TV News** and **Current Issues** created quarter of a century ago are also a rare testimony of the difficult way to the restoration of democracy in 1989.

Premiere screening: Every day at 6.50pm on CT24

CT24 ARCHIVE

The CT24 Archive brings documentaries consisting of cuts dedicated to various subjects. It works with the material broadcast within the Czechoslovakian Newsreel series and the Czech Television News archive. The content of the weekly focuses on both current affairs and timeless issues such as elections, formation of the government, visits by famous people, important historical events etc. It is also going to bring a free series entitled **Decimal Years**, which will commemorate crucial events of 1990, when the new, restored democracy started to shape.

Premiere screening: On Saturdays at 9.05pm on CT24

UNKNOWN HEROES

The aim of the authors was to use classic documentary genre to discover new or forgotten heroes and to define various types of heroism in the context of the dramatic events of the end of the 20th century. Each personality featured in the documentary has a unique life and destiny, which has been used by the authors to reflect the time trapped by the history. The authors do not seek traditional heroes who fought with arms but try to show other forms of heroism - for example an individual's ability to cope with a cruel destiny while saving his/her face.

Premiere screening: Each Monday at 9.00pm on CT2



Daily editorial focusing on consumer and civil issues. It is based on stories dealing with subjects suggested by viewers: consumer right protection, neighbour relations, problems between employees and employers, building owners and tenants etc.

Presented by: Iveta Fialová, Vlado Štancel

Premiere screenings: Black Sheep from Monday to Thursday at 6.25pm on CT1, White Sheep on Friday at 6.25pm on CT1

BLACK SHEEP WHITE SHEEP

A woman with short dark hair, wearing a blue textured jacket, is shown from the chest up, looking towards the camera with a slight smile. She is operating a professional Sony video camera mounted on a tripod. The camera is a Sony PXW-FX6, featuring a large lens, a viewfinder, and a battery pack labeled 'SONY BP-GL95 Professional Info Battery'. The background is a blurred outdoor setting with trees and a white fence.



HISTORY.CS

Specially designed discussion of historians, publicists, sociologists, economists and other experts dedicated to important historical events of Czechoslovakia since its beginning on one hand and unknown facts, relationships and period contexts on the other. Video and audio archives, reshoots and witness memories are extensively used in the programme for illustration and documentation purposes.

Presented by: Vladimír Kučera

Premiere screening: Thursdays at 9.00pm on CT2

QUESTIONS OF VÁCLAV MORAVEC

The main discussion programme of the Czech Television devoted to the most important current political, economic and social issues and problems. The guests of the programme are asked hard questions and face their political or professional opponents. Interviews and discussions with European and world personalities form an integral part of the programme, the cornerstone of CT24 broadcasting, which generates its own news.

Presented by: Václav Moravec

Premiere screening: At 12.00pm on CT1 and CT24



QUESTIONS OF VACLAV MORAVEC SPECIAL

Special project before Parliamentary elections, elections to regional authorities or to the European Parliament. In 2010, CT1 and CT24 will broadcast fifteen editions of this series before the elections to the Chamber of Deputies of the Czech Republic. The presenter will give questions to regional election leaders of two political parties that are supposed to be the election winners according to two mutually independent surveys carried out by the Czech Television. At the same time, they will confront their own attitudes with the opinions of their political opponents and render an account of their political activities to the leaders of a particular region. CT1 and CT24 viewers can also participate in the programme, sending their video queries via YouTube webpage.

Presented by: Václav Moravec

Premiere screening: From February to May on CT1
and CT24 from 9.00pm



R T É Ř I Č T

Cases, stories, interviews. Editorial magazine dedicated to current affairs. The team of Czech Television reporters presents political, economic and social cases, looks for interesting human stories and shoots unique interviews. Investigational programme bringing stories from home and abroad commented by the participants or by renowned persons invited to the studio. The programme editors maintain cooperation with a range of famous Czech and foreign journalists. It is the only investigational programme in domestic TV broadcasting at present.

Presented by: Marek Wollner

Broadcast on Mondays at 9.30pm on CT1

CT REPORTERS



The oldest travel magazine in the Czech media market has been broadcast for more than twenty years. It has already had nearly thirteen hundred editions presenting five thousand reportages from around the world. For a long time, the programme has been ranking among the most successful "non-news" projects of the public television and regularly appears among the ten Czech Television programmes with the highest ranking and among the twenty most watched TV programmes of all TV channels. The TV project has been also published as a successful book series.

Presented by: Tomáš Šponar a Vendula Krejčová

Premiere screening: Sundays at 10.30am on CT1

LENS 7

EUROPEAN NEWS

The weekly discusses events affecting the lives of people in Europe and outside Europe. Events is viewed from a different perspective than in the main news programmes - the focus is deeper and provides a more detailed analysis of important political, economic and social phenomena.

Presented by: Zdeněk Velíšek, Hana Scharffová, Adam Kautský

Premiere screening: On Saturdays at 3.30pm on CT24

PRISM

The Prism weekly is unique in that it presents scientific topics in a popular form understandable to a majority audience. Although it's not a scientific programme for experts, it provides information about interesting ideas and extraordinary discoveries.

Script editors and presenters: Lucie Horáčková, Pavel Šimek

Premiere screening: Saturdays at 6.35pm on CT24

DW-EUROPEAN JOURNAL

Half-hour magazine produced by the German station DW offers interesting stories from different countries as seen through the eyes of correspondents of prestigious media companies.

Premiere screening: Each Saturday at 4.33pm on CT24





168 HOURS

Last week in a rear-view mirror - CT news with grace and wit. The programme has been broadcast in this form for three years, looking at events from a distance and presenting them in a wider context, in form of longer original reportages.

Presented by: Nora Fridrichová

Screening: Sundays at 9.30pm on CT1, at 10.30pm on CT24

FILM 2010

FILM 2010 is a weekly discussion programme focusing on current film events. It is always broadcast live and features guests invited to the studio of the CT24 news channel. The FILM 2010 newsreel covers all genres - fiction films, documentaries, as well as cartoons and short films.

Presented by: Jolka Krásná

Premiere screening: On Saturdays at 11.05am on CT24



**KRYŠTOF HÁDEK
KAROLINA GRUZKA**

3 SEZÓNY V PEKLE

MARTIN HUBA, TOMASZ TYNDYK, ĽUBO KOSTELNÝ, JAN KRAUS
KOSTÝMY KATARÍNA HOLLÁ ZVUK PAVEL REJROLEC, JAKUB ČECH STŘIH PETR TURÝNA
ARCHITEKT MARTIN KUREL KAMERA KARL OSKARSSON HUDBA FILIP JELÍNEK
VÝKONNÝ PRODUCENT JASMINA TORBATI PRODUCENT MONIKA KRISTLOVÁ

SCÉNÁŘ A REŽIE TOMÁŠ MAŠÍN

WWW.3SEZONYVPEKLE.CZ

CT24 WEBSITE

WWW.CT24.CZ

The website bearing the same name as the CT24 news channel was created on May 2, 2005. Since that day, the www.ct24.cz website has been an integral part of the Czech Television news broadcasting. It is a full frame news site with live coverage in TV quality. Apart from bringing the news, the website also serves as CT24 web archive. For the sake of clear arrangement, all important pieces of information are provided with their own video material, allowing the website visitors to orient in the CT24 programme archives. However, the archive does not contain only news programmes. The website was exploited to the full in 2009 during the Czech presidency of the European Union when a special website was created to inform the audience to the full. Similarly, it has played an important role in providing information about the crucial home affairs of the recent years and important foreign visits, in particular the visit by U.S. President Barack Obama and Pope Benedict XVI in the Czech Republic. The CT24 news website has also an indispensable role in bringing information about devastating natural disasters like floods, raging of the Katrina hurricane in Florida, tsunami in the Southeast Asia and the earthquake in Haiti.

The number of visitors to the CT24 website has been on a gradual increase. While in 2008 the average monthly CT24 website traffic was

570 000 RU (the "original visitors"), in 2009 the number reached an average of 797 000 visitors. Further growth is expected in 2010, also in connection with the planned launch of special editions and the change of the visual appearance of the site.

The first specialized webpage in history, www.volbyct24.cz, will be launched by CT24 on the occasion of elections to the Chamber of Deputies, providing unique information service.

Interactive websites of profile programmes Hyde Park, Studio 6, CT24 Economy and News&Comments will be also launched in 2010.



NEW CT24 GRAPHICS

Modernization of CT24 visual style and a new graphic design of CT24 programmes is the fruit of collaborative work of professionals that are currently employed by the Czech Television. Creative and conceptual solutions have been designed in the CT Visual Presentation Department lead by Pavla Hromková and directed by the CT24 art-director Alan Záruba, who has been in charge of the project since April 2009. The CT creative team also consists of authors of graphic design programmes: Jaromír Vondrák (News), Libor Nevrkla (Economics 24, Economics + and Stock Exchange Studio) and Miroslav Žáček (Hyde Park). Cooperation in the implementation of graphic equipment within the post-production activities is provided by David Vrbel and Jakub Sporek (3D), Petr Šajner, Kamil Svoboda, Marek Machota and David Jones (2D). The author of the new tunes is the composer Karel Havlíček. The whole project was produced by the CVP Producer-in-Chief Miroslava Bláhová.

Complete technical support, implementation of creative on-air designs in ORAD and completion of the whole project and implementation thereof in the process of broadcasting was ensured the CT Graphic Centre led by Zbyněk Louda and the internal team of system specialists David Krameš, Michael Šmucr, Václav Bígl, and produced by Dagmar Šperlová.





OBAMA
V EVROPĚ
Summit G20
Londýn



OBAMA
V EVROPĚ
Summit G20
Londýn



2010 ON CT24 - SUPER-ELECTION YEAR AND THE DEMOCRACY PROJECT: THE FIRST YEAR

2010 will be a super-election year. The May elections to the Chamber of Deputies of the Czech Republic, local government elections and elections to the Senate of the Parliament of the Czech Republic will challenge the CT to show its know-how. CT news broadcasting has been preparing for the largest series of pre-election specials and discussions in history.

The traditional format - the **Questions of Václav Moravec Special broadcast on CT1 and CT24** dedicated to the elections to the Chamber of Deputies will have fifteen editions, which will be broadcast from all regions and the viewers will have an opportunity to upload their video queries on the YouTube website. In the interactive **Hyde Park** show screened on CT24, space will be gradually given to all chairmen of all the candidate parties. In the **News&Comments** programme, leaders of candidate parties will face each other in duels. An interesting seven-edition series of **Economic Check** will focus on hot issues of the present. For the first time, a special www.volbyct24.cz website dedicated to elections is going to be launched, allowing viewers to find everything they need to be well informed about the CT24 pre-election broadcast. CT24 pre-election programmes will be broadcast in a completely different style and special broadcasts will be also presented in a new, modernized visual design.

CT24 will continue to broadcast regular news, information about events on the domestic political scene.

Democracy Project: The First Year. The programme will offer a flashback to 20 years ago as a follow-up to the last year's retrospective "20 Years of Freedom" series. 1990 was the year of creation of a democratic state. The project will remind viewers of the beginnings of post-revolutionary reforms, of the days when history was made and the former post-communist country was little by little transforming itself into a standard European democratic country, which later became a member of the EU and NATO. Why does CT24 place such an emphasis on special projects? It is because they are the backbone of the attractiveness and success of CT24 with the audiences. Public service TV uses such projects to offer the audience a comprehensive view of reality via updated authentic broadcasting, analyses, commentaries and discussions prepared "here and now".

Last year was a proof - CT24 broadcast around **400 hours of live coverage and special entries** from all corners of Europe within the cycle **The Head of Europe**. It broadcast from Brussels, Strasbourg, Prague, but also from regions of the

Czech Republic. CT24 was present at the meetings of the European Parliament and the European Commission.

The **20 Years of Freedom** series focusing on the twentieth anniversary of the fall of the totalitarian regime was screened in 20 hour-long editions reminding the audiences of the **Several Sentences** petition, Václav Havel's election as the president of Czechoslovakia on December 29, 1989, the fall of the **Berlin Wall**, the Anniversary of **November 17, 1989**. Special broadcasts are an essential part of the existence and image of CT24. Besides standard programmes, special projects could be described as the "golden oldies" of the news programme.

Last year's highest ranking news broadcasting included the **April visit of the U.S. President Barack Obama** to Prague and subsequently the September visit of **Pope Benedict XVI** to our country. Considerable coverage was also given to budget negotiations in the Chamber of Deputies, the vote of confidence in the government, the Constitutional Court proceedings and other topics. Thanks to these programmes, CT24 exceeded a 4% total daily audience share, which, for a thematic channel, is a unique achievement.

2009 was the year when CT24 gained a distinct profile within the CT broadcasting, when the programme foundations were strengthened and the vision of further development of the channel was clarified.

2010 is the year of interactivity, new graphics, new website and new programmes. 2010 is the year of interconnecting the CT24 channel and the www.ct24.cz website with new social networks such as Facebook or Twitter. Nevertheless, we have been cooperating with Google and YouTube as well. Although video queries uploaded to YouTube now form an integral part of the pre-election programme **Questions of Václav Moravec Special**, the interactive character of CT24 will continue to be introduced in other programme formats. CT24 programme scheme is in a dynamic process of updating and amending while opening up to new communication possibilities allowing the CT to strengthen the relationship with the viewers. The experience of the past five years has confirmed that the focus on special broadcasts and the open character of the programme scheme and ideas has proved to be the right approach. We believe that our broadcasting in 2010 will be even more attractive for spectators than the previous years. CT24 wants to provide ever better services to the public.

Milan Fridrich

CT NEWSROOM AWARDS FOR 2009

Questions of Václav Moravec, discussion programme

- TýTý 2008 (ceremony with the announcement of results on April 18, 2009), survey on the most popular TV star in the preceding year carried out by the Týdeník Televize weekly magazine - TV Journalism Award: Václav Moravec
- Annual TV Award, ČFTA Prize presented by the Czech Film and Television Academy, Elsa 2009 (ceremony with the announcement of results on December 12, 2009 on CT2 starting at 8.00pm) - Presented by: Václav Moravec

(Non)debtors, two-part reportage from the investigative series **CT Reporters**

- Best TV Video Reportage of the Year Award given by the International Documentary Film Festival Jihlava (13th edition, October, November 2009) and the Respect weekly - David Macháček, reporter
- Awards of the Government Committee for Physically Challenged People given on the occasion of International Day of Disabled People (16th edition, December 4, 2009), TV programme category - 2nd place - David Macháček, reporter

Dolomitenmann 2008 sports show (directed by P. Musil)

- International Festival of Outdoor Films "22 Czech Towns", with the announcement of results in Prague (7th edition, December 2009), in the category of adventure and extreme sports film - 3rd place

Touch the Sky, sports show (directed by K. Jonák)

- Sportfilm Liberec 2009 - World Ficts Challenge (12th edition, October 2009) - Jury Award -

Marek Holeček for informal comments and a shooting in extreme environments, as shown in the picture

CT24 Focus - Winton Train, news programme (directed by B. Vostal)

- Nomination for the International TV Festival Bar, Montenegro (16th edition, October 2009)

Unknown Heroes editorial cycle

"Intruder Group" (Jiří Fiedor, Martin Fišer, Zbyněk Hejda, Vladimír Hendrich, Michal Matzenauer, Josef Mlejnek and Petr Šafařík) claiming the legacy of Andrej Stankovič film criticism gave a special award to CT editors of current news journalism for the **Unknown Heroes** series - Andrej Stankovič Honorable Mention

Retro, editorial magazine

- Annual TV Award, CFTA Award, Elsa 2009 (ceremony with the announcement of results on December 12, 2009 by CT2 starting at 8.00pm)

Wandering Camera magazine, news show, a mosaic of stories from CR regions

- MFF European Art Arts & Film Telč (5th edition, June 2009), Architecture and Design category - 3rd place

In the Wild Rapids of the Colorado, sports show (TS Ostrava, directed by M. Hýža)

- Sportfilm Liberec 2009 - World Ficts Challenge (12th edition, October 2009) - see the Reportage category

Starring Gustáv Husák

(documentary by R. Sedláček and M. Kubala)

- Academia Film Olomouc, Festival of Science and Popular Films (44th edition, April 2009) - Award given by the "Past and Present" journal for the best Czech documentary in the humanities and social sciences

It Started at the Black Horse's, sports programme (directed by I. Stehlík)

- Sportfilm Liberec 2009 - World Ficts Challenge (12th edition, October 2009) - Jiří Kössl Award, awarded on the recommendation of the jury by the Czech Olympic Academy

"Hámoty" by Václav Rožánek

Script, camera, editing, direction: Jan Bradáč, reporter of CT regional news editorial board in České Budějovice, who has been studying at the Faculty of Multimedia Communications of Tomas Bata in Zlin (in a combined form of study), where the film was shot

- Arts & Film Telč European Art Film Festival (5th edition, June 2009), the category of Fine Arts in All Areas and Fields - 2nd place

CT editor Antonín Brušík won the "Journalist Quail" 2008 Award (Novinářská křepelka 2008)

The prize for journalists under 33 years was granted to Antonín Brušík by the Czech Literary Fund Foundation for the TV news from Karlovy Vary region, whose social significance has crossed the boundaries of the region (May 19, 2009, Havlíčkův Brod)

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