

**Czech
Television
2005**



ČESKÁ TELEVIZE

Czech Television

Czech Television – the public service broadcaster in the Czech Republic

Inception on 1 January 1992 by the Czech Television Act

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

Supervisory body The Czech Television Council, composed of fifteen members, who are elected by the Chamber of Deputies of Czech Parliament for a six-year term, with one-third replaced every two years

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

Number of employees 2,543 employees at 31 December 2004 (37.5% down on the 1993 figure – the beginning of Czech Television broadcasting in the independent Czech Republic)

Sources of revenue television licence fees supplemented by revenues from business operations

Programme television broadcasting a broad range of genres, news provider, broadcaster of major sports events, important producer of films, documentaries and current affairs programmes

Broadcasting two nationwide channels CT1 and CT2, Czech Television Teletext and Teletext Express, CT website www.czech-tv.cz, CT24 (satellite and cable distribution)

Public benefit activities media partnerships and the broadcasting of non-commercial spots, the broadcaster's own charity projects Help the Children! and Advent Concerts

Membership in international organisations

EBU • IFTA • EGTA • PBI • SMPTE • CIRCOM Regional • IMZ • Euronews • Eurosport

Organiser Golden Prague International Television Festival



Basic organisational structure at 1 April 2005



Programming

*Czech
Television –
49 hours
of daily
programme
offer*

Total broadcasting time CT1 and CT2 in 2004 17,568 hours a year for the two programmes, which both broadcast 24 hours a day. However the total programme offer volume was 17,863.4 hours due to simultaneous regional broadcasting.

Statutory programming quotas

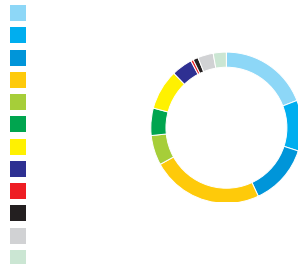
The share of Brno and Ostrava television studios in the offer of nationwide channels at least 20% of the total CT broadcasting time every month. In 2004 CT achieved 10.7% share.

Regional broadcasting of news and current affairs at least 25 minutes a day. In 2004 CT achieved 24.2 minutes a day, in the fourth quarter 27.4 minutes a day, particularly thanks to the new weekly magazine Life in the Regions.

For the hard-of-hearing at least 70% of programmes with closed or on-screen captions or with interpreting into sign language. In 2004 CT broadcast 72% of such programmes.

CT broadcasting according to programme type in 2004

news	3,390	19
current affairs	1,887	11
documentaries	2,264	13
drama	4,196	24
entertainment	1,128	6
music	1,024	6
sport	1,529	9
education	779	4
religion	115	1
commercials	198	1
teleshopping and sponsoring	546	3
non-commercial promotions, supplements	512	3
total	17,568	100



programme type • h • % of total broadcasting time
Source: CT – Programming and Audience Research.



Programmes for children and youth in 2004 1,649 hours, i.e. 9.4%

Czech Television programme offer contains many other programmes whose content and format as well as broadcasting hour are suitable for the above-mentioned viewer group – e.g. nature and travel documentaries, entertainment programmes, sports. These programmes make up approximately 20% of the total broadcasting time.

Czech Television's own programmes broadcast in 2004 11,905 hours, i.e. 67.8%

Acquired programming on CT screen in 2004 5,661 hours, i.e. 32.2%

of which: domestic 629 hours, i.e. 3.6%

foreign 5,032 hours, i.e. 28.6%

European works in CT broadcasting in 2004

CT1 82.6% of European works, 8.5% of programmes made by independent producers and of this share 66.3% of programmes produced within last five years

CT2 89.1% of European works, 12.1% of programmes made by independent producers and of this share 70.6% of programmes produced within last five years

The non-binding programming quotas are as follows: more than 50% of broadcasting time on every channel, at least 10% share of European independent works and of this share at least 10% of programmes first broadcast less than five years ago. For the purpose of calculating the minimum shares total broadcasting time does not include news, sports, games, Teletext, commercials, teleshopping, sponsor messages and connecting broadcasts; the term European work also includes domestic production.



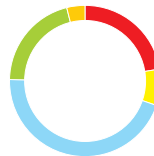
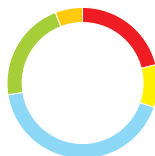
Viewers

Czech Television relies on two types of feedback from viewers – audience satisfaction research and electronic measurement of viewing figures

CT audience share in 2004: 24-hour share and primetime share (7 p.m.–10 p.m.)

(in %, viewers aged 15 and older)

CT1	21.21	22.55
CT2	9.17	7.67
TV Nova	42.23	45.10
Prima TV	21.58	20.71
Other	5.81	3.96



Source: Mediaresearch, a. s. – ATO.

Selected CT programmes with highest viewer satisfaction in 2004

(channel • satisfaction quotient • % ratings)

Little Mole bedtime story (CT • 9.6 • 6.4), **People and Oceans** French documentary series (CT1 • 9.5 • 3.2), **Magic Kindergarten** mosaic of fairy-tales and stories for small children (CT1 • 9.5 • 3.3), **Leonardo da Vinci** British documentary (CT2 • 9.5 • 3.4), **Cats Play** recorded theatre performance (CT2 • 9.4 • 3.0), **Masters of Czech Animation** documentary series (CT1 • 9.3 • 4.3), **Evening Focused on... Hanzelka and Zikmund: Dreams and Reality** (CT2 • 9.3 • 3.3), **Last Paradises** Spanish documentary series (CT1 • 9.2 • 5.3), **Between the Poles** reports magazine (CT2 • 9.2 • 3.4), **A Flea in Her Ear** TV comedy (CT2 • 9.2 • 3.1)

Selected programmes with highest ratings in the 15+ viewer group in 2004

(channel • ratings • audience share)

Hospital at the End of the City Twenty Years On final episode of the series (CT1 • 42.5 • 71.90), **Ice Hockey World Championship: CR-USA** (CT2 • 31.8 • 62.95), **The Black Barons** first episode of the series (CT1 • 29.5 • 52.25), **Little Square** eighth episode of the series (CT1 • 28.6 • 55.54), **Events** main news programme, January 25 (CT1 • 26.5 • 50.26), **Vladimír Menšík – 75** entertainment show commemorating the career of a popular actor (CT1 • 25.5 • 50.31), **More of the Hospital, Please** entertainment show with protagonists of the popular series (CT1 • 24.0 • 46.33), **The Devil Knows Why** fairy-tale film (CT1 • 23.9 • 42.55), **Room at the Top** final episode of the series (CT1 • 23.6 • 49.94), **Opening Ceremony of the 28th Summer Olympics** (CT2 • 16.2 • 44.15)



Telexport

Czech Television programmes have their firmly established place on both domestic and international film and TV scenes

Telexport is a specialised unit of Czech Television, whose primary responsibilities include marketing CT programmes, publishing CDs, DVDs, VHS-cassettes and books and selling licences to promotional products and other commercial goods with TV-characters and motives.

The best-selling titles abroad

Films: Zelary, Autumn Spring, Divided We Fall, Pupendo, The Wild Bees, Bored in Brno, Cosy Dens, Animated series for children: Nils and the Wild Geese, Music programmes: Antonin Dvořák – a European?, In Search of Janáček, The Prague Chamber Ballet, TV series: Hospital at the End of the City Twenty Years On

Telexport also sends programmes produced or co-produced by CT to international television and film festivals. Last year 80 such programmes were sent to 24 television and 52 film festivals abroad. CT programmes and programme-makers won 7 awards. In addition to that, Telexport sent 90 programmes to 15 television and film festivals in the Czech Republic; 15 of them won an award.

Programmes produced with the participation of Czech Television are successful not only in those competitions to which they have been sent directly by Telexport. In 2004 programmes and programme-makers thus won the total number of 119 awards on the domestic scene and 20 abroad. **Events**, the main news programme, was distinguished by a special acknowledgement – the international award for variety in news reporting, **Media Tenor 2004**.



Broadcasting

*Czech Television
– a forward-
looking
broadcaster
on the path
to terrestrial
digital
broadcasting*

Czech Television **broadcasts 24 hours a day on two channels CT1 and CT2**, using **terrestrial and satellite signal distribution**. As of May 1, 2003, it has introduced **stereophonic broadcasting** as the new broadcasting standard. Some of its programmes also give the viewers within reach of stereophonic transmitters the option to choose from two language versions (DUAL). In addition to CT1 and CT2 signal Czech Television offers other services – Teletext, closed captions and VPS code for recording by household VHS video recorders.

Czech Television has long been preparing for the planned launch of **terrestrial digital broadcasting (DVB-T)**, working on its strategic, technological as well as programming aspects. It has acquired the necessary experience during a five-year experimental DVB-T broadcasting in Prague and its surroundings. The broadcaster is planning to launch two new nationwide channels devoted to news and education. So far the preparations have advanced most with **CT24, a news programme**, which will broadcast continually, offering hot news with live material every hour, extended economic and cultural news, discussions, magazines, economic overviews etc. When the DVB-T public service multiplex is brought into full operation, the programme offer of traditional TV channels will be supplemented by additional services – textual information, charts, maps, dictionaries, practical information designed to help the viewers in emergencies and other stress situations, but also a special verbal description of visual scenes for the blind etc. Before the start of terrestrial digital broadcasting Czech Television would like to distribute CT24 at least via satellite and cable systems.



Sources of income

Czech Television is not financed from the state budget, but from TV licence fees and partly also from business operations

The licence fee in the Czech Republic – CZK 75 per month, i.e. EUR 2.4

The licence fee amount is one of the lowest in Europe. In the new draft law, it should be raised to CZK 100 and in the future it should be valorized according to the year-on-year growth of inflation. The chances of checking on payment and thus also of enforcing payment obligations should be improved.

Czech households pay just one fee each, even if they own more than one TV-set. Handicapped people and people whose income is lower than 1.4× the statutory minimum are exempt from payment. **Self-employed individuals and corporations have to pay for each TV set they use.**

TV licence fees from individuals are collected via the Czech Postal Service, which is paid CZK 3.10 a month for each registered household. For three years now Czech Television has also been giving TV households the option to pay directly to CT account and register on-line on CT Internet.

As of 1 October 2004, corporations are obligated to pay licence fees by direct transfers to the Czech Television account.

The Czech Television Act enables Czech Television to pursue **commercial activities** related to programme production and broadcasting. These activities are only a supplementary source of income. The income from commercial activities is made up primarily by **revenues from broadcasting commercials and sponsored programmes**; these are followed by **income from the sale of services, the sale of rights, teleshopping, Teletext and programme production.**

The law limits the amount of advertising on Czech Television more than on commercial stations – to just 1% of the daily broadcasting time (i.e. 28.8 minutes per day). A maximum of 12 minutes of commercials may be broadcast within one hour; however, in primetime the maximum amount is only 6 minutes per hour. CT may not insert commercials in programmes. Czech Television's share of the advertising market is thus limited and very small – in 2004 it was 14%.



Management

(valid at 1 April 2005)

Jiří Janeček

František Lambert

Eva Vrtišková

Zdeněk Šámal

Martin Švehla

Václav Myslík

Rudolf Pop

Vladimír Karmazín

Ilija Racek

Vladimíra Vocetková

Martin Krafl

- ▶ Director General
- ▶ Chief Executive Director
- ▶ Director of Programming
- ▶ News Director
- ▶ Director of Commerce
- ▶ Director of Production
- ▶ Director of Technology
- ▶ Director of the Brno Television Studio
- ▶ Director of the Ostrava Television Studio
- ▶ Head of Legal Department
- ▶ Spokesman

Main contacts

(valid at 1 April 2005)

Communication Department tel. +420 261 134 005, e-mail info@czech-tv.cz

International Relations tel. +420 261 134 153, e-mail andrea.savane@czech-tv.cz

Golden Prague ITF tel. +420 261 134 153, 261 137 014, fax +420 261 212 891

e-mail golden_prague@czech-tv.cz, <http://goldenprague.czech-tv.cz>

Telexport CT tel. +420 261 137 047, fax +420 261 211 354,

e-mail telexport@czech-tv.cz, www.czech-tv.cz/sales

www.czech-tv.cz

e-mail info@czech-tv.cz

© Czech Television, April 2005