

02

CZECH TELEVISION 2002



ČESKÁ TELEVIZE



Events Main newsroom reports with presenters Jolana Voldánová and Josef Maršál

Czech television landscape

Total TV households¹ 3,777,000

Number of registered television sets²

- individuals³ 3,157,605
- corporations and self-employed 168,675
- total 3,326,280

Average daily time spent watching television⁴

- viewers aged 15 and over 202 minutes (of which Czech Television 59 minutes)
- men 189 minutes (of which Czech Television 58 minutes)
- women 215 minutes (of which Czech Television 59 minutes)
- viewers aged 4 – 14 129 minutes (of which Czech Television 37 minutes)

¹ Source: Taylor Nelson Sofres Factum, s.r.o.

² At 31 December 2001.

³ Without viewers exempt from licence fee.

⁴ Source: Taylor Nelson Sofres Media – ATO.

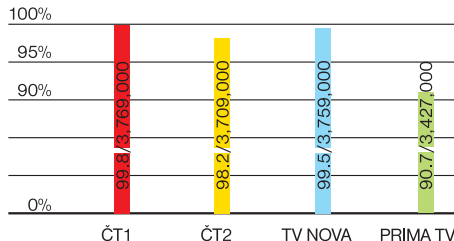
Regulatory body of the media landscape 13-member Council for Radio and Television Broadcasting, appointed by the Prime Minister on a proposal of the Czech Parliament for a 6-year period. The Council is required to submit to the Parliament an annual report on its activities and on the state of radio and television broadcasting.

Note: Penetration data are based on sociological research, and represent viewers' opinions of which channels are accessible to them. They are not based on technically precise measurements of signal quality.



TV channel penetration in 2001

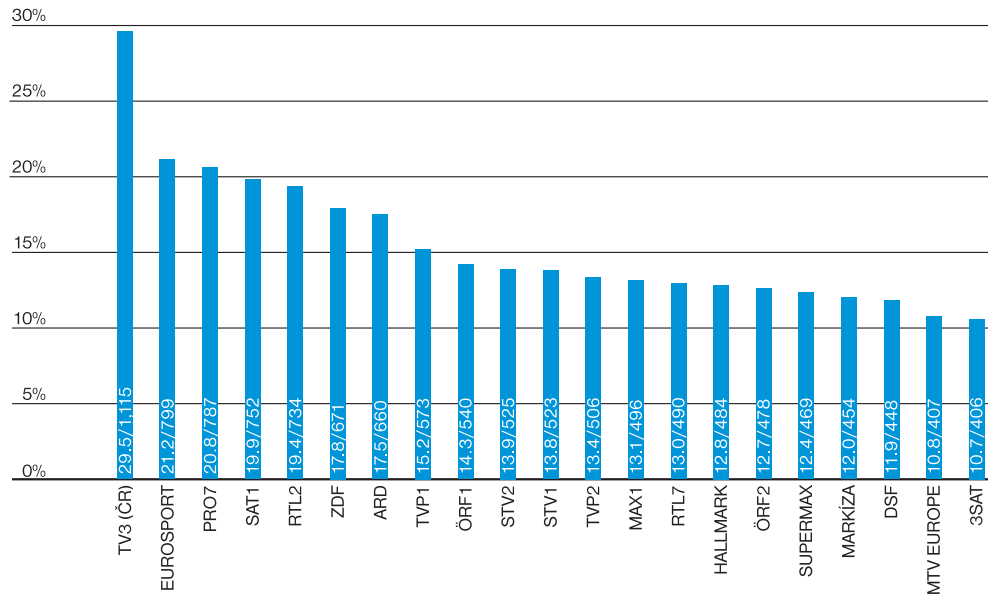
(% of TV households/number of TV households)



Source: Taylor Nelson Sofres Factum, s. r. o. ; 100% of TV households = 3,777,000

Penetration of other TV channels in 2001

(% of TV households/number of TV households '000)



Note: Including signal reach for 10% and over of TV households; 100% of TV households = 3,777,000.

Source: Taylor Nelson Sofres Factum, s r.o., sociological research.

Czech Television

Inception 1 January 1992 under the Czech Television Act No. 483/1991 Coll.

Organisational units Czech Television Prague, Brno Television Studio, Ostrava Television Studio

Status public service broadcaster

Channels ČT1 and ČT2 (both nation-wide)

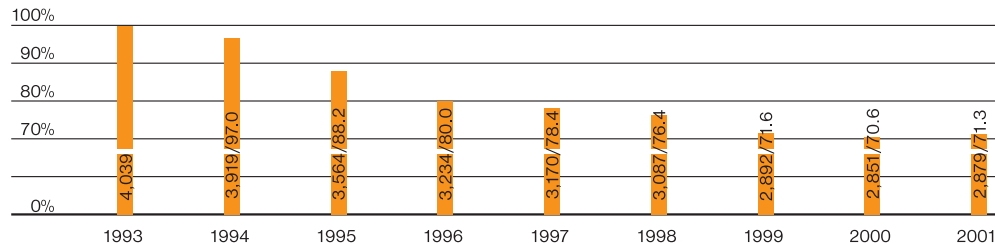
Sources of revenue The television licence fee, which is specified by Act No. 252/1994 Coll. on radio and television licence fees, as amended, and business activities, which are regulated by Act No. 483/1991 Coll., the Czech Television Act, as amended. The licence fee is CZK 75 per month and is collected by the Czech Postal Service.

Statutory body Director General, elected for a six-year term by the Czech Television Council.

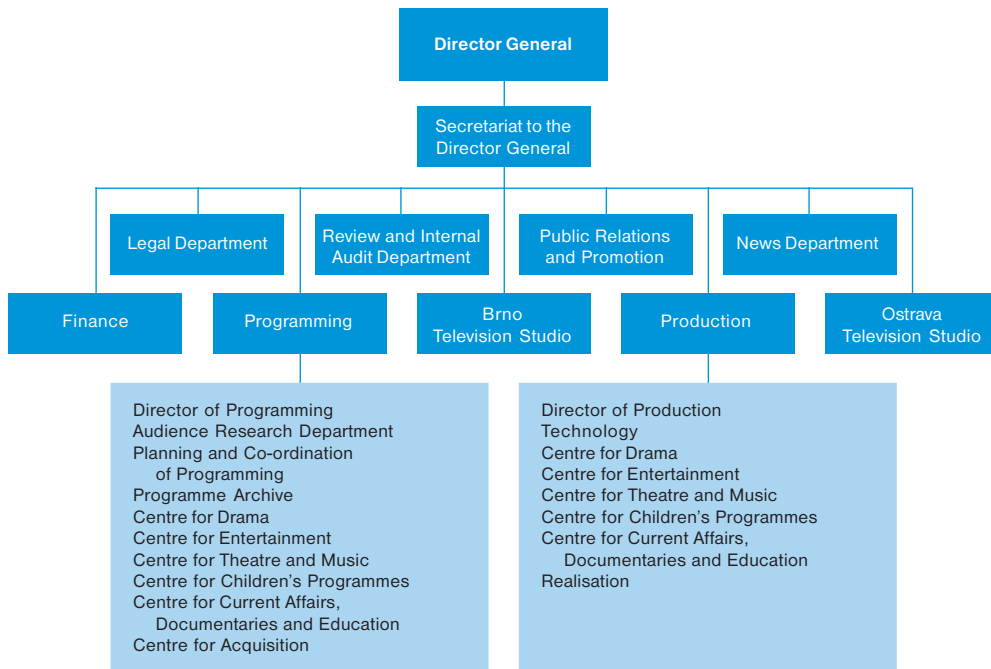
Supervisory body The Czech Television Council, elected by the Czech Parliament. Until 2001, it was a nine-member body elected for a five-year period. The amended Czech Television Act increased the number of members to fifteen and the term in office to six years, with a third of the members being replaced every two years.

Number of employees

(average number of employees/index)



Organisational chart, May 2002

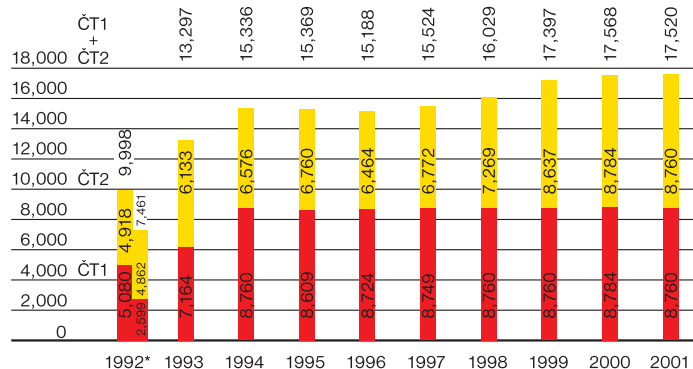


Programming and broadcasting

Since the introduction of 24-hour broadcasting on ČT1 in September 1997, the further extension of the total broadcasting hours of Czech Television has been possible only thanks to the expansion of the volume of ČT2 broadcasts. In 2000 it amounted to 50% of the overall volume of Czech Television broadcasts.

Total broadcasting time 1992–2001

(hours)



* The higher figure in the year in which Czech Television was established represents the broadcasting time of three broadcasters on federal television channels 1 and 2, i.e. Czech Television, Federal Czechoslovak Television and Slovak Television; the lower figure represents the broadcasting time of Czech Television only.

1992, 1996 and 2000 were leap-years.

Source: ČT – Audience Research Department.

Untimely Death: Unrestrained Element The life of actor Vladimír Menšík from a series of documentary portraits of personalities from Czech public and cultural life





The Ideal Husband TV version of the comedy by Oscar Wild

Shares of programme types in broadcasting in 2001

(hours/% of the total broadcasting time)



News	3,578/20.4
Current affairs	2,288/13.1
Documentaries	2,294/13.1
Education	633/3.6
Sport	1,055/6.0
Drama	4,122/23.5
Music	1,090/6.2
Non-commercial promotions, Supplements	607/3.5
Entertainment	1,302/7.4
Religion	83/0.5
Teleshopping	293/1.7
Advertising	174/1.0

Origin of programmes broadcast in 2001

(hours/% of the total broadcasting time)



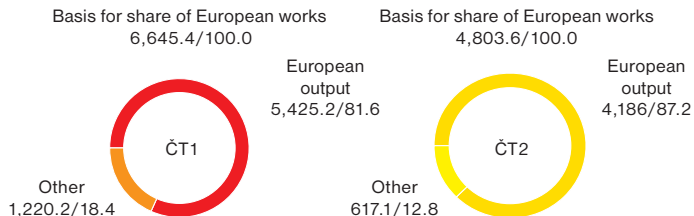
In-house productions	12,230/69.8
ČT in-house productions	10,358/59.1
made to order for ČT	1,156/6.6
ČT co-productions	716/4.1
Acquisitions	5,290/30.2
Domestic	829/4.7
Foreign	4,461/25.5

Source: ČT – Audience Research Department.

Volume of European works in the broadcasting schedule

Since the ČT inception, European works have formed over half of all its foreign acquisitions and 15–22% of total broadcasting hours of ČT1 and ČT2. Since May 2001, the support of European works in broadcasting is directly covered by the amended Act on the Operation of Radio and Television Broadcasting. Television broadcasters are required, where practicable, to reserve for European works a majority proportion of the total broadcasting hours of each of their stations. The volume of broadcasts from which is determined the proportion of broadcasting hours reserved for European works, however, does not include the time specified for the broadcasting of news items, sports events, games, advertising and teletext services and teleshopping. Under the law, European works are deemed to be programmes from member states of the European Union and from European third states party to the European Convention on Transfrontier Television of the Council of Europe. European works therefore include programmes that have been also made in the Czech Republic.

Volume of European works in 2001 under new statutory requirements (hours/% of the broadcasting time)



Source: ČT – Audience Research Department.

Europeans: Daniel Olbrychski
Series of exclusive interviews with prominent figures of European culture



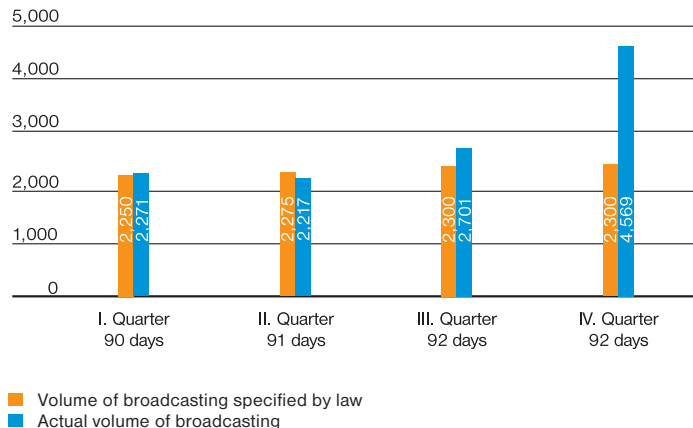


Regional broadcasting of news and current affairs programmes

One of the duties of Czech Television, in accordance with the amended Czech Television Act of January 2001, is to secure regional broadcasting of news and current affairs programmes via television studios for local areas. At least 25 minutes per day must be devoted to the regional broadcasting of news and current affairs programmes.

Volume of regional broadcasting of news and current affairs programmes in 2001

(minutes)



Source: ČT - Audience Research Department.

Service for the hard of hearing

In line with its spirit of public mission, Czech Television provides a long-established service to the minority viewer group of the hard of hearing. This service includes transmitting closed captions, subtitles, programmes interpreted in sign language, and a maximum of graphic information. In the first five years of its existence, Czech Television developed this service as a voluntary commitment. Since July 1997, it has been required by the amended Radio and Television Broadcasting Act to make 25% of its broadcasts accessible to the hard of hearing. The Czech Television Act, in the most recent amendment, places the duty on Czech Television to provide at least 70% of its programmes with closed captioning, on-screen subtitles or sign language transcription. On average, Czech Television made 42% of its programmes accessible to the hard of hearing each month in 2001, which represents an increase of 6% in comparison with the previous year. Closed captioning is a key technique, while the provision of on-screen subtitles or sign-language transcription via an on-screen interpreter is less common.

Broadcasting for the hard of hearing – number of programmes in 2001

ČT1+ČT2	First screenings	Repeats	Total	%
Total programmes broadcast	13,819	15,033	28,852	100.0
Total programmes for the deaf of which	5,153	7,200	12,353	42.8
Teletext	0	0	0	0.0
closed captioning	4,995	6,969	11,964	41.5
on-screen captioning	157	216	373	1.3
no words	1	15	16	0.0

Source: ČT – Audience Research Department.

News for the Hard of Hearing News programme with simultaneous sign language transcription





Blue Planet Eight-part BBC documentary series

Teletext

(ČT1 – Czech Television Teletext, ČT2 – Express Teletext)

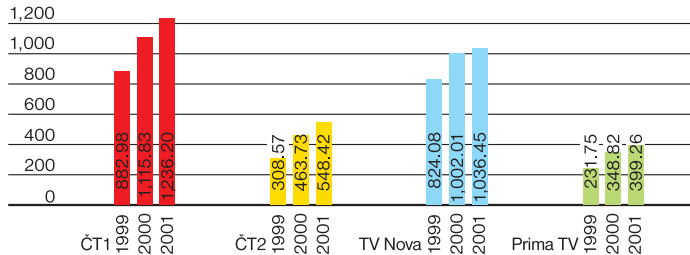
Teletext has been part of Czech Television broadcasting since its inception in January 1992. On ČT1, at the time, it was already offering a daily average of between 600 and 700 pages for news and information on sport, economy, culture, weather and television programmes, etc. Today, Czech Television provides Teletext services on both channels and Teletext broadcasting is based on the Czech Television Act, pursuant to the latest amendment from January 2001. The broadly conceived Czech Television Teletext is broadcast on ČT1 and includes over 1,600 pages, with news headlines and a whole range of interesting sections. Express Teletext, which is featured on ČT2, contains almost 300 pages of the most sought-after information – mostly news, sport, weather and a continually updated ČT programme schedule.

The pages are continually updated every day, including weekends and holidays and, where necessary, in the night-time hours. In certain cases, Teletext is able to secure real-time dissemination of data regarding an event that has just occurred. This is one of the main factors that for several years has been reflected in a continual growth in the Teletext viewer base. In long-term readings, Czech Television Teletext is the most viewed of all Czech Teletext services.

Czech Television's Teletext pages can be received not only on adapted television sets but also on the website www.czech-tv.cz/teletext via SMS or WAP technology.

Weekly cumulative reach in 1999 – 2001

(viewers aged 4 and older in thousands)

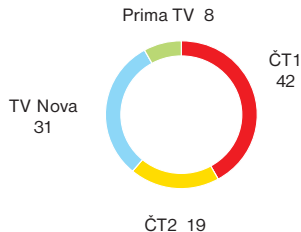


Note: Weekly cumulative reach = average number of viewers who have read Teletext at least once a week; frequency of use is not measured.

Source: Taylor Nelson Sofres – ATO.

Audience share in 2001

(% of viewers aged 4 and older)



Note: Audience Share = average quantity; proportion of the number of viewers watching individual channels to the number of viewers reading Teletext.

Source: Taylor Nelson Sofres – ATO.

The Scent of Vanilla
Drama about human desire, love and responsibility against the backdrop of the second world war





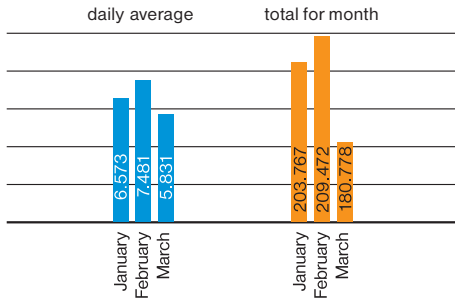
Twin Peaks American cult serial directed by David Lynch

Czech Television on-line

The basis for Czech Television's presentation on the internet at www.czech-tv.cz was laid down on 1 October 1996. The number of pages has been substantially increased (currently about 8,000) since then and lots of new viewer services introduced, including the broadcasting of on-line news since April 2000. The basis of the current format comprises reports on current events at ČT, news and information on programmes (with photographs, audio and video clips, but also offering the possibility to take part in discussion forums and on-line voting). There has been a great improvement in the service pages for journalists. Pages relating to the profile of ČT as an institution are a constant part of the website. In addition, there are pages for on-line broadcasting at www.ct1.cz. On-line chats with ČT personalities have become a regular feature.

Interest in the Czech Television website in the 1st quarter of 2002

(visits in thousands)



Source: <http://www.czech-tv.cz/www/> (Webalizer).

Viewers

Information on the viewer response to television broadcasting is acquired by means of two techniques – electronic tracking of viewer figures either with peplemeters or, most recently, TV meters, and sociological research with programme diaries.

Czech Television sociological research is the older of the two methods, having been running for over three decades. It is now used primarily as a way of regularly acquiring information on viewer response to programmes broadcast by all Czech national TV stations and TV3. The technique used in this research is a questionnaire survey carried out on a panel of respondents. This panel is a representative sample of the adult population of the Czech Republic. The main result of the research is a coefficient of viewer satisfaction with ČT programmes in a scale from +10 do –10.

A selection of programmes with highest viewer satisfaction in April 2002

Programme	Date	Day	Time	Ratings	Coefficient of % viewer satisfaction
Davis Cup: France-Czech Republic (sport)	7. 4.	SUN	15.52	4.8	10.0
Blue Planet (documentary)	7. 4.	SUN	12.06	8.8	9.2
News on the State of the Planet (documentary)	16. 4.	TUE	20.00	4.4	8.7
With Greatest Spirit (music)	6. 4.	SAT	11.25	4.1	8.7
Forrest Gump (film)	13. 4.	SAT	20.52	13.5	8.6
Our Countryside (magazine)	13. 4.	SAT	11.06	3.3	8.6
Under One Roof at Žofin (music)	1. 4.	MON	12.09	3.1	8.6
Pale Blue World (magazine)	28. 4.	SUN	14.59	3.3	8.5
Ice Hockey World Championship: Canada-Latvia (sport)	27. 4.	SAT	18.55	4.9	8.3
Time for the Family (documentary)	14. 4.	SUN	15.04	3.1	8.3
Lens (magazine)	28. 4.	SUN	10.00	5.6	8.2
Sex in the City (serial)	13. 4.	SAT	23.29	3.3	8.2
Czechoslovakia in Special Services (documentary)	4. 4.	THU	20.00	3.3	8.2
"21" (news)	18. 4.	THU	21.14	4.3	8.0

Source: ČT – Audience Research Department.

Since 1 June 1997, **viewing figures** have been **tracked electronically** in the Czech Republic. This service is provided to the Association of Televisions Organisations (of which Czech Television is a founding member) – for the first five years by Taylor Nelson Sofres, since 29 April 2002 by Mediaresearch, a. s. Readings are carried out on a panel of 1,333 households comprising a representative sample of the Czech population from the age of four and above. These electronic readings produce a range of data that are used by television organisations for analyses of the success of programmes with the viewers and by media and advertising agencies for ascertaining expected viewer interest in their campaigns.

The basic terms that apply to this so-called uniform currency are as follows:

TV ratings (% or viewers in thousands) – the proportion of viewers from a certain target group following a specific television station to the overall amount of persons in this target group; **Audience share/Market share** (% of viewers) – the proportion of viewers from a certain target group watching a certain channel to the total amount of viewers from this group watching television on all the channels that are being probed. It also demonstrates a division of viewer interest between individual channels.

A selection of the highest ratings of programmes in April 2002

(viewers aged 15 and older)

Programme	Date	Day	Time	Rating %	Audience share %
Ice Hockey World Championship: ČR-Germany (sport)	29. 4.	MON	21.41	22.0	52.0
Events (news)	14. 4.	SUN	19.15	20.3	43.0
Me and My Sons (entertainment)	27. 4.	SAT	20.02	19.1	41.0
Travel Mania (travel documentary)	8. 4.	MON	21.03	16.8	37.0
The Wholesome Sick Beloved Brodsky (stylized documentary)	21. 4.	SUN	20.04	16.6	33.0
Love Lost (serial)	15. 4.	MON	20.03	16.1	31.0
Banana Fish (light entertainment)	16. 4.	TUE	21.05	14.9	32.0
Such a Decent Person (TV film)	14. 4.	SUN	20.05	14.3	26.0
The Wife of Ronald Sheldon (TV film)	7. 4.	SUN	20.05	14.1	27.0
Final Descent (film)	4. 4.	THU	20.05	13.9	27.0
Odyssey (film)	12. 4.	FRI	20.05	13.8	28.0

Source: Taylor Nelson Sofres Media – ATO.

Ratings for January – April 2002

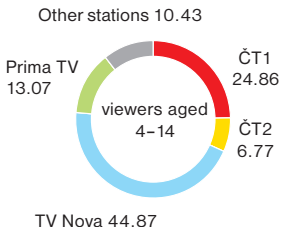
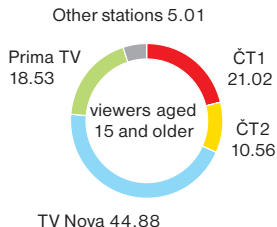
In the first four months of 2002, ČT1 programmes attracted a daily average of 267,000 viewers aged 15 and older and, in peak time (19.00–22.00) of 923,000 viewers aged 15 and older. ČT2 was watched by a daily average of 128,000 and in the evening by an average of 293,000 adults.

Unlike the interest in ČT1, which was de facto consistent in comparison with the same period last year, the programming of ČT2 was clearly more attractive for viewers. Heightened interest was mainly down to the coverage of the Winter Olympics in Salt Lake City and the Ice Hockey World Championship in Sweden.

Average audience share in the first quarter of 2002

(%)

24-hour share



Source: Taylor Nelson Sofres Media – ATO.





Winter Olympic Games in Salt Lake City Aleš Valenta after his jump for the gold

Response to broadcasts from the Winter Olympics

Czech Television provided 263.1 hours of coverage of the 19th Winter Olympic Games (held in Salt Lake City, 8–24 February 2002). These broadcasts considerably increased audience interest in ČT2 programming. In comparison with 2001, the 24-hour broadcasts by ČT2 were seen by around 3.5 times more adults and 2.8 times more children aged 4–14. Proportionate to this was an increase in the 24-hour share of viewers of ČT2 programmes; a 2.9-fold increase in the case of adults, a 3.1-fold in the case of children.

Viewer response to 24-hour broadcasting of ČT2 in 2001 and coverage of the Winter Olympic Games in Salt Lake City (8–24 February 2002)

	Viewers aged 15 and older		Viewers aged 4–14	
	Ratings	Audience share	Ratings	Audience share
	'000	%	'000	%
2001	89	7.55	6	4.66
Winter Olympic Games	312	21.63	17	14.24

Source: Taylor Nelson Sofres Media – ATO.

Response to broadcasts from the Ice Hockey World Championship

Czech Television provided almost 50 hours of coverage of the ice hockey world championship (held in Sweden, 26 April – 11 May), with a total of 23 matches, of which 20 were live broadcasts and 3 were recordings. Viewers had the opportunity to see every match involving the Czech team – with Switzerland, Japan, Germany, Latvia, USA, Canada and, in the quarterfinal, with Russia – and all matches from the quarterfinal leading up to the contest for gold. Supplementary information was provided by the World Hockey Studio series and the programme Played Out.

The above programmes were followed by an average of 812,000 viewers aged four and older, of whom 756,000 were adults. Every fourth person watching television at a given time showed preference to the coverage of the hockey championship over other television programmes. Just as in previous years, viewers' interest has mainly focused on live broadcasts – especially those featuring the Czech national team. In view of the fact that the Czech Republic's participation ended in the quarterfinal, there was less interest in the rest of the championship.

The broadcasting of matches played by Czech teams attracted the most interest, to such an extent that in the top ten broadcasts there were only three matches without Czech involvement, one of which ranked 5th in the ratings, even though it was a final.



Viewer response to the coverage of the Ice Hockey World Championships of 2001 and 2002

	Year	Viewers aged 15 and older			Viewers 4–14 let		
		Ratings		Audience share	Ratings		Audience share
		%	'000	%	%	'000	%
Total	2002	8.9	756	24	4.3	56	22
	2001	10.8	910	34	5.0	71	38
Broadcasts/ total recordings	2002	8.5	719	22	4.2	54	20
	2001	13.2	1,106	40	6.2	88	42
Czech team broadcasts	2002	18.4	1,559	41	10.2	131	41
	2001	22.1	1,855	56	11.1	159	65
Broadcasts/ other recordings	2002	6.7	569	21	2.9	37	18
	2001	6.5	546	28	2.5	36	24
World Hockey Studio	2002	2.2	184	9	0.4	6	10
	2001	1.9	159	10	0.4	6	20
Played Out Programme	2002	1.4	117	10	0.1	1	3
	2001	1.6	137	12	0.6	8	43

Source: Taylor Nelson Sofres Media/Media Research – ATO.

Public-benefit activities

As a public service television, Czech Television supports cultural and public benefit activities by various means other than by broadcasting programmes on relevant themes. This concerns systematic support in the form of media partnership within the framework of collection, educational and cultural activities, as well as specific charity projects where ČT is involved as broadcaster or co-organiser.

As to **media partnership**, ČT provides scope for the broadcasting of educational, collection and non-commercial promotions. In this way, in 2002, it has supported the Foundation for the Transplantation of Bone Marrow, a project for the support of the cultural activities of handicapped children ("Salve Caritas and Salve Vita"), a public collection for SOS Afghanistan organised by People in Need, etc. Czech Television has traditionally connected its name with festivals such as Prague Spring, Karlovy Vary IFF, but also the World Roma Festival Khamoro and the ethnic and world music festival Respect.

In connection with ČT's support for charity and collection projects via the **broadcasting** of specific related **programmes**, the **Advent Concerts** have a long-established tradition. The money raised goes towards alleviating the lives of, among others, physically and mentally handicapped people and abandoned children. Four Advent concerts in 2001 led to proceeds of CZK 6,731,175.

For the fourth year running, Czech Television has been directly involved as **co-organiser** with the Civic Society Development Foundation on a long-term collection project entitled **Help the Children!** which is in aid of endangered and disadvantaged children. The project culminates on Easter Monday with an evening-long entertainment programme. This year, it managed to raise a record CZK 12,030,643.

Help the Children! symbol of the programme and also the whole collection





The Bible – The Old Testament co-produced series by ČT and LUBE, RAI1, ORF, LUX, Turner Pictures, France 2 and Antena 3

On the international scene

Since the second year of its existence, Czech Television has been an active member of international organisations of television broadcasters and an active participant and co-organiser or organiser of international conferences, festivals and symposiums.

The most important and beneficial is Czech Television's membership of the **European Broadcasting Union** (EBU). The EBU is the largest association of national radio and television broadcasters in the world and currently brings together 70 full member organisations in 51 different countries of Europe, North Africa and the Middle East and 46 associate members from 29 other countries. The advantages of membership are reflected both in the daily exchange of news and sports reports, and in ongoing cooperation in the development of new technologies, such as terrestrial digital broadcasting, but primarily in the acquisition of broadcasting rights for recordings of world sports events, such as the Olympic Games and the ice hockey and football championships. Also important is specific cooperation in major international co-production projects, such as the ambitious series entitled *The Bible – The Old Testament*, which involved the participation of eight European television stations including Czech Television. Viewers of Czech Television have had the opportunity to see this series for several years.

Via EBU as an umbrella organisation, the Czech Television is a member of the **Euronews** and **Eurosport** consortia, as well as **DVB** (Digital Video Broadcasting) and **EGTA** (European Group of Television Advertising).

Of the world-wide organisations in which Czech Television is also active, one should mention **PBI** (Public Broadcasting International) and **SMPTE** (Society of Motion Picture and Television Engineers).

Regional issues are the focus of attention at **CIRCUM** (European Association of Regional Television Studios), in which Czech Television is represented by Ostrava Television Studio.

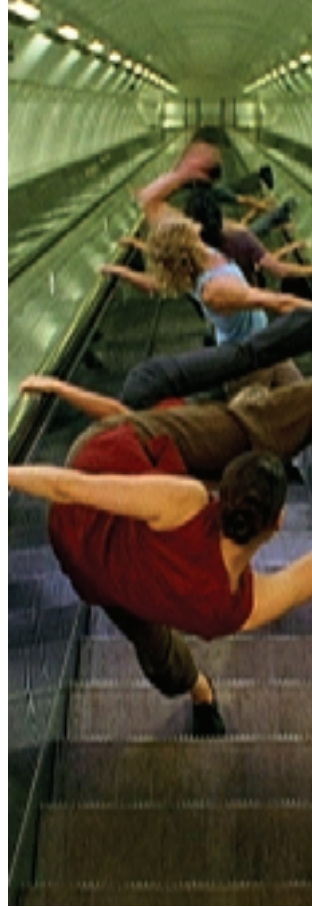
Membership in the Vienna-based **IMZ** (International Music Centre) is of fundamental importance in the area of music and dance, enabling continual contact with the association of international music producers, television corporations and publishers.

Czech Television as an organiser of international events

Every year Czech Television plays host to the meetings of various expert commissions, committees and forums of the EBU. In 1996, it even organised the meeting of the General Assembly of the EBU's supreme body. In addition, Czech Television has a permanent brief from the EBU to prepare conferences on religious broadcasting entitled **Religion** – European programming staff and makers of programme on religious themes therefore have an opportunity to get together in Prague every two years; the next conference (the seventh) is to be held in October 2002.

The most prestigious event, which the Czech Television has been involved with since its inception, is the **Golden Prague International Television Festival**, one of the oldest television festivals in Europe. A this year's festival – the 39th – 57 distribution companies from 25 different counties entered a record number of 103 competition and 12 out-of-competition programmes, and 650 festival participants from home and abroad came together in the representative rooms of the Municipal Hall of Prague.

Golden Prague ITF 2002 – Subways: Five Variations on a Theme By Rilke
Prize of the Dagmar and Václav Havel Foundation "Vision 97" and Special Mention





Prague Spring 2002 – B. Smetana: My Homeland The Czech Philharmonic conducted by Keno-Ichiro-Kobayashi, the first live television broadcast in 16:9 format

Technical capacity

The production of programmes at Czech Television Prague and in the Brno and Ostrava television studios is now almost fully digitised. This takes place in 11 studios ranging from 65 to 700 m² in size, 2 news studios 75 and 140 m² in size, a virtual studio for producing current affairs and news programmes, a news studio integrated into the central control room for broadcasting the main news programmes and a complex of facilities for post-production. The exterior production is supported by ten 2–6 camera outside broadcast vans, 20 single-camera vans, over 30 reporting sets, a specialised *super slow-motion* facility for use at sports events, one camera for wireless signal transmission, camera cranes, lighting vans, 2 SNG satellite vehicles, 11 regional news desks, 6 foreign news desks and satellite equipment for receiving and exchanging news programmes within the EBU, Reuters and APTV networks.

Signal transmission

Czech Television broadcasts on both of its channels 24 hours a day terrestrially via a network of basic transmitters and low output transmitters and satellite distribution. Viewers within reach of stereophonic transmitters can receive a double channel transmitted sound, i.e. programmes broadcast stereophonically or optionally in two languages (DUAL). The introduction of terrestrial digital broadcasting (DVB-T) will mean 100% stereophonic broadcasting for viewers within reach of the ČT signal.

The ČT1 and ČT2 signals are complemented by additional services – Teletext, closed captioning and a VPS code for controlling VHS home video recorders.

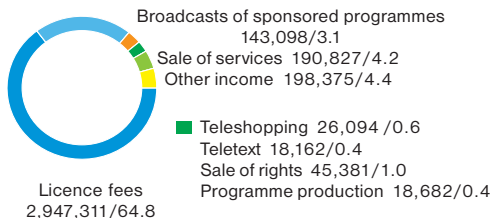
In addition to the terrestrial method of signal transmission, Czech Television broadcasts its two channels in digital form MPEG-2 via the Eurobird1 satellite. The satellite signal is also stereophonic.

Financial performance

In accordance with the law, the financing of ČT is based on several resources, which are, primarily, **revenues from television licence fees** and, secondarily, **income from business operations**, which have connection with the production and distribution of television programmes. Under the law, ČT may use these revenues purely to finance its own operations. Czech Television financing, then, is not aimed at generating profits, but simply raising the funds necessary for it to be able to implement its mission – a public service producing and distributing television programmes.

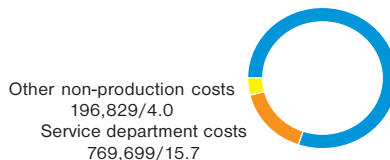
Income in 2001 (CZK'000/ % of income)

Advertising 956,910/21.1



Costs in 2001 (CZK'000/ % of total costs)*

Production and broadcasting costs 3,930,332/80.3



* Preliminary data.

Income and costs 1993–2001* (CZK million)

	1993	1994	1995	1996	1997	1998	1999	2000	2001 **
Income	3,844.4	3,322.1	2,945.8	3,614.5	4,202.2	4,634.3	4,665.5	4,858.7	4,544.9
Costs	3,338.9	3,168.1	3,170.9	3,477.6	3,856.6	4,582.1	4,564.9	4,876.8	4,896.9 **
Financial result	+505.5	+154.0	-225.1	+136.9	+345.6	+52.2	+100.6	-18.1	-352.0 **

* Without the acquisition cost of securities sold.

** Preliminary data.

Sources of revenue

Television licence fees are the main source of income for Czech Television. In the Czech Republic, the TV licence fee is specified by law as a payment by the owner of a television set, i.e. a device that is technically adapted for an individually selected reproduction of television broadcasts, irrespective of the way the signal is received. It is based – similarly to social and health insurance – on the principle of solidarity. In practice, this means that **each TV household pays only one TV licence fee**, irrespective of the number of television sets it has. Furthermore, handicapped people and people with an income 1.4 times lower than the legal subsistence level are exempt from the TV licence fee. **Corporations and self-employed individuals are required to pay a TV licence for each television set they own.** The law also imposes penalties for non-payment of the licence fee, including its enforcement by legal means.

The level of the licence fee is set by law, in accordance to which it was last raised in 1997 to CZK 75 per month. In no way does the law specify the length of time that this rate shall remain in effect. The mechanism for raising the TV licence fee is therefore not set by a specific term. In this regard, the TV licence differs from the way it is conceived in the majority of European countries.

The collection of TV licence fees for Czech Television is mediated by the Czech Postal Service, which charge CZK 3.10 for every registered TV licence-fee payer. ČT is involved in the administration of the database of TV licence-fee payers and the recovery of debts via the specialised TV Licence Fee Department.

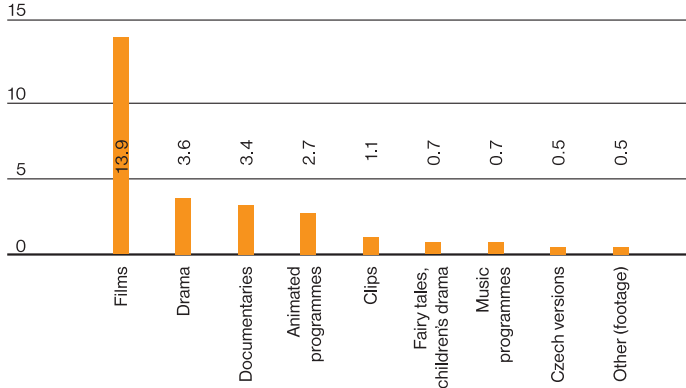
Business operations are an additional source of income in accordance with the law. They help Czech Television to secure the production of programmes and the range of its broadcasts. **Revenues from broadcasting commercials and sponsored programmes** form the main source of such yields. The amount of commercials in Czech Television broadcasting is limited to 1% of the daily broadcasting hours and may not exceed 12 minutes per hour or, between 19.00 and 22.00, 6 minutes per hour. The sale of advertising time and sponsoring for Czech Television is secured solely by the ARBOMedia agency.

Czech Television Telexport

Telexport is a specialised department at Czech Television that deals with the secondary use of rights for programmes produced or co-produced by Czech Television. Its operations therefore primarily involve the sale of rights for programmes for abroad and the Czech Republic, the issuing or provision of rights for the release of Czech Television programmes on recorded media, and commercial activities in the area of merchandising and publishing.

Total revenues from Telexport commercial activities during 2001 came to CZK 44.7 million, with foreign sales amounting to 58%, domestic sales 42%.

Earnings from the sale of rights abroad in 2001 (CZK million)



Divided We Fall nominated for an Oscar and in 2001 the most commercially successful title





Women at the Turn of the Millennium: Trapped Special Mention by the documentary jury at the Karlovy Vary Film Festival

In addition to commercial activities, Telexport also secures the presentation of Czech Television programmes at domestic and foreign television and film festivals. In 2001, Telexport offered a total of 65 programmes of all genres at 170 international film and television festivals; 17 awards were received by these programmes. In 2002, films that have been made in association with independent producers are continuing in the tradition of international success. For example, the film **The Wild Bees**, a feature-length debut directed by Bohdan Sláma, received the Sky Award at the San Francisco Film Festival and the main award – the Tiger – at the Rotterdam Film Festival. The film **Autumn Spring** received the main award – the Roxanne T. Mueller – at the Cleveland Film Festival and came 8th out of 160 in the assessment of viewers at the Palm Springs Film Festival. **Hour of Truth**, a television film directed by Jitka Němcová and made at Czech Television, received the award for best screenplay at the Rheims Festival and the Viewers' Jury Award for best television film.

Czech Television Telexport also secures recordings of Czech Television programmes for individual viewers and corporations – 205 last year.

From the history of television broadcasting

- 1. 5. 1953 launch of trial television broadcasting in Czechoslovakia
- 25. 2. 1954 launch of regular television broadcasting
- 11. 2. 1955 first live television broadcast of a hockey match in the Winter Stadium in Prague
- 31. 12. 1955 launch of the Ostrava Television Studio
- 1. 10. 1956 launch of television news broadcasting
- 1. 10. 1959 inception of Czechoslovak Television
- 6. 7. 1961 launch of the Brno Television Studio
- 10. 5. 1970 launch of Channel 2
- 9. 5. 1973 launch of colour broadcasting in the SECAM system on Channel 2
- 9. 5. 1975 launch of colour broadcasting in the SECAM system on Channel 1
- 14. 5. 1990 launch of Channel OK3 in the PAL colour system
- 30. 10. 1991 approval by the Federal Assembly of Act No. 468/91 Coll., on the Operation of Radio and Television Broadcasting
- 7. 11. 1991 approval by the Czech National Council of Act No. 483/1991 Coll., the Czech Television Act, coming into force on 1. 1. 1992

From the history of Czech Television

- 1. 1. 1992 Under a Czech National Council Law of 7. 11. 1991 (No. 483/1991 Coll.), Czech Television is established as a public service broadcaster; on a commission from the Czech National Council , Ivo Mathé takes up his post as temporary director; Czech Television becomes the broadcasting operator on channels ČTV and OK3 and makes programmes for the federal station F1 operated by Czechoslovak Television
- 31. 1. 1992 The Czech National Council elects the first nine-member Czech Television Council
- 1. 4. 1992 On the basis of the results of a competition for tenders invited by the Czech Television Council, Ivo Mathé becomes the first Director General of Czech Television
- 15. 4. 1992 On a motion proposed by the Director General, the Czech Television Council approves the first Bylaws of Czech Television
- 31. 12. 1992 Czechoslovak Television and the federal television station F1 are wound up
- 1. 1. 1993 The broadcasting of newly conceived and renamed Czech Television stations is launched – ČT1 (previously ČTV), ČT2 (previously F1) and ČT3 (previously OK3)
- 31. 12. 1993 The broadcasting of ČT3 ends as a station with special programming
- 1. 1. 1994 Simultaneous broadcasting of ČT2 programmes in the ČT3 transmitter network. ČT2 established as a station focused on minority viewer interests and thus complementing the programming of the universal station ČT1
- 3. 2. 1994 In accordance with the law, Czech Television made the existing nation-wide frequency of the station ČT2 (previously F1) available for the broadcasting of a commercial station

1. 4. 1995 The Radio and Television Licence Fee Act (No. 252/1994 Coll.) comes into force; the television licence fee is set at CZK 50
27. 9. 1995 On the basis of a proposal by the Director General of Czech Television, the Czech Television Council approves the new wording of the Czech Television Bylaws together with the Czech Television Code and the Czech Television Strategy
8. 12. 1995 The Czech Parliament approves the so-called "small amendment to media laws" (No. 301/1995 Coll.), which (among other things) places the second channel ČT2 under the permanent administration of Czech Television
31. 1. 1997 The term of the first Czech Television Council comes to an end
27. 2. 1997 The Czech Parliament elects the second Czech Television Council
 1. 7. 1997 The television licence fee is set at CZK 75 under an amendment to the Radio and Television Licence Fee Act
 1. 9. 1997 A 24-hour programme schedule is introduced on ČT1 (until then Teletext In Vision had, since 1993, been broadcast in the night-time hours)
17. 1. 1998 On the basis of proposal by the Czech Television Director General, the Czech Television Council approves the new version of the Czech Television Bylaws including the Code and Strategy annexes
 1. 4. 1998 On the basis of the results of a competition for tenders invited by the Czech Television Council, Jakub Puchalský becomes the new Director General of Czech Television
26. 8. 1998 Czech Television is incorporated in the EBU digital satellite network facilitating the reception and full digital broadcasting of programmes in the Eurovision network
 1. 2. 1999 A 24-hour programming schedule is introduced on ČT2
 2. 4. 1999 Launch of a programme to take over Euronews for live digital broadcasting
30. 4. 1999 Deutsche Telekom wins a competition for tenders to secure the digital satellite distribution of the ČT television signal
 1. 12. 1999 A decision is made to continue the satellite distribution of the Czech Television signal using the Copernicus satellite and, as its successor, Eurobird1
8. 12. 1999 Five of the nine members of the Czech Television Council vote to recall the Director General of Czech Television
15. 12. 1999 The Director General of Czech Television Jakub Puchalský resigns from office
31. 12. 1999 Czech Television manages the so-called Y2K problem and its computer system converts to the year 2000 successfully
18. 1. 2000 By a decision of the Director General of Czech Television, the Bylaws and Rules of Procedure of the Civic Panel are issued; this panel is an advisory body of the Director General for the support of civic, charity, humanitarian, cultural, sport and social activities and events
 1. 2. 2000 On the basis of the results of a competition for tenders, Dušan Chmelíček becomes the new Director General of Czech Television
10. 3. 2000 The Czech Parliament recalls the second Czech Television Council
15. 3. 2000 Trial launch of live on-line broadcasting of news programmes
17. 3. 2000 By a decision of the Director General of Czech Television, the new Bylaws and Rules of Procedure of the

- Ethics Panel are issued; this panel is an advisory body of the Director General whose mission is to provide a qualified assessment of the ethical side of programmes broadcast by Czech Television
13. 4.-11. 7. 2000 The Czech Parliament elected the third Czech Television Council by stages
1. 12. 2000 Broadcasting launch of Czech Television news and current affairs programmes via satellite in an open (i.e. not encoded) form, thus making it possible to receive them abroad free of charge
12. 12. 2000 The Czech Television Council recalls the Director General of Czech Television Dušan Chmeliček and invites tenders for the post
20. 12. 2000 After interviews with 6 applicants selected from 33 applicants, the Czech Television Council elects Jiří Hodač to the post of Director General of Czech Television; he takes up his post two days later
3. 1. 2001 The Government of the Czech Republic approves a bill for an amendment to the Czech Television Act
- 5.-6. 1. 2001 At an extraordinary meeting, the Czech Parliament discusses the Czech Television Council's report on the situation at Czech Television; in its final resolution, it invites the Director General of Czech Television to resign or the Czech Television Council to recall him; the deputies state that Czech Television is not fulfilling its mission
11. 1. 2001 The Director General of Czech Television Jiří Hodač resigns
12. 1.-13. 1. 2001 At an extraordinary meeting, the Czech Parliament discusses the situation at Czech Television and the amendment to the Czech Television Act; under the second ruling that Czech Television is not fulfilling its mission, the Czech Parliament recalls the Czech Television Council with immediate effect and approves significant changes in the Czech Television Act; the Czech Parliament temporarily takes over the powers of the Czech Television Council, including the appointment of a caretaker director of Czech Television
17. 1. 2001 At an extraordinary meeting regarding the amendment to the Czech Television Act, the Senate of the Czech Republic does not approve the wording of the Act that has passed through the Czech Parliament and reduces it only to a ruling which enables the Czech Parliament to take over powers of the recalled Czech Television Council and to elect a caretaker director of Czech Television
23. 1. 2001 The Czech Parliament rejects the proposals of the Senate and approves the wording of the amendment to the Czech Television Act in the form in which it was passed on 13 January; the Act was signed by the President of the Czech Republic on the same day
25. 1. 2001 The amendment to the Czech Television Act takes effect upon being published in the Collection of Laws; Monday 29 January is set as the term for the submitting of proposals for candidates for the post of caretaker director of Czech Television is set; proposals may be submitted by deputies or parliamentary clubs
29. 1. 2001 The Czech Parliament selects 7 candidates for the post of caretaker director of Czech Television
9. 2. 2001 As part of an extraordinary meeting of the Czech Parliament, a public hearing is held for the proposed candidates for the post of caretaker director of Czech Television; Jiří Balvín is elected by secret ballot in the first round
25. 5. 2001 The Czech Parliament elects the fourth Czech Television Council
15. 11. 2001 On the basis of the results of a competition for tenders invited by the Czech Television Council, Jiří Balvín takes up the post of Director General of Czech Television



Star Wars Heroes from distant galaxies in four episodes also fought on the Czech Television screen

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The Simpsons XI Homer and co. in the most recent 48 episodes



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