

03

# CZECH TELEVISION 2003



ČESKÁ TELEVIZE

Events main newsroom reports with presenters Marcela Augustová and Jiří Janeček



## Czech television landscape

**Total TV households**<sup>1</sup> 3,732,000

**Number of registered television sets**<sup>2</sup>

- Individuals<sup>3</sup> 3,131,750
- Corporations and self-employed 171,709
- Licence fee payers registered directly at ČT 1,039
- Total 3,304,498

**Households with adequate reception of the TV signal**<sup>4</sup>

- ČT1 3,723,000, i. e. 99.8 %
- ČT2 3,660,000, i. e. 98.1 %
- TV Nova 3,721,000, i. e. 99.7 %
- Prima TV 3,394,000, i. e. 90.9 %

**Households according to the type of reception of the TV signal**<sup>1</sup>

- terrestrial 3,235,000, i. e. 86.6 %
- satellite 379,000, i. e. 10.2 %
- cable 747,000, i. e. 20.0 %

**Average daily time spent watching television**<sup>5</sup>

- viewers aged 15 and over 225 minutes (of which Czech Television 67 minutes)
- men 209 minutes (of which Czech Television 68 minutes)
- women 239 minutes (of which Czech Television 67 minutes)
- viewers aged 4 to 14 135 minutes (of which Czech Television 40 minutes)



**Regulatory body of the media landscape**

13-member Council for Radio and TV Broadcasting, appointed by the Prime Minister for a six-year period on the proposal of the Chamber of Deputies of the Czech Parliament. The Council is required to submit to the Chamber of Deputies an annual report on its activities and on the situation in the field of radio and TV broadcasting.

<sup>1</sup> Source: Mediaresearch

<sup>2</sup> At Dec. 31, 2002

<sup>3</sup> Without users exempt from the payment of the licence fee

<sup>4</sup> Source: sociological research conducted by Mediaresearch

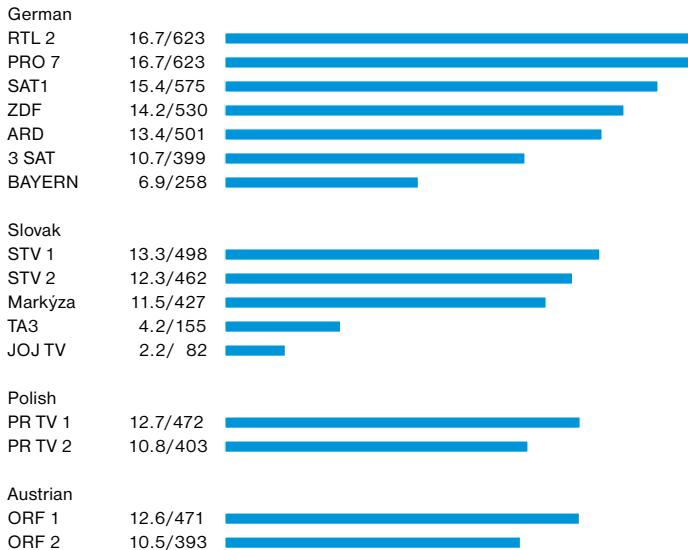
<sup>5</sup> Source: TN Sofres / Mediaresearch – ATO



Satellite equipment of the Czech Television complex in Prague

## Penetration of TV channels from neighbouring countries 2002

(% of TV households / number of TV households in thousands)



100 % of TV households = 3,732,000

Source: sociological research conducted by Mediaresearch

## Czech Television

**Inception** 1 January 1992 under the Czech Television Act as a **public service television**

**Statutory body** Director General appointed for a six-year term by the Czech Television Council











**Supervisory body** The Czech Television Council (15 members), elected by the Chamber of Deputies of the Czech Parliament for a six-year period, with one third of the members being replaced every two years.

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

**Number of employees** in 2002 average number 2,782 (68.4 % in comparison with 1993 – the beginning of Czech Television broadcasting in the independent Czech Republic)

### Number of employees

(at Dec. 31 / development index %)

1993	4,070/100.0	
1994	3,901/ 95.8	
1995	3,321/ 81.6	
1996	3,223/ 79.2	
1997	3,152/ 77.4	
1998	3,075/ 75.6	
1999	2,881/ 70.8	
2000	2,907/ 71.4	
2001	2,902/ 71.3	
2002	2,782/ 68.4	

The Czech Television tower block as one of the buildings dominating Prague skyline





Quantel - Czech Television graphic studio

**Programme** full-format television

### **Broadcasting**

- two nation-wide channels, ČT1 and ČT2, Czech Television Teletext and Teletext Express, on-line on [www.czech-tv.cz](http://www.czech-tv.cz)
- 24 hours a day, terrestrial and satellite (in digital form MPEG-2 via the Eurobird1 satellite)
- since 1 May 2003 a new broadcasting standard – stereophonic sound mode
- additional services – double channel transmitted sound (DUAL), Teletext, closed captioning and a VPS code

**Financial management** a separate body, financially independent of the state budget

**Sources of revenue** TV licence fees and business activities specified by law

- **television licence fee** (CZK 75, i. e. EUR 2.5 per month) – main source of revenue (64.4 % in 2002)
- **business operations** (advertising, sponsoring, sale of services, sale of rights, etc.) – a supplementary source of revenue (31.7 % in 2002)

### **Membership in international organisations**

- EBU (European Broadcasting Union)
- PBI (Public Broadcasting International)
- DVB (Digital Video Broadcasting)
- SMPTE (Society of Motion Pictures and Television Engineers)
- EGTA (European Group of Television Advertising)
- CIRCOM Regional – European Association of Regional Television Studios
- IMZ (International Music Centre)
- Euronews, Eurosport

## Restructuring

In January 2003, Czech Television launched its restructuring programme, prepared in co-operation with the international consultancy company KPMG. This project, unique in the history of Czech Television, is divided into a number of sub-projects whose common aim is to prepare Czech Television for the onset of digital age and transform it into a financially stable major broadcaster, serving the public through the broadcasting of high-quality television programmes, full-format and thematic, with hypertext and other multimedia services.

In this regard, the key projects focus on the long-term Czech Television strategy (till 2007), on the management of Czech Television in line with this strategy, on the organisation and control of programme production and broadcasting, on the efficiency of licence fee collection mechanisms and full exploitation of the broadcasting time reserved for advertising, on the transparency of financial flows, but also on a new approach to the broadcasting schedule by means of programme segmentation, i.e. the grouping of programmes that have similar parameters, both from the point of view of the makers and as regards their financial costs, suitable broadcasting time and viewer response, which is measured not only on a quantitative basis – by ratings – but also qualitatively – by the degree of satisfaction of individual viewer groups.

An important role will also be played by the projects with internal focus that set a new system for the measuring of employee productivity and the efficiency of individual processes, as well as a new motivation system. A special project is aimed at efficient internal and external communication of Czech Television, which should enhance its image in the eyes of the public.

Till the end of 2007, restructuring should not only help Czech Television to improve its financial performance and strengthen its position as a public service broadcaster both at home and in the international comparison, but it should generate also substantial revenues.





## **Programming and broadcasting**

ČT1 24 hours a day since 1997, ČT2 24 hours a day since 2000

**Total broadcasting time of ČT1 and ČT2 in 2002 – 17,520 hours**

### **Individual studio shares in 2002**

- Czech Television Prague 15,965 hours, i. e. 91.1 %
- Brno Television Studio 784 hours, i. e. 4.5 %
- Ostrava Television Studio 771 hours, i. e. 4.4 %

### **In-house productions in the broadcasting of ČT in 2002**

12,001 hours, i. e. 68.5 %

### **Acquisitions in the broadcasting of ČT in 2002**

5,519 hours, i. e. 31.5 %

of which: domestic 674 hours, i. e. 3.8 %

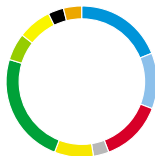
foreign 4,845 hours, i. e. 27.7 %



## Shares of programme types in Czech Television broadcasting in 2002

(hours / % of the total broadcasting time)

News	3,296/18.8	■
Current affairs	2,094/12.0	■
Documentaries	2,338/13.3	■
Education	586/ 3.3	■
Sport	1,480/ 8.5	■
Drama	4,158/23.7	■
Music	1,037/ 5.9	■
Entertainment	1,267/ 7.2	■
Non-commercial promotions, supplements	606/ 3.5	■
Religion	110/ 0.6	■
Teleshopping	377/ 2.2	■
Advertising	168/ 1.0	■



Source: ČT – Programming and audience analysis

Iquo-Iqua a comedy about two men and a beautiful black girl ready to get married





### Volume of European works in Czech Television broadcasting in 2002

ČT1 5,535.8 hours, i. e. 81.9 % of the total broadcasting time  
ČT2 4,691.9 hours, i. e. 89.5 % of the total broadcasting time

European works have always formed over half of all foreign acquisitions of Czech Television and 15 to 22 per cent of the total broadcasting time. Since May 2001, the support of European production is explicitly required by the amended Act on the Operation of Radio and Television Broadcasting. The required minimum volume of European works to be broadcast is a majority proportion of the broadcasting time on each channel. This broadcasting time, however, does not include news, sports, games, teletext, advertising, teleshopping, sponsor messages and connecting broadcasts. European works in this case also include works made in the Czech Republic.

## Foreign programmes in Czech Television broadcasting in 2002

USA	1,872	37.8	10.6
United Kingdom	789	15.9	4.5
France	386	7.8	2.2
Germany	293	5.8	1.7
Italy	247	5.0	1.4
Euronews	205	4.1	1.2
Slovakia	186	3.8	1.1
Canada	182	3.7	1.0

hours • % of foreign programmes • % of the total broadcasting time

Note: Includes all territories from which Czech Television acquires over 100 hours of programming for its broadcasting schedule

**Easy Rider** now a film classic, this independent film, directed by Laszlo Kovacs, was nearly revolutionary in its time, featuring Peter Fonda and Dennis Hopper as two main protagonists



### Regional broadcasting of news and current affairs programmes in 2002

Volume required by law: 9,125 minutes  
Actual broadcast volume 19,278 minutes

One of the duties of Czech Television according to 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.



## Service for the hard of hearing in 2002

13,967 programmes, i. e. 49.0 % of all broadcast programmes  
of which: closed captioning 12,997, i. e. 45.6 %  
on-screen captioning (subtitles) 537, i. e. 1.9 %  
no words 49, i. e. 0.2 %  
sign language 385, i. e. 1.3 %

In line with its public service mission, Czech Television has always provided its services also to the minority viewer group of the hard of hearing. These services include transmitting closed captions, subtitles, programmes interpreted in sign language and a maximum of graphic information. Since July 1997, Czech Television has been required by the amended Act on Radio and Television Broadcasting to make 25 % of its broadcasts accessible to the hard of hearing; in January 2001 a new amendment to the Act changed the percentage to 70 %.

TV Club for the Hard of Hearing with the accompanying interpretation into sign language



The Devil Knows Why a humorous tale about a country where everything is going from bad to worse

### Volume of works targeted at children in 2002

1,188.8 hours, i. e. 6.8 % of the total broadcasting time

Volume of programmes targeted directly at children is naturally smaller than the total number of titles in the Czech Television's programme offer that are suitable for children (e. g. nature and travel documentaries, sports). The volume of programmes suitable for children both by their content and by their broadcasting hour has long averaged one fourth of the total broadcasting time.





## Teletext

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

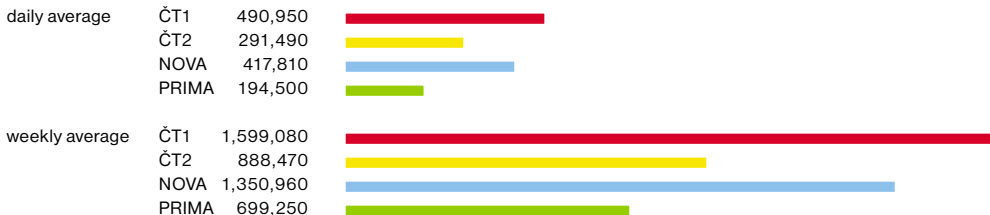
Teletext has been part of Czech Television broadcasting since its inception in January 1992. At the time, ČT1 was already offering between 600 and 700 pages of news and information on sports, economy, culture, weather, TV schedule etc. Today, Czech Television provides teletext services on both channels: ČT1 broadcasts a broadly conceived Czech Television Teletext, including more than 1,600 pages and offering not only news, but also a number of special-interest sections. ČT2 provides Teletext Express, i. e. 300 pages of the most sought-after information, particularly news, sport, weather and a continually updated Czech Television programme schedule.

The pages are continually updated every day. In some cases the data are disseminated virtually in real time, immediately after the occurrence of the event. This is one of the reasons for the growing popularity of Czech Television Teletext among the viewers – popularity which currently makes it the most viewed of all Czech Teletext services.

Czech Television Teletext pages can be received not only on TV sets adapted for Teletext reception, but also on the Czech Television website, in the form of SMS messages or via the WAP mobile technology.

### Cummulative reach in 2002

(viewers aged 4 and older)



Note: Cummulative reach = average number of viewers who, in a given time period, have at least once read the given Teletext; frequency of use is not measured

Source: Mediaresearch – ATO



Fine Losses a talk show of the musician and ex-politician Michal Prokop

## Teletext audience share in 2002

(in % of viewers aged 4 and older)

ČT1	32	■
ČT2	24	■
TV Nova	27	■
Prima TV	12	■
Others	5	■



Note: Audience share = average quantity; proportion of the number of viewers watching a particular Teletext to the total number of viewers watching all Teletexts

Source: Mediaresearch – ATO

## Teletext access in 2002

(viewers aged 4 and older)



Note: Average weekly access, i. e. the number of times viewers switch to Teletext

Source: Mediaresearch – ATO



## Czech Television on-line

The Czech Television website ([www.czech-tv.cz](http://www.czech-tv.cz)) is now in its eight year of operation. Since its launch, the number of pages has been substantially increased and both their content and graphic design have changed several times. The popularity of the pages has been growing every year and their offer has been increasing, including e. g. the broadcasting of on-line news since April 2000. On 1 May 2003, visitors will find a brand-new conception and design of the pages. The new elements include e. g. the Czech Television programme schedule with the possibility to make a schedule of your own as well as comment and evaluate the individual programmes. The pages devoted to the history of TV broadcasting also have a new look. Czech Television is also building a programme archive with search options according to various criteria.

### Interest in the Czech Television website, January – April 2003

	January 31 days	February 28 days	March 31 days	April 30 days
Number of pages displayed (number of impressions)	2,777,703	2,550,249	2,897,066	2,799,462
Daily average	89,603	91,080	93,453	93,315
Number of visits	364,425	339,089	436,386	445,679
Daily average	11,755	12,110	14,076	14,855

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

The Otters Baby another of the series of bed-time stories featuring young animals





Tý Tý Awards a live transmission of the awards ceremony featuring the most popular personalities of the TV screen

## Viewers

Czech Television acquires information on the viewer response by means of two techniques – electronic tracking of viewer figures with TV meters and sociological research with programme diaries.

**Czech Television sociological research** is used primarily for the collection of data on viewer satisfaction and is based on a questionnaire survey. The main outcome of the research is a coefficient of viewer satisfaction with Czech Television programmes in a scale from +10 to -10.

### A selection of programmes with highest viewer satisfaction in the 1st quarter of 2003

The Otters Baby (children's bed-time story)	ČT1	9.0
Via Imperialis (documentary)	ČT1	8.8
Life at Look-out Towers (documentary)	ČT1	8.8
Fine Losses (entertainment show with guests)	ČT2	8.8
Cops and Robbers (original series)	ČT1	8.7
Memory of the Trees (current affairs)	ČT1	8.5
Davis Cup: Czech Republic-Russia	ČT2	10.0
The Seven of Spades Ranch (original series)	ČT1	9.2
In Search of Wine (documentary)	ČT1	8.9
A-Z Quiz (game show)	ČT1	8.4
The Adventures of the Bee Teddies (children's bed-time story)	ČT1	9.0
Brass Music Fans Club (music)	ČT1	8.8
Friends (US series)	ČT1	8.7
Our Countryside (current affairs)	ČT1	8.6
World Skiing Championship (sport)	ČT2	8.5

programme • channel • satisfaction

Source: Czech Television Programming and Audience Research

**Electronic measurement** of viewing figures is provided to Czech Television as a member of the Association of Television Organisations by Mediaresearch. The measurement is carried out in a minimum of 1,200 households which make up a sample of Czech population aged 4 and older. The electronic readings produce a range of data that are used by television organisations for analyses of the success of individual 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 the following: **TV ratings (TVR)** (in % or viewers in thousands) as the proportion of viewers from a certain target group following a specific television channel to the overall number of persons in this target group and **audience share / market share** (in % of viewers) as the proportion of the number of viewers from a certain target group following a specific television channel to the overall number of viewers from this target group watching television on all the channels that are being probed. Audience share, then, illustrates the division of viewer interest between individual channels.

### A selection of programmes with highest ratings in January-April 2003

(viewers aged 15 and older)

Events (news)	ČT1	SU	19.14	21.7	39.43
Dark Blue World (film)	ČT1	WE	20.01	21.6	34.55
New Year Speech by the President of the Republic	ČT1	WE	13.00	21.1	51.24
Travelmania: Canada (travel documentary)	ČT1	MO	21.00	16.7	31.74
TýTý Awards	ČT1	SA	20.03	26.3	50.16
Presidential election	ČT1	FR	17.45	19.0	51.88
An Unsigned Button (original TV film)	ČT1	SU	20.02	18.0	31.97
Banana Fish (entertainment talk-show)	ČT1	WE	20.02	15.6	28.94
Come for a Chat (entertainment talk-show)	ČT1	SA	20.00	20.0	39.22
Cops and Robbers (original series)	ČT1	TH	20.07	29.5	55.06
Hour of Truth (entertainment game)	ČT1	SA	20.05	19.4	38.03
The Barley Boy (fairy-tale film)	ČT1	FR	20.07	18.7	42.24

programme • channel • day of the week • broadcasting hour • ratings • audience share

Source: Mediaresearch – ATO

**Hospital at the End of the City Twenty Years on** - the most popular Czech TV series of all times is coming back on the TV screen with a 13-episode sequel. Several foreign TV companies have already shown their interest in the new series







Czech Television's wartime reporter **Michal Kubal** at a press conference after his arrival from Baghdad

## January to April 2003 – programmes with highest ratings according to genre

### NEWS

Events	Feb.	18.5	38.98	10.1	36.61
Evening News	Jan.	10.6	29.13	6.5	27.74
Events, Commentaries	Jan.	5.5	16.09	0.7	13.37

programme • month • adults: ratings / audience share • children aged 4–14: ratings / audience share

Source: Mediaresearch – ATO

In the first four months of 2003 Czech Television covered two exceptional events: the election of Czech president and the attack on Iraq.

**The presidential election** was covered not only in the news slots, but also by live transmissions of the individual elections amounting to almost 7 hours of broadcasting time, a transmission of the inauguration as well as the first televised speech of the new head of state. The largest number of viewers was attracted by the coverage of the third election which was watched by 845,000 (10.0 %) adults and 43,000 (3.4 %) children aged 4 to 14. This meant 53 of every one hundred adults in front of the TV screen and 28 of every one hundred children. The first TV speech of the new president attracted 1.646 million (19.5 %) adults and 65,000 (5.1 %) children. This meant 35 % audience share for adults and 19 % audience share for children.

On Wednesday March 19 at 2 a. m. – almost simultaneously with the CNN News – Czech Television started broadcasting extra news slots under the title **ATTACK ON IRAQ**. Its most extensive foreign reporting campaign had just begun. In addition to its permanent foreign correspondents it had in the field the following reporters: Michal Kubal with the cameraman Petr Klíma in Baghdad,

Martin Jazairi among the Kurds in northern Iraq, Barbora Šámalová with the cameraman Marek Ondříček in Kuwait at the Czech-Slovak chemical unit and Jan Moláček with the cameraman Miloslav Ptáček in Israel and in the Palestinian autonomous areas. From March 19 to April 9, 2003, the viewers could watch 43 editions of these extra news, which, together, amounted to some 10 hours of TV broadcasting time. They have been watched by 252,000 (3.0 %) adults and 15,000 (1.2 %) children aged 4 to 14. This meant 17 adults and 11 children of every one hundred people sitting in front of the TV at the time.

## CURRENT AFFAIRS

Facts	Jan.	10.7	23.77	1.8	16.79
Twilight Ghost	Jan.	6.2	16.63	1.0	21.42

## DOCUMENTARIES

Travelmania	Jan.	15.3	29.19	4.7	27.93
Tuesday documentary	Jan.	6.7	12.28	3.2	13.71

## ORIGINAL DRAMA PRODUCTION

The Seven of Spades Ranch		19.6	36.35	21.6	60.65
Cops and Robbers		27.3	55.54	13.5	55.34
Friday evening fairy-tale		15.3	35.88	20.1	67.21
Sunday evening TV film		12.0	22.56	4.1	19.64

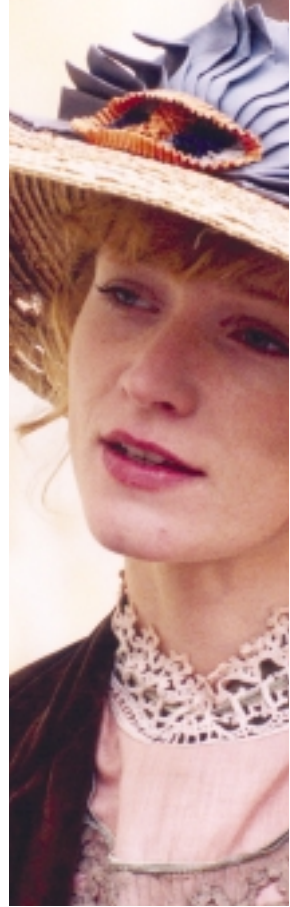
## ENTERTAINMENT

Banana Fish	Feb.	15.0	28.12	4.8	17.21
Hour of Truth	March	14.2	27.14	18.2	51.33

programme • month • adults: ratings / audience share • children aged 4-14: ratings / audience share

Source: Mediaresearch – ATO

Painted Children TV film about love and death based on a novel of the same title written by Jiri Šotola







Robert Záruba an excellent commentator (not only) of ice hockey matches broadcast by Czech Television

## SPORT

In the relevant period viewers were most interested in the Ice Hockey World Championship and specifically in the matches featuring the Czech National Team.

Czech Republic-Slovenia	26. 4.	659,000	7.8	48.22
Czech Republic-Austria	28. 4.	1,110,000	13.1	31.05
Finland-Czech Republic	30. 4.	839,000	9.9	49.29
Czech Republic-Ukraine	2. 5.	935,000	11.1	31.20
Czech Republic-Germany	4. 5.	1,201,000	14.2	32.11
Slovakia-Czech Republic	5. 5.	1,673,000	19.8	48.92
Czech Republic-Russia	7. 5.	1,528,000	18.1	46.44
Canada-Czech Republic	9. 5.	1,242,000	14.7	57.55
Czech Republic-Slovakia	10. 5.	997,000	11.8	55.38

Since the Czech National Team did not take part in the final match, there was relatively little interest in this most important broadcast from the World Championship.

Canada-Sweden 1st part	11. 5.	712,000	8.4	38.56
Canada-Sweden 2nd part	11. 5.	913,000	10.8	41.41
Canada-Sweden 3rd part	11. 5.	1,015,000	12.0	39.37
Canada-Sweden - extra time	11. 5.	1,036,000	12.3	34.56
Average	11. 5.	934,000	11.0	37.76

match • date • number of viewers aged 15 and older • ratings • audience share

Source: Mediaresearch – ATO



## Fifty years of TV broadcasting

On Thursday, May 1, 2003, TV broadcasting in the Czech lands and Slovakia celebrated a half-century anniversary. For this anniversary, ČT had prepared a whole-day programme based on its rich archives. The 24-hour journey through the fifty years of TV broadcasting called TELEAUTOMAT or FIFTY YEARS OF TELEVISION began at 0.00 at night from April 30 to May 1 and continued against the current of time till May 1, 1953. During this journey to the understanding of the past, the viewers could influence the programme to be shown by voting via their phone lines or SMS messages. The total number of 104,397 viewers took part in the voting. During the first quarter of the scheduled time (from 24.00 on April 30 till 6.00 on May 1), the opportunity to take a quick trip through the half century of TV broadcasting in just 24 hours attracted 44,000 (0.5 %) adults and during the remaining three quarters (from 6.00 to 24.00 on May 1) 461,000 (5.5 %) viewers aged over 15 and 23,000 (1.8 %) of children aged 4 to 14. The high viewer satisfaction of those who took part in the trip incited Czech Television to repeat it one more time.



The host of the Teleautomat show – the actor, musician and gentlemanly TV presenter **Marek Eben**





The actor **Tomáš Hanák** as one of the promoters of the **Help the Children!** project

## Public-benefit activities

As a public service television, Czech Television supports cultural and public-benefit activities not only by broadcasting programmes on relevant themes, but also by various other means. The support includes media partnership for public collections, educational and cultural activities, as well as specific charity projects where Czech Television is involved as broadcaster or co-organiser.

In the framework of **media partnership** Czech Television makes possible the broadcasting of educational, collection and non-commercial promotions. In 2003 it supported the following projects: 30 days for the non-profit sector, Schizophrenia, Between Fences, Bambiriada, SOS Iraq, Childhood Without Accidents, Faces of Contemporary Drama, One World festival, Karlovy Vary IFF, Days of European Film, Plzeň Finale, Anifest, Mezzanines, Dance Prague, Prague Festival of German Language, Theatre IF, Prague Spring, the Roma Festival Khamoro, the ethnic and world music festival Respect, Summer Film School, Ota Hofman Festival, Ekofilm, Techfilm, Project 100, Prague ZOO after the flood, Czech Paralympic Team, Prague quadrennial, Beauty and Magic etc.

The greatest project in which Czech Television is involved also as co-organizer, together with the Civic Society Development Foundation, is the long-term collection **Help the Children!** in aid of endangered and disadvantaged children. The collection which includes, in addition to the direct crediting of money to the relevant account, also a number of entertaining collection events culminates traditionally on Easter Monday with an evening-long entertainment programme. In the year in which it celebrates the 5th anniversary since its launch, the collection managed to raise a record amount of CZK 13,133,819. All the money will be distributed for direct help through tender procedure. In five years, the yellow chicken – the symbol of the collection – has managed to bring thousands of children from all over the Czech Republic total financial support of CZK 46,387,503.

## On the international scene

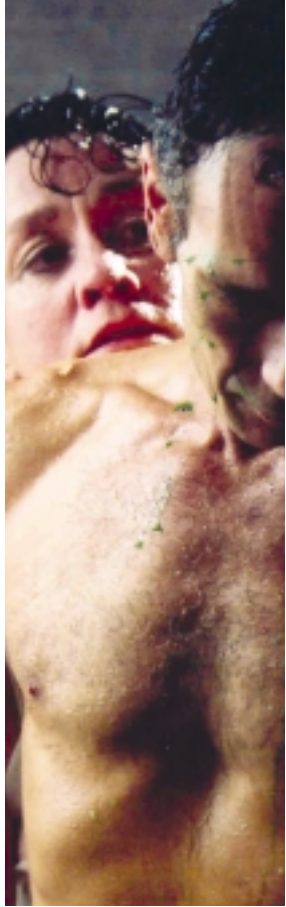
Since the second year of its existence, Czech Television has been an active member of international organisations of public service TV broadcasters as well as an active participant or organiser of international conferences, festivals and symposiums. The most important and beneficial is the membership of Czech Television in the **European Broadcasting Union** – the largest association of national radio and television broadcasters in the world. Via EBU as an umbrella organisation, Czech Television is a member of the **Euronews** and **Eurosport** consortia, as well as of the **DVB** (Digital Video Broadcasting) and **EGTA** (European Group of Television Advertising). Czech Television is also active in the worldwide association of public service broadcasters **PBI** (Public Broadcasting International) and in the **SMPTE** (Society of Motion Picture and Television Engineers) with headquarters in New York. Regional issues are the main focus of **CIRCUM** (European Association of Regional Television Studios), in which Czech Television is represented by Ostrava Television Studio. Membership in the **IMZ** (International Music Centre), an association of world music producers, television companies and publishers, is of special importance in the area of music and dance.

### Czech Television as an organiser of international events

Every year Czech Television hosts the meetings of various expert commissions, committees and forums of the EBU. In addition to that, it has a permanent brief from the EBU to prepare conferences on religious broadcasting entitled **Religion**. Every two years, European programming staff and makers of religious programmes thus have an opportunity to get together in Prague.

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. At this year's festival – the 40th – 67 distribution companies from 31 countries all over the world entered a record

Shelter this dance film produced by NPS Television has won two awards at this year's Golden Prague Festival





**Autumn Spring** this story of a “young man of five-and-seventy” ranked among the most popular titles screened in Czech cinemas; it has won a number of awards and has been sold to 15 countries including the U.S.

number of 115 competition and 8 non-competition programmes, and 595 festival participants from home and abroad came together in May Prague and in the representative halls of the Municipal House in Prague.

### **Telexport**

Through its Telexport branch, Czech Television offers its programmes for sale in a broad range of genres. In 2002, the most successful programmes in this regard included the films *Divided We Fall*, *Autumn Spring*, *The Wild Bees*, *The Spring of Life* and *Out of the City*. Good selling performance has been recorded also by the new bed-time stories: *Cubbies*, *Magic Tales*, *Toronto Tom*, as well as the genre classics like *Fairy-tales from the Moss and Fern*, *Slip and Slap*, *Rumcais the Robber* and others. In the documentary genre one must not fail to mention the titles *The Saudek Brothers*, *Travelmania* or the opera *Dalibor*. Successful releases on VHS and DVD include children’s programmes (*Maxi-dog Fik*, *Bob and Bobby – Top Hat Rabbits*, *The Giant Mountain Fairy Tales*), films (*Autumn Spring* and *Cosy Dens*) as well as the latest documentary on the floods called *My Country*. In the area of publishing, the book *Michal* from the Kindergarten became the number one bestseller among children’s books on the Czech market. The language courses *The New Victor English Method* also attracted much interest. The commercial activities mentioned above brought Czech Television revenues of CZK 45.3 million in 2002.

Telexport enters CT programmes at television and film festivals all over the world, where they have already won a number of awards. Last year it offered no less than 80 programmes of all genres at more than 100 festivals. A record number of prizes has been collected by the films *Autumn Spring* and *The Wild Bees*; a very prestigious award has been won by the documentary *The Power of Good – Nicholas Winton*, the first programme of Czech Television to win the American television prize Emmy.

## **Technical capacity**

Programme production at ČT Prague and in the Brno and Ostrava Television Studios is now almost fully digitalised, taking place in 11 studios with the floor area ranging from 65 to 700 m<sup>2</sup>, 2 news studios, 75 and 140 m<sup>2</sup> in size, a virtual studio for the production of 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 processing of image and sound for the completion of arts, current affairs and news programmes and the production of trailers, as well as a complex of facilities for the treatment of classic film technology.

Exterior production of arts programmes and news 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, mobile electric power stations, 14 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 24 hours a day terrestrially via a network of basic transmitters and low output transmitters (i. e. local transmitters and TV converters) as well as via satellite distribution. Since 1 May, 2003, it has introduced stereophonic broadcasting as a standard. Viewers within reach of stereophonic transmitters can receive a double channel transmitted sound and choose from two language versions of selected programmes (DUAL).

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 both of its channels in digital form MPEG-2 via the Eurobird1 satellite. The satellite signal is also stereophonic.

In the framework of experimental terrestrial digital broadcasting (DVB-T), the signal of both channels in the territory of Prague and its surroundings is distributed by five transmitters already in a fully digitalised form.

**Cops and Robbers** - an original Czech series  
with stable high ratings and viewer satisfaction



## Financial performance

In accordance with the law, Czech Television has its own property and is financially independent of the state budget. The law requires the financing of Czech Television to be based on several resources, which are, primarily, revenues from television licence fees (64.4 % in 2002) and, secondarily, income from business operations (31.7 % in 2002) that are connected with the production and distribution of television programmes. These revenues may be used only to finance Czech Television's own operations.

### Costs of Czech Television in 2002

(CZK thousand / % total costs)\*\*

Production and broadcasting costs	3,891,074/ 79.2	■
Service department costs	783,623/ 16.0	■
Other non-production costs	235,260/ 4.8	■



### Income of Czech Television in 2002

(CZK thousand / % total income)

Television licence fees	2,938,713/	64.4	■
Advertising	972,970/	21.3	■
Broadcasting of sponsored programmes	169,785/	3.7	■
Sale of services	118,970/	2.6	■
Other broadcasting (e. g. a. s. Sazka)	64,165/	1.4	■
Sale of rights	55,531/	1.2	■
Teleshopping	26,659/	0.6	■
Teletext	18,813/	0.4	■
Programme production	18,685/	0.4	■
Other revenues	175,829/	3.9	■
Total	4,560,120/	100.0	

### Income and costs 1993–2002\*

(CZK million)

	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002**
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	4,544.8	4,560.1
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	4,931.9	4,909.9
Financial result	+505.5	+154.0	-225.1	+136.9	+345.6	+52.2	+100.6	-18.1	-387.1	-349.8

\* Without the acquisition cost of securities sold

\*\* Preliminary data, at 29 May 2003





Pupendo a bitter comedy about the emptiness of everyday life in "real Socialism"

## Sources of revenue

### Television licence fees

Television licence fees are 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. **Each TV household pays only one TV licence fee**, irrespective of the number of television sets it owns. Handicapped people and people with income lower than the legal subsistence level multiplied by 1.4 are exempt from the payment of the fee. **Corporations and self-employed individuals are required to pay a TV licence fee 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 was set at CZK 75, i. e. EUR 2.5 per month. The law does not specify the length of time that this rate shall remain in effect. The collection of television licence fees is facilitated by the Czech Postal Service, which charge CZK 3.10 for every registered TV licence-fee payer. Since December 2002 Czech Television offers TV households the option to pay by credit transfer directly to its account and to register for the payment of the fee on-line on the Czech Television website.

### Business operations

This additional source of income helps Czech Television to secure the production of programmes and the range of broadcasts that are required by law. The main source of this type of income are **revenues from broadcasting commercials and sponsored programmes.**

The amount of time that may be reserved for advertising is limited to 1% of the daily broadcasting time and may not exceed 12 minutes per hour, or, in the time period between 19.00 and 22.00, only 6 minutes per hour. The sale of advertising time and sponsoring for Czech Television is wholly entrusted to the ARBOmedia agency.



## 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 interim 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 a 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 Czech 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
1. 2. 2000 On the basis of the results of a competition for tenders, Dušan Chmeliček becomes the new Director General of Czech Television
10. 3. 2000 The Czech Parliament recalls the second Czech Television Council
- 13.4.-11.7.2000 The Czech Parliament elected the third Czech Television Council by stages
22. 9. 2000 Czech Telecom, a. s. wins a competition for tenders for the distribution and contribution of the Czech Television signal
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 lower chamber of 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 lower chamber of 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 lower chamber of 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 an interim 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 lower chamber of the Czech Parliament and reduces it only to a ruling which enables the lower chamber to take over powers of the recalled Czech Television Council and to elect an interim director of Czech Television
- 23. 1. 2001** The lower chamber of 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 interim director of Czech Television; proposals may be submitted by deputies or parliamentary clubs
- 29. 1. 2001** The Czech Parliament selects 7 candidates for the post of interim 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 interim 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
- 29. 5.-11. 6. 2002**  
In line with Act No. 247/1995 Coll., on the Elections to the Parliament of the Czech Republic, ČT1 broadcasts the spots of parties and coalitions before the elections to the Chamber of Deputies (June 14 and 15); every day, the spots have been watched by an average number of 118,000 viewers
- 5. and 16. 6. 2002**  
After the closing of the election premises, ČT1 broadcasts nine special news reports Election Studio 2002, amounting to 150 minutes of broadcasting time.
- 12. 8. 2002 at 9.58**  
In connection with the floods, Czech Television launches an extra news service that ended with the last report on September 1, 2002, at 3 p. m.; from August 13 to August 17, 24 hours a day, ČT1 provided a continual extra news service on the floods
- 2. 9. 2002** The launch of a new broadcasting schedule of Czech Television brought major changes particularly to the programming system in the area of news and current affairs
- 26. 10. and 2. 11. 2002**  
ČT1 broadcasts a series of extra news reports called Election Studio 2002 concerning the first (October 25 and 26) and the second (November 1 and 2) round of elections of one third of the Senate members; around the two latter dates, the reports focused also on municipal elections

Extra news broadcasts during the Iraqi attack, Czech Television's performance in providing information on the conflict deserved the highest mark



6. 11. 2002 The Director General of Czech Television submits to the Czech Television Council a report drawn up by the consultancy company KPMG, proposing a restructuring of Czech Television; the Council considers the report and calls it the first complex analysis of the state of Czech Television, providing an outline of possible solutions
13. 11. 2002 The Czech Television Council criticises the Director General for his approach to the appointment of the director of the Brno Television Studio (Jiří Balvín repeatedly, on January 9 and on April 24, proposed to the Council the re-election of the previous director, Zdeněk Drahoš, which the Council refused); the Council decided to consider the recalling of the Director General
18. 11. 2002 The Czech Television Council at its extraordinary meeting unsuccessfully tries to vote for the recalling of the Director General Jiří Balvín
19. 11. 2002 On the eve of the Prague NATO summit, Czech Television broadcasts on ČT1 an exclusive interview with the U.S. president George Bush; from November 20, ČT broadcast a number of live transmissions from the Prague NATO summit and the associated events under the title NATO 2002 Studio
27. 11. 2002 The Czech Television Council recalls Jiří Balvín from his office of the Director General of Czech Television for a breach of obligations stipulated in his managerial contract; Petr Klimeš, the Director of Finance at Czech Television, is elected unanimously as interim director
4. 12. 2002 The interim director of Czech Television Petr Klimeš publishes his programme address, in which he declares his intention to focus on the stabilisation of Czech Television and to make sure that the temporary arrangements in the management of Czech Television are not detrimental to viewer satisfaction and to the quality of public service broadcasting as such
28. 1. 2003 At a press conference, the management of Czech Television and the consultancy company KPMG introduce the principles and individual projects of the restructuring process, which should, by the end of 2007, introduce changes in the structure and functioning of Czech Television with the aim of improving its efficiency and prestige
26. 2. 2003 In the last stage of a competition for tenders, the Czech Television Council, in two rounds by a secret ballot, fails to elect a new Director General of Czech Television by the required majority of ten votes
19. 3.-9. 4. 2003 In the framework of what is so far the most extensive news reporting from abroad, Czech Television offered its viewers 43 extra news reports on the war in Iraq
28. 5. 2003 At its session, the Chamber of Deputies of the Czech Parliament elected five new members of the Czech Television Council (Milan Badal, Ivan Binar, Dobromil Dvořák, Petr Uhl and Jiří Voráč) who replaced five previous members whose term, according to the Czech Television Act, ended on May 25, 2003. The new complete Council met at its first session on June 4, 2003

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A Visitors' Day at Czech Television on May 17, Czech Television opened its doors for all those who wanted to take a look behind the CT screen. The Prague, Brno and Ostrava studios welcomed 17,000 visitors during the day

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