

**Czech Television
Television For the Third Millennium**



ČESKÁ TELEVIZE



The mission of Czech Television is to serve the public through the free and independent production and broadcasting over the entire territory of the Czech Republic

Highlights From the History of Television Broadcasting in the Czech Republic, Pre-1992

- 1 May 1953** Television Studio Prague begins regular experimental broadcasting
- 25 February 1954** Regular television broadcasting begins
- 11 February 1955** First live broadcast: ČSR – IF Leksland hockey match from the Prague Winter Stadium
- 31 December 1955** Television Studio Ostrava begins broadcasting
- 1 October 1956** First television news broadcast
- 1 October 1959** Czechoslovak Television (ČST) established
- 6 July 1961** Television Studio Brno begins broadcasting
- 10 May 1970** Broadcasting commences on second channel
- 9 May 1973** Second channel begins regular broadcasting in colour
- 9 May 1975** Colour broadcasting expanded to first channel
- 14 May 1990** Broadcasting commences on third channel entitled "OK3"
- 30 October 1991** Federal Assembly passes Radio and Television Broadcasting Act (468/1991 Sb.)
- 7 November 1991** Czech National Council passes the Czech Television Act (483/1991 Sb.), which comes into force as of 1. 1. 1992

● ● ● ● ● ● **The law sets forth two sources of revenue for Czech Television: TV license fee and the organisation's own business activities, for which the law sets strict conditions. Czech Television is not subsidised out of the State budget**

● ● ● ● ● ● **As a public service television, Czech Television is an open institution that answers to TV license fee payers and respects the principles of public review.**

The Czech Television Council answers to the Czech Parliament. Czech Television regularly publishes reports on its operations and future strategy

From the History of Czech Television

1 January 1992

Czech Television (Česká televize – ČT) is established under the Czech Television Act (483/1991 Sb.) as a public television service; The Czech National Council appoints Ivo Mathé Acting Director; Czech Television takes over broadcasting on the ČTV and OK 3 channels, and produces news programmes and programmes for the "federal" channel, F1, operated by Czechoslovak Television

31 January 1992

Czech National Council elects first 9-member Czech Television Council (CTC)

23 March 1992

CTC names Ivo Mathé first Director General of Czech Television

15 April 1992

CTC approves first Czech Television By-Laws, as proposed by Director General Mathé

31 December 1992

Czechoslovak Television and F1 cease broadcasting

1 January 1993

Czech Television begins broadcasting on newly designed, renamed channels – ČT1 (the former ČTV), ČT2 (the former F1) and ČT3 (the former OK3)

31 December 1993

ČT3 is terminated as a channel with separate programming

1 January 1994

the ČT3 transmitter network begins simultaneous broadcasting of ČT2 programming as a channel focused on the interests of minority viewer groups, supplementing the content offered by the universal channel, ČT1

3 February 1994

Under law, Czech Television gives up the existing nation-wide frequency ČT2 (formerly F1) to the commercial broadcaster

1 April 1995

Radio and Television License Fee Act (252/1994 Sb.) comes into force; TV license fee is set at CZK 50 per month

27 September 1995

Based on a proposal of the Director General, the CTC approves amendments to the Czech Television By-Laws including the Czech Television Code of Ethics and the Czech Television Strategy as annexes

8 December 1995

The Chamber of Deputies of the Czech Parliament passes an act amending media legislation (301/1995 Sb.) which, among other things, gives Czech Television permanent responsibility for the second channel, ČT2

1 March 1997

Second Czech Television Council takes office

1 July 1997

Legislative amendment sets TV license fee amount to CZK 75 per month

1 September 1997

ČT1 begins 24 hour broadcasting

4 February 1998

Jakub Puchalský is elected Director General of Czech Television; Jakub Puchalský takes office as of 1 April 1998

26 August 1998

Czech Television joins the EBU digital satellite network

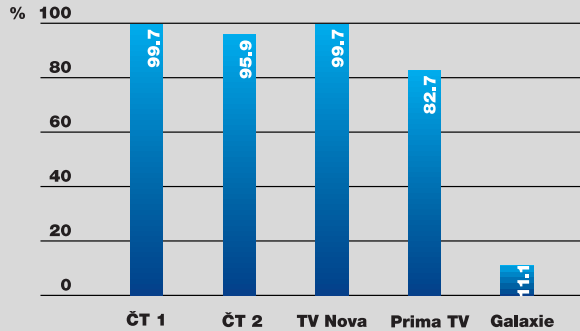
1 February 1999

ČT2 begins 24 hour broadcasting

Overview of the Czech Television Landscape In 1998



Major Czech TV Channel Penetration, Late 1998



Source: SOFRES - FACTUM, s. r. o.
100 % of TV households = 3,773,000

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.

Population:¹ 10,289,621

Number of TV households:² 3,773,000

Number of registered TV sets:³

- Households: 3,248,238
- Organisations: 161,230
- Total: 3,409,468

Average per-day viewing time:⁴

- 15 years and older: 213 minutes
- 4 - 14 years old: 150 minutes

TV license fee:

CZK 75 per month, collected through the Czech Postal Service; households pay a fixed amount regardless of number of sets, while legal entities are required to pay for each TV set

Regulatory body:

Council of the Czech Republic for Broadcasting (since 21 February 1992)

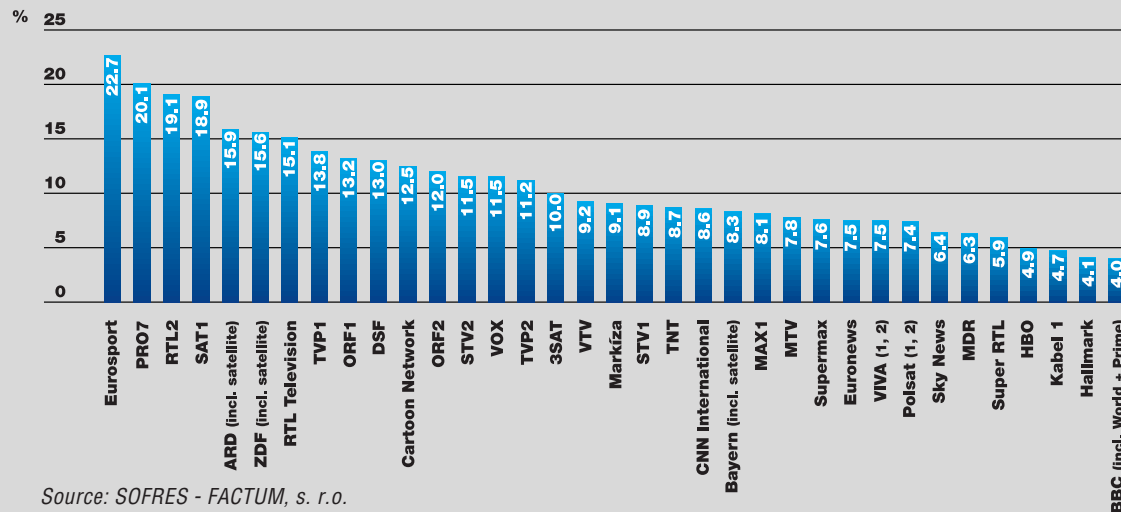
¹ Source: Czech Statistical Office; as of 1. 1. 1999

² Source: SOFRES-FACTUM, s. r. o.; late 1998

³ As of 31 December 1998

⁴ Source: TN AGB MF – TV PROJEKT – ATO

Foreign TV Station Penetration, Late 1998



Source: SOFRES - FACTUM, s. r. o.
100 % of TV households = 3,773,000

Czech Television Basic Facts

ČT1 and ČT2 channel coverage of the Czech Republic territory

ČT1



■ area with a lower quality of the channel coverage

ČT2



□ area without channel coverage

Established: 1 January 1992 (under the Czech Television Act, 483/1991 Sb.)

Status: public service television broadcaster

Mission: to serve the public through the free and independent creation of television programming and broadcasting such programming over the entire territory of the Czech Republic

Channels: Two (ČT1, ČT2)

Headquarters: Prague 4, Kavčí hory

Organisational divisions: ČT Praha, Television Studio Brno, Television Studio Ostrava

Supreme statutory official: Director General elected for a 6-year term by the Czech Television Council

Director General: Jakub Puchalský (effective 1 April 1998)

Sources of Revenue: TV license fees set by law (Radio and Television License Fees Act, 252/1994 Sb. amended by Act 135/1997 Sb.) and permissible business activities defined by law (Section 11 of the Czech Television Act, 483/1991 Sb.)

Supervisory body: Czech Television Council whose 9 members are elected by the Czech Parliament for a 5-year term (the current Council took office on 1 March 1997)

Number of employees:

(As of 31 December 1998)

- ČT Praha 2,514
- ČT Brno 292
- ČT Ostrava 269
- Total 3,075

International memberships:

EBU – European Broadcasting Union
 PBI – Public Broadcasting International
 DVB – Digital Video Broadcasting System
 Euronews – consortium member and co-owner
 Eurosport
 MAP-TV
 EGTA
 CIRCUM
 Eureka Audiovisual

Organisational structure

Advisory Bodies
to Director General:

Board of Directors ⇐

Finance Board ⇐

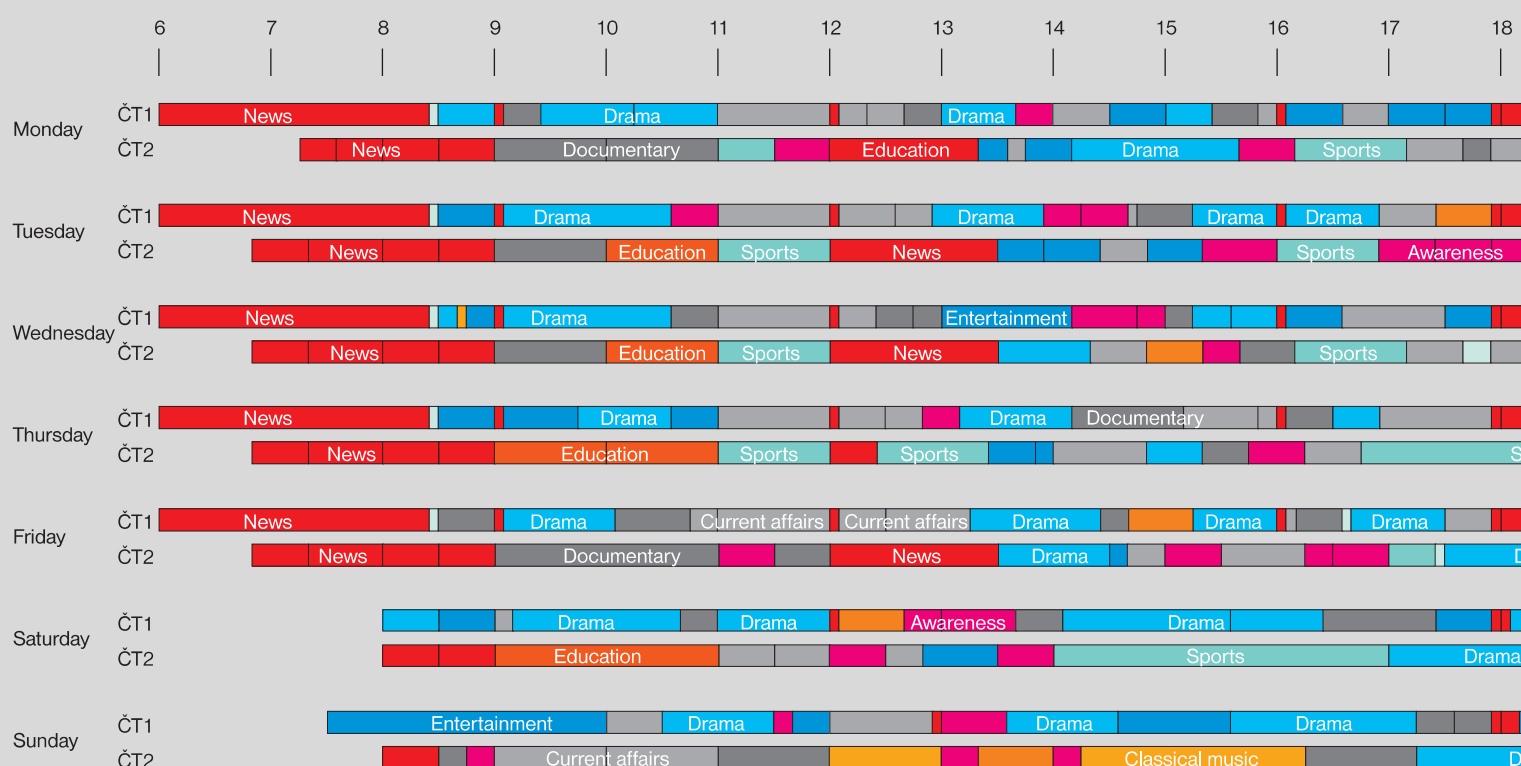
Programme Finance Board ⇐

Ethics Panel ⇐

Director General

- ⇒ Television Studio Brno
- ⇒ Television Studio Ostrava
- ⇒ Programming Department
- ⇒ Production Centre for Creative Programming
- ⇒ Production Centre for Current Affairs Programming and Documentaries
- ⇒ Production Centre for Acquisitions
- ⇒ News Department
- ⇒ Sports Department
- ⇒ Technical and Production Department
- ⇒ Financial Department
- ⇒ Strategic Development Department
- ⇒ Legal Department

Czech Television Programming Schedule (February 1999)

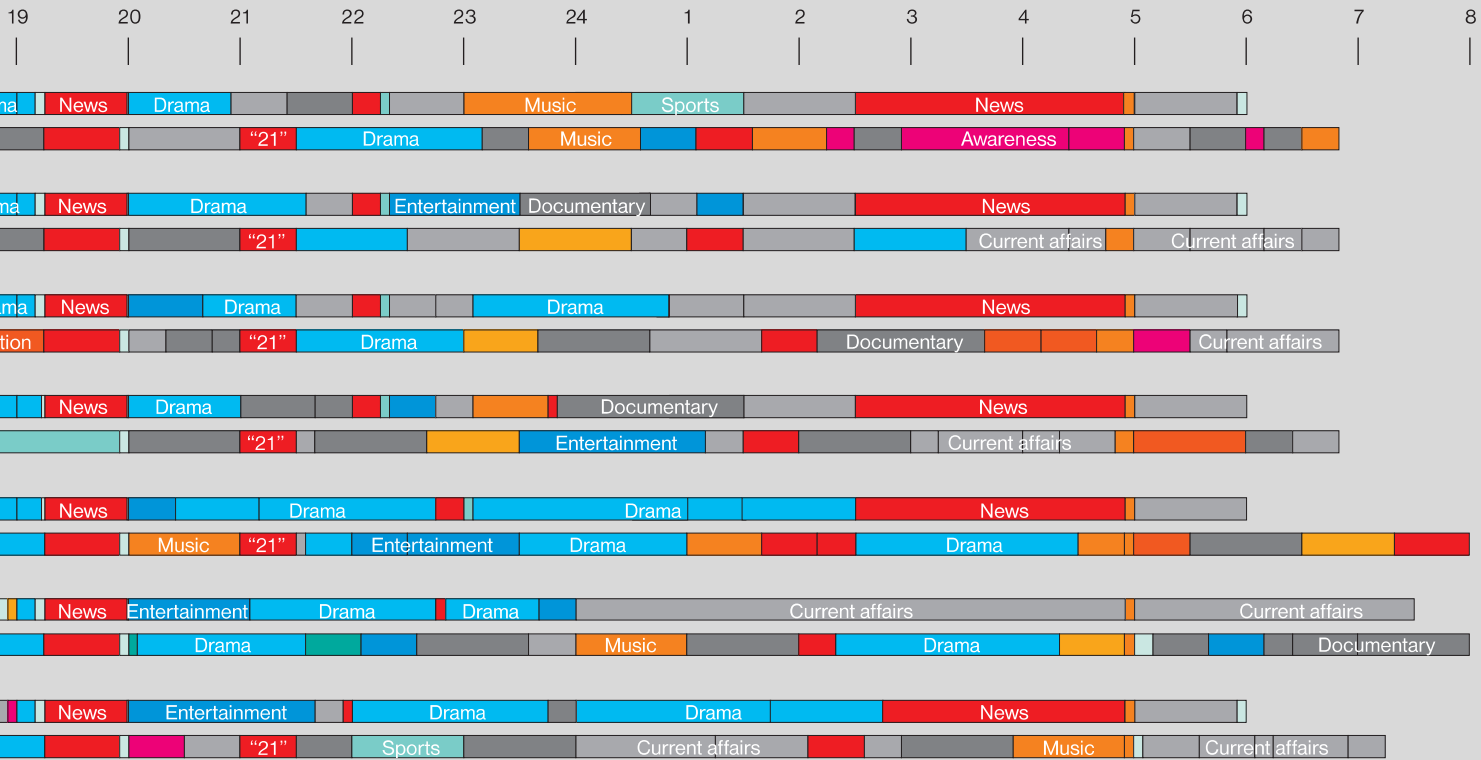


Festivals, viewer surveys and annual awards with ČT successful participation (programmes and artists) in 1998

Academia Film Olomouc
Academy of Sciences Science Popularisation Award
Ale Kino, Poznan
Amico Rom, Lanciano
Annual Awards of the Government Committee for Handicapped Citizens
Association of Czech Camera Operators Award
Bergamo Film Meeting
Ciak Junior, Treviso
Cystal Heart, Poděbrady
Czech Documentary Festival, Jihlava
Czech Lion
Czech Literary Fund Foundation Award
ČFTA Oscar Nominations
Divercine, Montevideo
Ekotofilm, Žilina
Etnofilm, Čadca
Eurofilm Festival, Luhačovice
Ferdinand Peroutka Award
Festival of Young East European Cinema, Cottbus
Filmák, Plzeň
Finále, Plzeň
Fourth annual awards for best acting and

creative performance in dubbing, Přelouč
Il Coreografo Elletronico, Naples
International Art Film Festival, Trenčianské Teplice
International Documentary Film Festival "It's All True", São Paulo
International Family Film Festival, Seoul
International Film Festival, Karlovy Vary
International Film Festival, Newport
International Film Festival, Noordelijk
International Film Festival, Rotterdam
International Film Festival, Sarajevo
International Film Festival, Sochi
International Film Festival, Salonika
International Film Festival, Tallin
International Film Festival, The Nortel Palm Springs
International Film Festival, Valladolid
International Film Festival, Zimbabwe
International Sportfilmfestival, Palermo
International Student Film Festival, Tel Aviv
International TV Festival Golden Prague
"It's Yours Too", Uherské Hradiště
Kristián, Awards for most remarkable

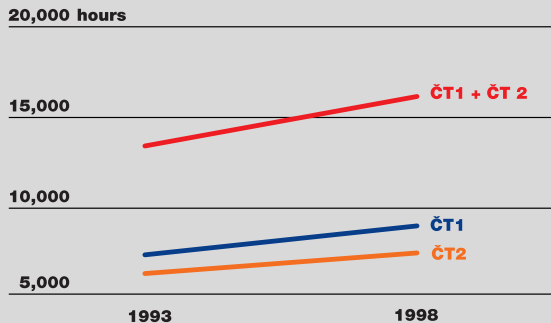
audiovisual events of the year
Lubushan Film Summer, Lagow
Monte Carlo TV Festival
"Monuments Need Publicity" Award
New European Talent, Barcelona
Ota Hofman Children's Film and Television Festival, Ostrov nad Ohří
Ottawa International Animation Festival
Pierot, Moravian-Silesian Regional Awards
"Pot o' Laughs", Nové Město nad Metují
Prix Europe, Berlín
Rencountres Internationales De Télévision De Reims
Rosnička
Sport Movies and TV, Verona
Tachov Pumpkin
Tampere International Short Film Festival
Techfilm, Hradec Králové
Telelevision Archive Award 1998 - Fiat/Ifta, Florence
Trilobite, Annual FITES Awards
Týtý Television Awards
VOX HUMANA, Award of FITES and VOX HUMANA Movement



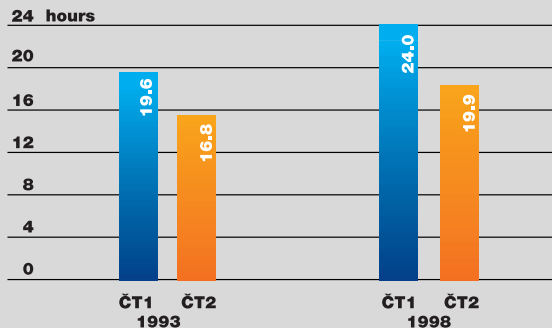
Entering the third millennium, Czech Television is a modern media organisation which aims, in addition to its primary mission of offering pluralistic, universal programming intended for all viewer groups, to foster and contribute to Czech civic society, and to help the viewer make sense of the world at large

Channel and Programming Facts

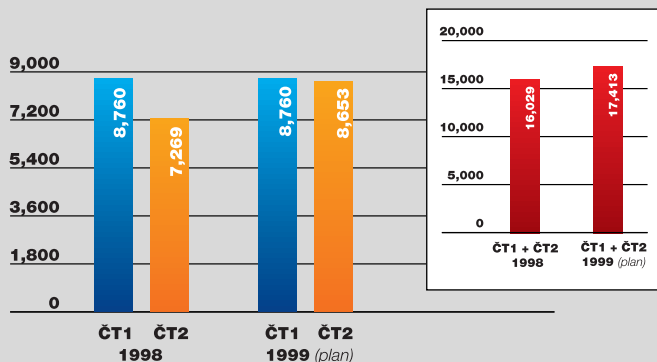
Total hours of broadcasting – growth during past five years



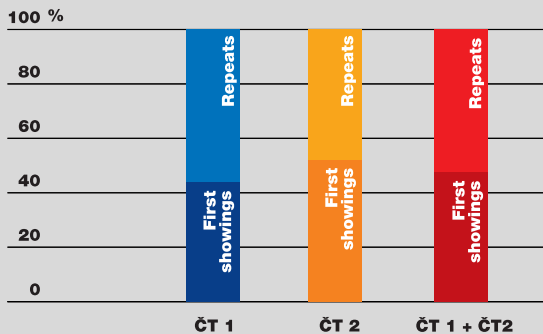
Broadcasting hours daily – growth during past five years



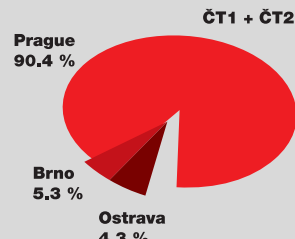
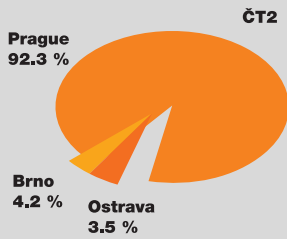
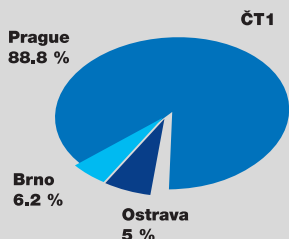
Total hours of broadcasting in 1998 and plan for 1999



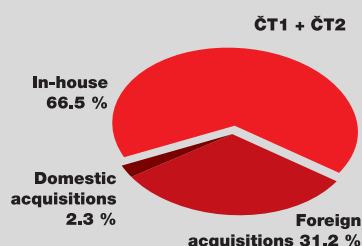
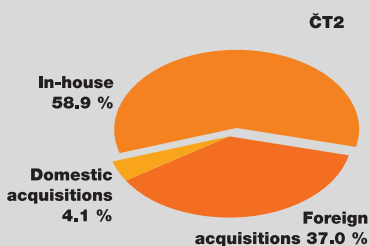
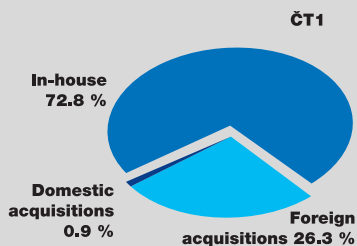
First showings and repeats in 1998



Studio share in 1998



In-house productions and acquired programmes in 1998

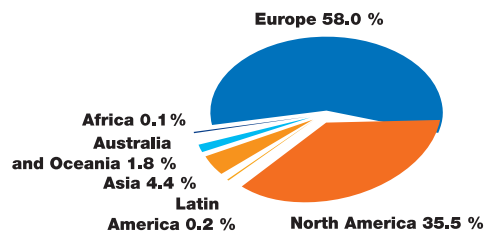


Foreign acquisitions by country of origin, 1998 (ČT1+ČT2)

	number of broadcast hours	% of all foreign acquisitions
Australia	91	1.8
China	3	0.0
France	582	11.7
Italy	173	3.5
Japan	201	4.0
Canada	113	2.3
Hungary	64	1.3
Poland	11	0.2
Austria	11	0.2
Russia (CIS)	78	1.6
Slovakia	195	3.9
Germany	346	6.9
Spain	115	2.3
Sweden	36	0.7
USA	1,659	33.2
Great Britain	700	14.1
Euronews*	401	8.0
Other	217	4.3
Total	4,996	100.0

* International news programme broadcast on ČT2

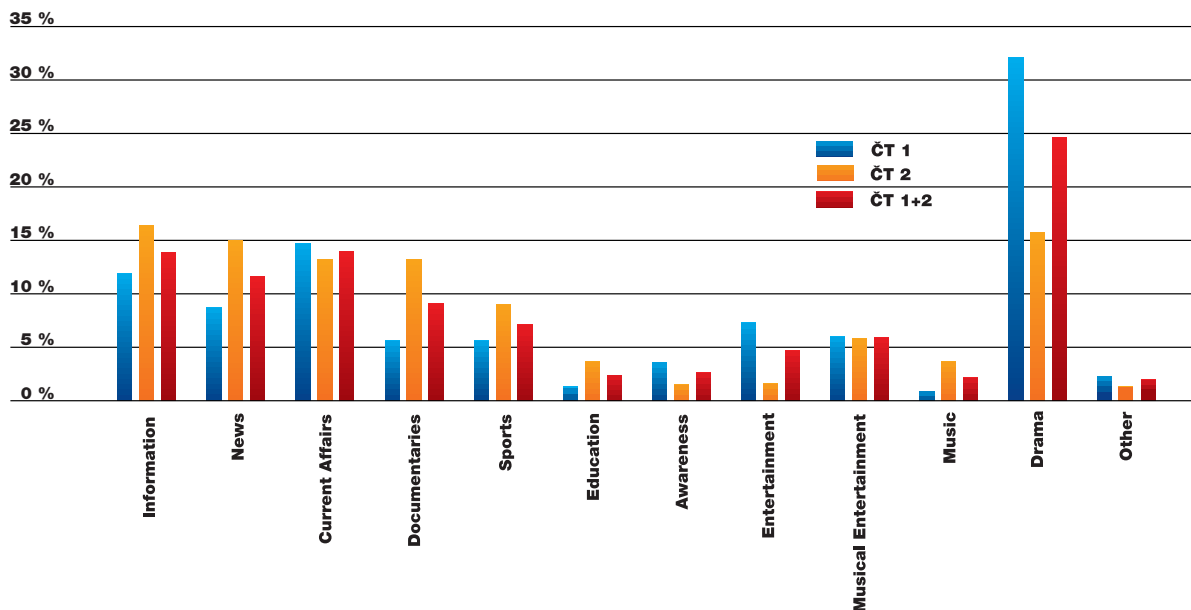
Foreign acquisitions by region, 1998



	Number of broadcast hours	% of all foreign acquisitions
Europe	2,901	58.0
North America	1,772	35.5
Latin America	8	0.2
Asia	220	4.4
Australia and Oceania	92	1.8
Africa	3	0.1
Total	4,996	100.0

Share of programme categories in 1998

	ČT1		ČT2		ČT1 + ČT2	
	hours	%	hours	%	hours	%
Information	1,040	11.9	1,194	16.4	2,234	13.9
News	764	8.7	1,093	15.0	1,857	11.6
Current Affairs	1,285	14.7	965	13.2	2,250	14.0
Documentaries	494	5.6	957	13.2	1,451	9.1
Sports	492	5.6	651	9.0	1,143	7.1
Education	112	1.3	268	3.7	380	2.4
Awareness	313	3.6	108	1.5	421	2.6
Entertainment	638	7.3	119	1.6	757	4.7
Musical Entertainment	523	6.0	419	5.8	942	5.9
Music	83	0.9	270	3.7	353	2.2
Drama	2,809	32.1	1,142	15.7	3,951	24.6
Literature	4	0.0	5	0.1	9	0.1
Religion	35	0.4	44	0.6	79	0.5
Supplementary	35	0.4	30	0.4	65	0.4
Advertising	133	1.5	4	0.1	137	0.9
Total	8,760	100.0	7,269	100.0	16,029	100.0

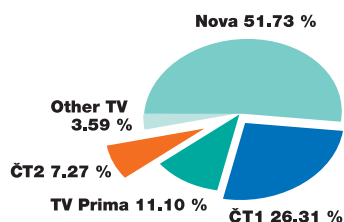


Source: ČT - Audience Research Department

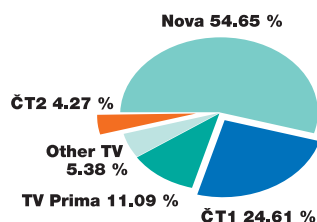
Viewer Response to Programmes Broadcast During 1998

24 hours TV audience share

1) Viewers over 15 years

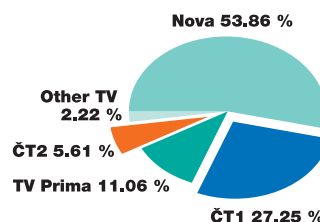


2) Viewers 4 - 14 years

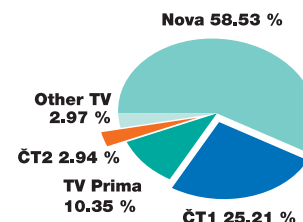


7 - 10 p.m. TV audience share

1) Viewers over 15 years



2) Viewers 4 - 14 years



Source: TN AGB MF – TV PROJECT – ATO

Highest Ratings Achieved by Czech Television in 1998

⇒ Factual Programmes

Live broadcasts and recordings of political events

Channel	Date	Day of Week	Time	Rating %	Rating '000	Audience share (%)
ČT1	20.01.	TUE	20:33	29.6	2,537	48.00

Presidential election – conclusion (Czech)

Regular news programmes

Channel	Days of Week	Time	Rating %	Rating '000	Audience share (%)
ČT1	Mon - Sun	19:15	14.4	1,232	31.45

"Events" 365x (ČT's main news programme)

⇒ Documentaries and Current Affairs

Documentaries

Channel	Date	Day of Week	Time	Rating %	Rating '000	Audience share (%)
ČT1	24.06.	WED	20:03	20.0	1,712	39.00

Seventeen Months of Dagmar Havlová (Czech)

Current affairs programmes

Channel	Day of Week	Time	Rating %	Rating '000	Audience share (%)
ČT1	MON	21:20	13.8	1,179	27.84

Here and now Plus (Czech) 4x

⇒ Series

Channel	Day of Week	Time	Rating %	Rating '000	Audience share (%)
ČT1	MON	20:05	29.4	2,519	53.42

The Seven of Spades Ranch (Czech) 7x

⇒ Films

Channel	Date	Day of Week	Time	Rating %	Rating '000	Audience share (%)
ČT1	01.01.	THU	20:06	47.8	4,140	68.00

Kolya (Czech)

⇒ Entertainment

Channel	Date	Day of Week	Time	Rating %	Rating '000	Audience share (%)
ČT1	07.02.	SAT	20:03	31.40	2,690	48.00

TýTý – Television Prizes Awarding (Czech)

⇒ Sports

Channel	Date	Day of Week	Time	Rating %	Rating '000	Audience share (%)
ČT1	23.02.	MON	19:59	54.40	4,711	79.00

Welcoming Czech Olympic Medallists in Prague – Live Broadcast (Czech)

Expanded Viewer Services

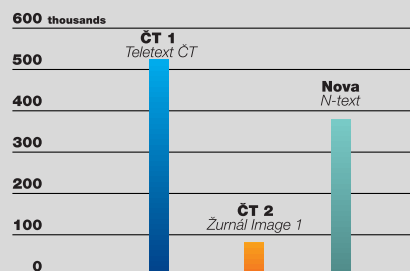
Internet

Czech Television opened its official Internet home page <http://www.czech-tv.cz> on 1 October 1996. As of 1 September 1998, the home page has been expanded considerably. In addition to extensive information concerning Czech Television as an institution and information on the ČT channels, this "Czech Television Channel 3" offers content services such as a text version of the news, information for journalists, a kids page, and many others. The Czech Television Council page is also located here, as an autonomous sub-unit.

Teletext

Teletext has been part of Czech Television's broadcasting since its establishment in January, 1992. Since then, Teletext ČT has gradually upgraded its technical equipment base and expanded its service range. In 1996, Teletext on ČT1 exceeded 1,000 broadcast pages for the first time; currently over 1,200 pages are offered. In November, 1998, Czech Television took over teletext broadcasting on ČT2 and began broadcasting Teletext Express, which allows fast searching for important information – news, sports, weather, and the ČT broadcasting schedule. In terms of long-term measurements, ČT1's teletext service was the most-watched Czech teletext in 1998.

Average weekly cumulative reach

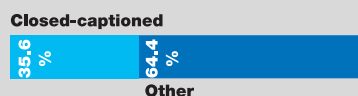


Source: TN AGB MF – TV PROJEKT – ATO

Closed-Captioning

Closed-captioned broadcasts for hard of hearing on teletext page 888 began on a trial basis on 1 July 1992. At first, only the early afternoon brief news programmes on the former ČTV channel were captioned. Starting 1 January 1993 captioning was expanded to include "Events", the main evening news programme. Over time, further programmes were added, and by 1996 the closed-captioning operation had tripled in size. On 1 July 1997, an amendment of the Radio and Television Broadcasting Act came into force, under which Czech Television is required to make 25 % of all programmes broadcast accessible to the hearing impaired. At year end 1997, over 30 % of Czech Television's programmes were closed-captioned; during Christmas, the number was nearly 50 %. The number of closed-captioned programmes continued to grow in 1998, with the addition of even more documentaries, educational and awareness programmes.

Proportion of closed-captioned programmes broadcast by ČT in 1998



Source: ČT – Audience Research Department

Technology

Czech Television broadcasts 24-hours a day, using: terrestrial transmitters and satellite transmission in DVB MPEG-2 digital standard via the Kopernikus satellite

The ČT1 and ČT2 broadcast signals include the following additional services: teletext, closed-captioning, audio stereo – mono – duo, and VPS code for controlling home videorecorders

Programme production takes place in: 6 studios ranging in size from 65-700 m² for producing programmes with actors and current affairs programmes, 2 news studios ranging in size from 75-140 m², 1 virtual studio for producing current affairs and news programmes using cutting-edge technology, 1 news studio integrated into the central control room for broadcasting the main news programmes

Exterior production and news programmes are supported by: 5 large outside broadcast vans, 18 EFP vans, 12 ENG vans, 1 special super slow-motion facility for use at sports events, 2 SNG satellite vehicles, 10 regional news desks, 6 foreign news desks

Revenues and Expenses

Revenues and Expenses, 1993-1998 (CZK millions)

	1993 actual	1994 actual	1995 actual	1996 actual	1997 actual	1998 preliminary
Total Revenues	3,844.4	3,322.1	2,945.8	3,614.5	4,202.2	4,633.0
Total Expenses	3,338.9	3,168.1	3,170.9	3,477.6	3,856.6	4,540.4
NET REVENUE	+ 505.5	+ 154.0	- 225.1	+ 136.9	+ 345.6	+ 92.6

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Czech Television Council Internet Home Page (URL)

http://www.czech-tv.cz/rada_ct/index.htm