

ČT1 and ČT2 – Twenty-four hours of public service broadcasting a day on two channels during the past calendar year:

7,552	hours of first-run programming
3,790	hours of drama programmes
2,499	hours of news
2,376	hours of documentaries
2,273	hours of current affairs
1,232	hours of entertainment programmes
1,153	hours of sport
65.1%	of in-house programmes
53.8%	of foreign programmes from Europe
38.3%	of programmes accessible to the hearing impaired

Czech television landscape and Czech Television

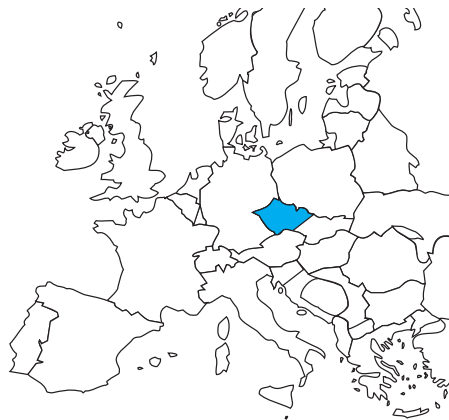
Programming 2000 and viewer response

Preliminary economic results

New amendment to the Czech Television Act



Czech television landscape 2000/2001



Total TV households: ¹	3,791,000
Number of TV sets recorded: ²	
• households: ³	3,207,124
• organisations and private persons in business:	166,858
• total:	3,373,982

Average per-day viewing time: ⁴	
• 15 years and older: 194 minutes (of which 61 minutes of Czech Television)	
• 4-14 years old: 124 minutes (of which 38 minutes of Czech Television)	

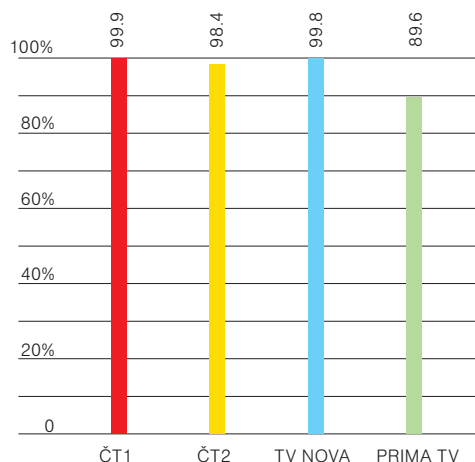
¹ Source: Taylor Nelson Sofres Media – ATO; as of 31. 12. 2000

² As of 31. 12. 2000

³ Except for ratepayers exempt from paying for social reasons

⁴ Source: Taylor Nelson Sofres Media – ATO; as of 31. 12. 2000

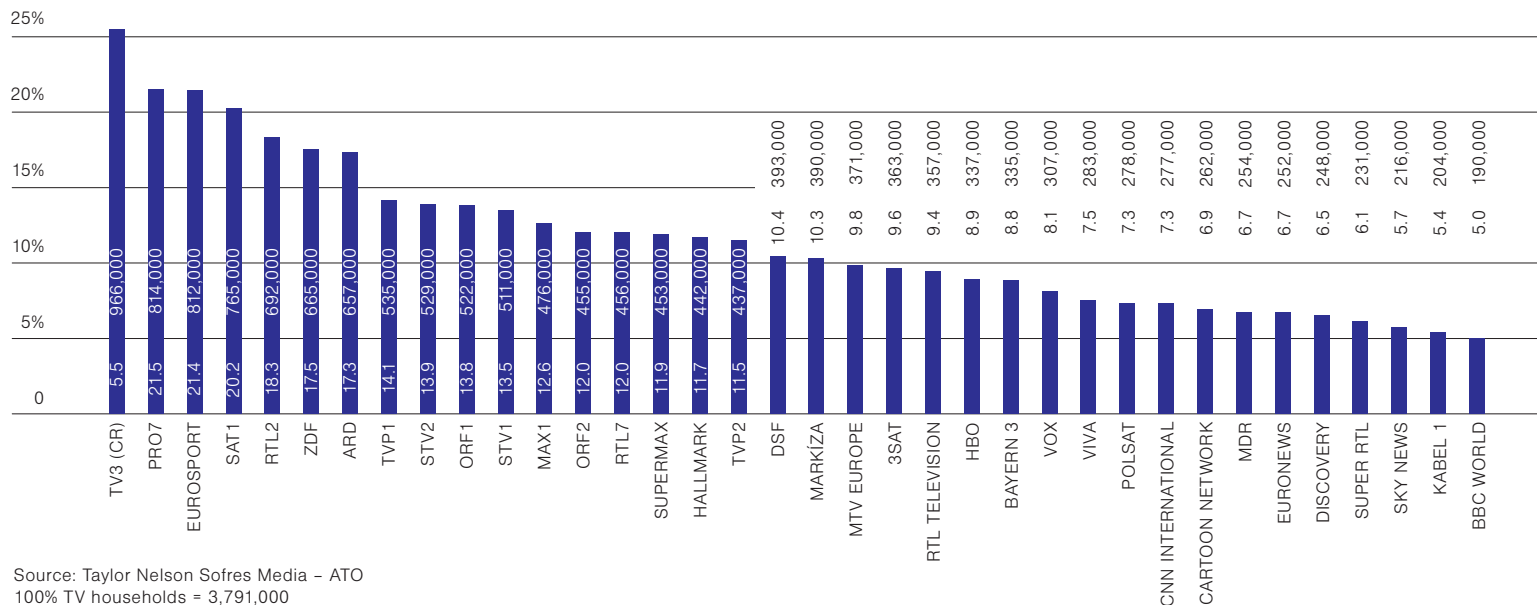
TV channel penetration in the fourth quarter of 2000



Source: Taylor Nelson Sofres Media – ATO
100% TV households = 3,791,000

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.

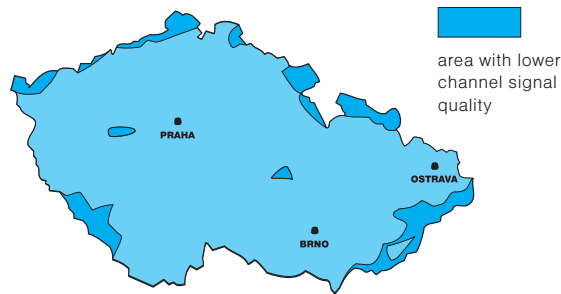
Other TV station penetration in the Czech Republic in the fourth quarter of 2000 (penetration of 5% and over of TV households)



Source: Taylor Nelson Sofres Media – ATO
100% TV households = 3,791,000

Czech Television 2000/2001

ČT1 a ČT2 channel coverage of the Czech Republic territory



Established: 1 January 1992 (under the Czech Television Act 483/1991, amended by Acts 36/1993, 253/1994, 301/1995 and 39/2001).

Status: public service television broadcaster

Channels: two nationwide ČT1 a ČT2

Sources of revenue: TV license fees set by law (Radio and Television License Fees Act, 252/1994, amended by Act 135/1997) and permissible business activities defined by law (Section 11 of the Czech Television Act, 483/1991 in the form of later regulations). Currently the television licence fee is CZK 75 per month and is collected through the Czech Post. Households pay only one television fee, while legal entities are required to pay one fee per television set.

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

12. 12. 2000 – General Director Dušan Chmeliček dismissed

20. 12. 2000 – Jiří Hodač elected General Director

11. 1. 2001 – Jiří Hodač resigned

since 9. 2. 2001 – temporary Director Balvín (elected externally by the Chamber of Deputies of the Parliament of the Czech Republic)

Supervisory body: Czech Television Council elected by the Chamber of Deputies of the Czech Parliament for a 6-year period (a 5-year period up to the year 2001); The third Council was dismissed by the Chamber of Deputies of the Czech Parliament on 12 January 2001

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

International memberships:

EBU – European Broadcasting Union

DVB – Digital Video Broadcasting

Euronews

EGTA – European Group of Television Advertising

IMZ – International Music Center

SMPTE – Society of Motion Picture and Television Engineers

PBI – Public Broadcasting International

CIRCOM – European association of regional television studios

Eurosport

Number of employees

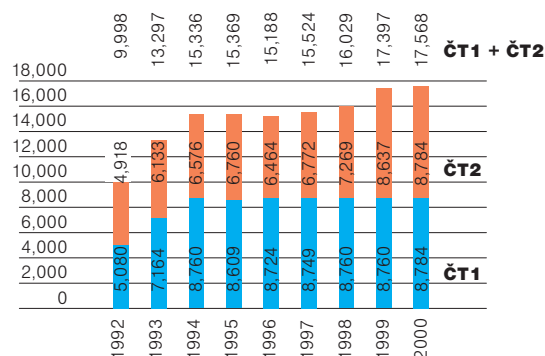
	1993	1994	1995	1996	1997	1998	1999	2000
Average number of employees	4,039	3,919	3,564	3,234	3,170	3,087	2,892	2,851
Index	100	97	88	80	78	76	74	71

Organisational structure March 2001



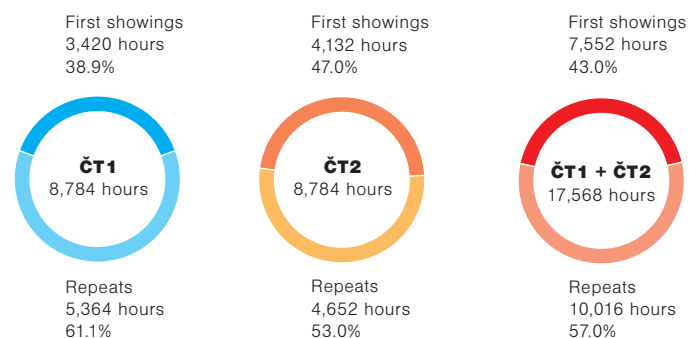
Czech Television programming in 2000

Total hours of broadcasting in 1992–2000 (hours)



Source: ČT – Audience Research Department

First showings and repeats in 2000



Source: ČT – Audience Research Department

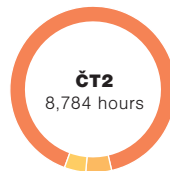
Studio share in 2000

Prague 7,870 hours, 89.6%



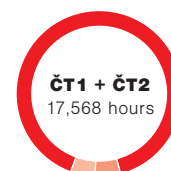
Ostrava 432 hours, 4.9% Brno 482 hours, 5.5%

Prague 7,977 hours, 90.8%



Ostrava 377 hours, 4.3% Brno 430 hours, 4.9%

Prague 15,847 hours, 90.2%



Ostrava 809 hours, 4.6% Brno 912 hours, 5.2%

Source: ČT – Audience Research Department

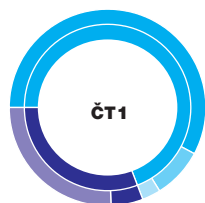
Share of programme categories in 2000 (hours)

Programme type	ČT1			ČT2			ČT1 + ČT2	
	First showings	Repeats	Total	First showings	Repeats	Total	Total	in %
Information	744.60	385.10	1,129.70	25.50	519.30	544.80	1,674.50	9.50
News	510.00	18.60	528.60	1,516.10	454.30	1,970.40	2,499.00	14.20
Current affairs	580.60	752.10	1,332.70	253.10	687.30	940.40	2,273.10	13.00
Documentaries	252.90	515.10	768.00	571.00	1,036.80	1,607.80	2,375.80	13.50
Sports	33.60	116.50	150.10	911.50	90.90	1,002.40	1,152.50	6.60
Education	48.30	83.40	131.70	45.50	366.40	411.90	543.60	3.10
Awareness	15.70	115.10	130.80	70.50	120.30	190.80	321.60	1.80
Entertainment	317.60	558.90	876.50	110.00	245.80	355.80	1,232.30	7.00
Musical Entertainment	69.80	331.40	401.20	286.60	320.10	606.70	1,007.90	5.70
Music	7.00	83.30	90.30	66.40	179.00	245.40	335.70	1.90
Drama	800.50	2,177.70	2,978.20	263.00	548.70	811.70	3,789.90	21.70
Literature	0.00	1.00	1.00	3.30	0.00	3.30	4.30	0.00
Religion	38.50	23.20	61.70	8.50	42.20	50.70	112.40	0.60
Supplementary	0.90	33.60	34.50	1.00	36.80	37.80	72.30	0.40
Advertising	0.00	169.00	169.00	0.00	4.10	4.10	173.10	1.00
Total	3,420.00	5,364.00	8,784.00	4,132.00	4,652.00	8,784.00	17,568.00	100.00

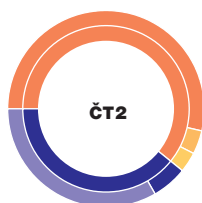
Source: ČT – Audience Research Department

Comment: From 1,152.5 hours of sports programming, 65.8 hours were dedicated to broadcasting the European Football Championships, and 373.1 hours to broadcasting and recordings of the Olympic Games in Sydney.

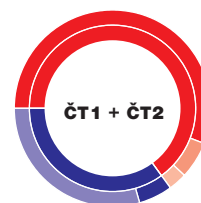
Programme origin in 2000



IN-HOUSE			
IN-HOUSE	6,091 hours	69.3%	
ČT in-house	5,090 hours	57.9%	
Commissioned by ČT	733 hours	8.3%	
Co-productions	268 hours	3.1%	
ACQUISITIONS			
ACQUISITIONS	2,693 hours	30.7%	
Domestic	445 hours	5.1%	
Foreign	2,248 hours	25.6%	



IN-HOUSE			
IN-HOUSE	5,340 hours	60.8%	
ČT in-house	4,703 hours	53.5%	
Commissioned by ČT	339 hours	3.9%	
Co-productions	298 hours	3.4%	
ACQUISITIONS			
ACQUISITIONS	3,444 hours	39.2%	
Domestic	520 hours	5.9%	
Foreign	2,924 hours	33.3%	



IN-HOUSE			
IN-HOUSE	11,431 hours	65.1%	
ČT in-house	9,793 hours	55.8%	
Commissioned by ČT	1,072 hours	6.1%	
Co-productions	566 hours	3.2%	
ACQUISITIONS			
ACQUISITIONS	6,137 hours	34.9%	
Domestic	965 hours	5.5%	
Foreign	5,172 hours	29.4%	

Source: ČT – Audience Research Department

Foreign acquisitions by region in 2000



Region	hours	% of all foreign acquisitions	% of all broadcasts
Evrope	2,784 hours	53.8%	15.9%
of all EU states	2,054 hours	39.7%	11.7%
North America	1,990 hours	38.5%	11.3%
Latin America	4 hours	0.1%	0.0%
Asia	38 hours	0.7%	0.2%
Australia and Oceania	352 hours	6.8%	2.0%
Africa	4 hours	0.1%	0.0%

Foreign acquisitions by country of origin in 2000

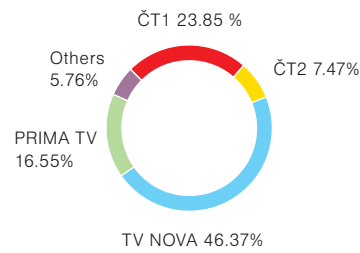
Country	hours	% of all foreign acquisitions	% of all broadcasts
Australia	344	6.7	2.0
China	9	0.2	0.0
France	413	8.0	2.4
Italy	136	2.6	0.8
Japan	15	0.3	0.1
Canada	207	4.0	1.2
Hungary	42	0.8	0.2
Poland	11	0.2	0.0
Austria	13	0.3	0.1
Russia (CIS)	74	1.4	0.4
Slovakia	130	2.5	0.7
Germany	304	5.9	1.7
Spain	65	1.3	0.4
Sweden	44	0.9	0.3
USA	1,782	34.5	10.1
Britain	847	16.4	4.8
Euronews	405	7.7	2.3
Other	331	6.3	1.9
Total	5,172	100.0	29.4

Viewer response to programmes broadcast during 2000

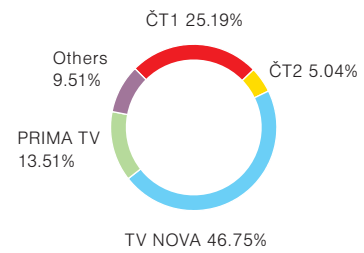
Average audience share in 2000

24 hours share

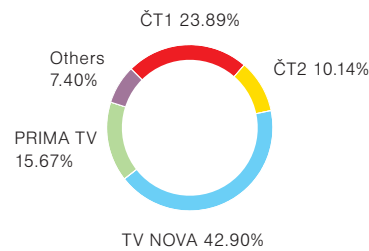
viewers older than 15 years



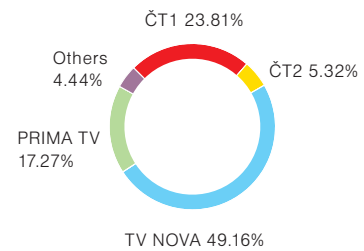
viewers 4-14 years



men older than 15 years

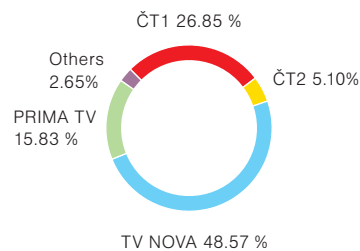


women older than 15 years

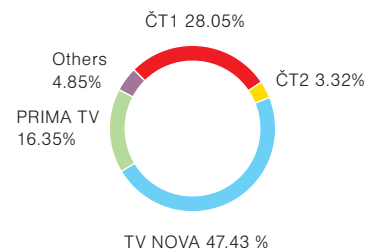


7-10 p.m. share

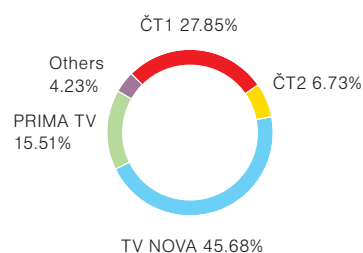
viewers older than 15 years



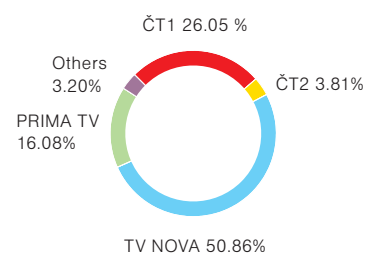
viewers 4-14 years



men older than 15 years



women older than 15 years



The most successful Czech Television programmes in 2000

Programme	Channel	Day	Date	Time	Adults		Men		Women	
					Rating (%)	Audience Share (%)	Rating (%)	Audience Share (%)	Rating (%)	Audience Share (%)
News programmes										
Events (365x)	1	MON - SUN	-	19.15	14.7	37.71	15.2	42.85	14.3	33.95
Political events										
The President's New Year's Address	1	SAT	1. 1.	13.00	22.4	63.00	22.8	65.00	22.0	61.00
Current affairs on ČT1										
Recipes for Hobbyists (26x)	1	SUN	-	12.35	11.6	48.77	10.2	42.69	12.9	54.54
Current affairs on ČT2										
It's Snowing (7x)	2	TUE	-	21.50	1.5	5.14	1.5	5.43	1.6	5.00
Documentaries on ČT1 (20 minutes and longer)										
Time of the Titans <i>in Walking with Dinosaurs</i> (Great Britain)	1	TUE	7. 11.	20.02	22.1	41.00	23.7	47.00	20.7	37.00
Documentaries on ČT2 (20 minutes and longer)										
Titanic - Beyond the Legend (France)	2	THU	12. 10.	20.00	7.8	16.00	7.8	17.00	7.7	14.00
Drama series										
Hotel Herbich (13x)	1	MON	-	20.04	24.3	44.77	19.4	40.23	28.8	47.93
Feature films										
Cosy Dens	1	TUE	26. 12.	20.05	44.8	67.00	40.9	65.00	48.1	68.00
Individual drama programmes (20 minutes and longer)										
Mrs. Piper intervenes	1	SUN	13. 2.	20.04	21.3	37.00	17.8	34.00	24.5	40.00
Entertainment series										
So Don't Hesitate and Shoot - Special (5x)	1	SAT	-	20.04	21.0	41.56	19.9	42.69	22.0	40.42
Individual entertainment programmes										
Tee Tee TV Awards Ceremony	1	SAT	12. 2.	20.02	32.5	57.00	26.9	53.00	37.7	60.00
Sports news										
Goals, Points, Seconds (272x)	1	MON - SUN	-	19.50	10.1	24.71	11.2	28.16	9.2	21.74
Sports broadcasts										
European Football Championships: ČR - Netherlands	1	SUN	11. 6.	20.38	24.2	54.00	34.3	73.00	14.1	35.00

Expanded viewer services 2000/2001

Teletext

Teletext, which has been a part of Czech Television's broadcasting since its establishment in January 1992, offers more than 1,600 pages daily. The mainstay of Teletext ČT is news headlines, including sport and weather. It runs daily, including Saturday, Sunday and holidays, at night, non-stop. In some cases it could be literally called an on-line service. Currently the editorial

staff is concentrating on increasing the quality of standing offers, faster presentation of information, seeking new sources of information etc. This will lead to a stable growth in viewers. For this reason, Teletext ČT is the most viewed teletext service in terms of long-term measurements.

Frequency of teletext viewership in households with this facility 4th quarter 2000

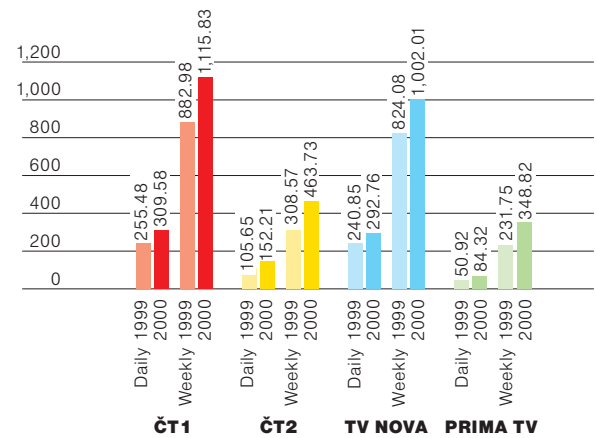
Daily	A few times a week	Once a week	Once a fortnight	Once a month	Less often	Never
21.9%	23.7%	19.3%	5.1%	4.9%	11.5%	13.7%

Source: Taylor Nelson Sofres Media - ATO
100% households with teletext = 51.5% TV households = 1,915,000 TV households

Note: Roughly every fourth household uses teletext services with closed-captioning.

At the end of 2000 Teletext ČT met with an exceptionally positive viewer response. Viewers particularly appreciated the objectivity and balance of its news, also the speed with which the latest news was presented on teletext pages.

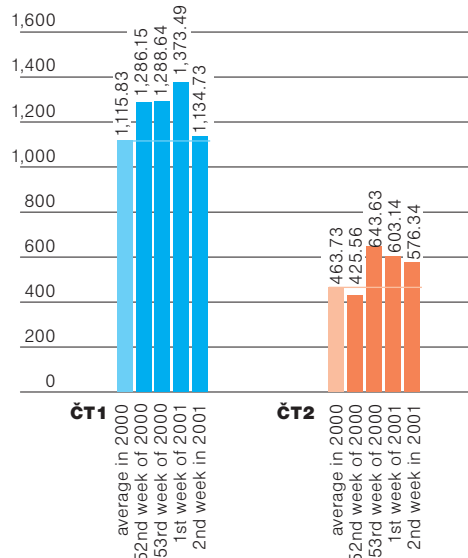
Teletext average cumulative reach in 1999 and 2000 (viewers in thousands)



Zdroj: Taylor Nelson Sofres Media - ATO

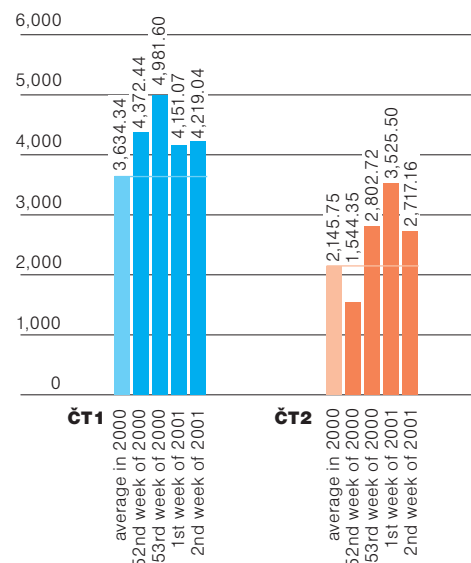
Teletext ČT viewership in 2000 and in the weeks at the turn of the year (thousands of viewers)

Weekly cumulative viewership



Source: Taylor Nelson Sofres Media - ATO

Number of accesses to teletext



Service for the hard of hearing

Czech Television is the only television station in the Czech media scene that provides, in the spirit of its mission, a long-term service tailored to the needs of the hard of hearing minority viewer group. It did so through closed-captioning (teletext page 888), subtitles, programmes translated into sign language and the maximum pictorial information. Czech Television also broadcasts specialised teletext pages for the hard of hearing.

Programmes for the hard of hearing in 2000

	First showings	Repeats	Total	% of all programmes
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ČT1

Total number of programmes	8,680	7,456	16,136	100.0
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Total number of programmes for the hard of hearing	3,533	3,329	6,862	42.5
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Of which

• teletext	0	0	0	0.0
• closed-captioned	3,509	3,270	6,779	42.0
• visible subtitles	24	59	83	0.5
• without words	0	0	0	0.0

ČT2

Total number of programmes	5,157	8,102	13,259	100.0
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Total number of programmes for the hard of hearing	1,323	3,073	4,396	33.1
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Of which

• teletext	0	0	0	0.0
• closed-captioned	1,171	2,849	4,020	30.3
• visible subtitles	151	221	372	2.8
• without words	1	3	4	0.0

ČT1 + ČT2

Total number of programmes	13,837	15,558	29,395	100.0
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Total number of programmes for the hard of hearing	4,856	6,402	11,258	38.3
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Of which

• teletext	0	0	0	0.0
• closed-captioned	4,680	6,119	10,799	36.7
• visible subtitles	175	280	455	1.6
• without words	1	3	4	0.0

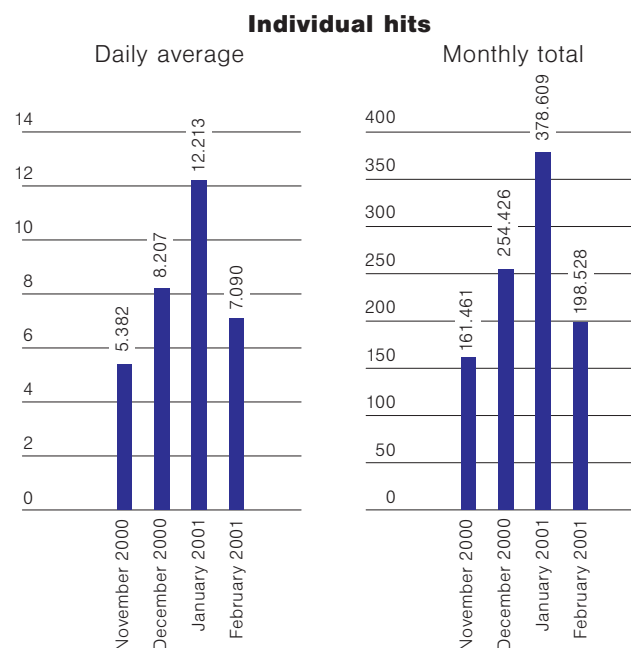
Source: ČT - Audience Research Department

Internet

The basic presentation of Czech Television was at the address www.czech-tv.cz, established on 1 October 1996. Today the internet pages are significantly richer and are still expanding. Apart from information about the institution, they offer an information service on programmes and events at Czech Television, videoclips from programmes and interactive contact. The pages of the site are visited approx. 6,500 times daily, and visitors look at on average 65,971 pages per day. In 2000 Czech Television launched news broadcasts over the internet. There are about 1,500 hits on the address www.ct1.cz daily. There is also much interest in the archives.

At the end of 2000 both versions of the Czech Television news were broadcast over the internet. Thanks to this, the number of visitors to the website grew to an average of about 8,275 hits daily. The highest number of visits recorded was on 27 December 2000, namely 33,842, of which 2,000 logged onto the programme "Events" alone.

Interest in the Czech Television website at the end of 2000/beginning of 2001 (thousands of viewers)



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

Technical equipment

Czech Television broadcasts on both of its channels 24 hours a day using terrestrial transmitters and satellite transmission in digital format (MPEG-2) over the EUTELSAT satellite. The ČT1 and ČT2 signals are enriched by the following value-added services: teletext, closed-captioning, accompanying soundtrack in stereo – mono – duo and VPS code for controlling VHS home video recorders. Certain news and other programmes are broadcast through the internet site. Programme production is practically fully digitalised and takes place in 11 studios ranging 65–700m² in size, 2 news studios 75–140m² 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 work on picture and sound for completion of drama, current affairs and news programmes and trailers. There is also equipment for classic film technology. 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 wireless camera set, camera cranes, lighting vans, 2 SNG satellite vehicles, 10 regional news desks, 6 foreign news desks and satellite equipment for receiving and exchanging news programmes within the EBU, Reuters and APTV networks.

Preliminary economic results (CZK millions)

Revenues and Expenses 1993–2000 (CZK millions)

	1993	1994	1995	1996	1997	1998	1999	2000*
Total Revenues	3,844.4	3,322.1	2,945.8	3,614.5	4,202.2	4,634.3	4,665.5	4,850.2
Total Expenses	3,338.9	3,168.1	3,170.9	3,477.6	3,856.6	4,582.1	4,564.9	4,858.8
Net revenue	+ 505.5	+ 154.0	- 225.1	+ 136.9	+ 345.6	+ 52.2	+ 100.6	- 8.6

*preliminary results

Television licence fees

The interruption in broadcasting and the replacement of the programme "Events" with Jana Bobošíková's news programme at the end of 2000 had a negative effect on the behaviour of television licence payers. Some viewers decided to cancel their television sets, or not to pay the licence fee for December 2000. Others requested a refund of the part of the licence fee for the

days when transmission was discontinued. Czech Television contacted unsatisfied viewers individually to avert them from not paying, or to obtain the money owed. There was, certainly, a decrease in recorded number of television sets, higher than the average monthly decrease in 2000, which also resulted in a fall in income.

Number of television sets in 2000

anticipated number of sets	3,377,083
actual number of sets on 31. 12. 2000	3,373,982
decrease on 31. 12. 2000	3,101
average monthly decrease in 2000	2,693

Number of television sets in January and February 2001

	January	February
anticipated number of sets	3,373,982	3,369,410
actual number of sets	3,370,295	3,361,507
decrease per month	3,687	8,788

Income from television licences in 2000 (thousands of CZK)

anticipated income	2,975,000
actual income	2,972,850
difference	- 2,150

Income from television licences in January and February 2001 (thousands of CZK)

	January	February
anticipated income	244,222	239,816
actual income	252,726	238,780
difference	8,504	- 1,036

New version of the Czech Television Act

3. 1. 2001 – amendment to the Czech Television Act submitted by the Czech Government to the Chamber of Deputies of the Czech Parliament.

12. 1.–13. 1. 2001 – amendment with significant changes approved by the Chamber of Deputies and submitted to the Senate.

17. 1. 2001 – the Senate did not approve the form of the amendment submitted by the Chamber and reduced it to merely the provision entitling the Chamber of Deputies to temporarily

take over the power to dismiss the ČT Council and elect a temporary Director.

23. 1. 2001 – the Chamber of Deputies rejected the Senate's amendment and approved the amendment in the form they had resolved on 13. 1.; the Act was signed by the President of the Czech Republic.

25. 1. 2001 – the amendment to the Czech Television Act came into effect through publication in the Law Digest.

Changes bearing on the Czech Television Council

- The number of members of the Council was increased from 9 to 15.
- The Council can appoint or dismiss the General Director with at least 10 votes.
- In the case that the position of General Director is temporarily vacant (resignation, dismissal, etc.), the Council will appoint a temporary Director, and will appoint a new General Director within three months.
- The Council can dismiss a General Director for the following reasons:
 - repeated non-fulfilment of the public service mission of ČT,
 - non-fulfilment of the Czech Television Code.
- Members of the Council are elected for a period of 6 years. The Chamber elects one third of the members every two years.
- The proceedings of the Council are public.
- Council documents must be made public within a short period, in a way that allows wide access to them (registration, court ruling, documents for the Chamber of Deputies, etc.).
- The Act has changed the procedure for choosing candidates for membership of the ČT Council. Candidates are now nominated by a wide range of organisations and associations, with the exception of political parties. The Chamber of Deputies remains the only body that elects the whole Council.
- There are considerably stricter conditions for membership of the ČT Council. Apart from politicians, there are extensive restrictions on the choice of people who have interests in the media or in ČT.
- The new activities of the Council are:
 - to submit to the Chamber of Deputies for approval the Czech Television Code, which stipulates the principles for fulfilment of public service broadcasting,
 - to supervise the fulfilment of the public service broadcasting mission and the ČT Code, and to this purpose to submit recommendations on programming proposals,
 - to approve long-term plans for programming, technical and economic development of ČT.
- The 5-member elected Supervisory Commission assists the Council with the economic management of ČT. The Supervisory Commission submits quarterly reports to the Council, and on 30 July an economic analysis of ČT for the previous year.
- The basic obligations of the Council to the Chamber of Deputies are at present:
 - to submit an Annual Report on the activities of ČT on 31 March,
 - to submit an Annual Economic Report on 31 August.
- Reasons for premature dismissal of the Council as a whole are:
 - repeated non-fulfilment of obligations stemming from the Czech Television Act,
 - twice repeated rejection of the Annual Report on the activities of Czech Television,
 - twice repeated rejection of the Annual Economic Report on ČT.

New tasks in programming

- The newly defined tasks of Czech Television to a large degree makes them more concise, without considerably changing the import of the very precise previous formulation of the Act:
 - provision of objective, authenticated, overall balanced and all-round information for the free formation of opinions,
 - contribution to the awareness of the inhabitants of the Czech Republic of the law,
 - creation and broadcasting of balanced offers for all groups of inhabitants, in order to reflect a variety of opinions and strengthen mutual understanding and tolerance,
 - production and broadcast of news, current affairs, documentaries, arts, drama, sport, entertainment and educational programmes, and programmes for children and young people.
- The amendment of the Czech Television Act brought more demanding conditions for public service television:
 - the obligation of Czech Television to broadcast 70% of programmes adapted for the hard of hearing (up to now 25%),
 - to broadcast monthly to the whole country at least 20% of programmes from the Brno and Ostrava Studios (up to now not specified),
 - provision of at least 25 minutes of regional broadcasting of news and current affairs programmes daily (up to now not specified).

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