

CZECH TELEVISION
Public Service Broadcaster

Statutory body

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

Current Director General

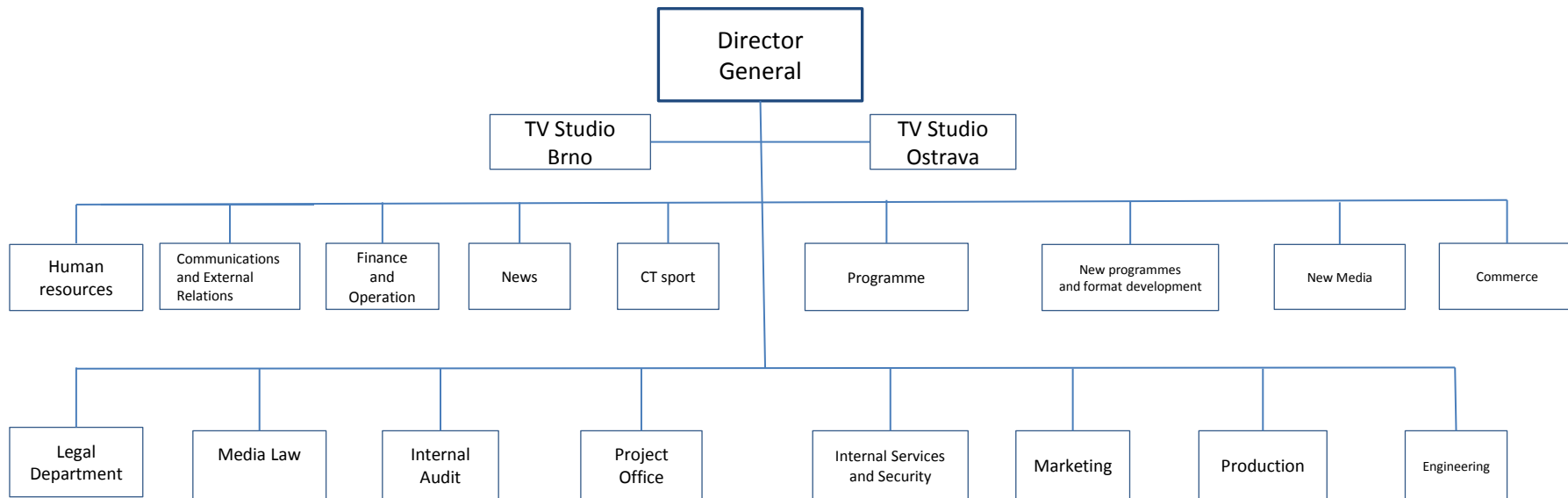
Petr Dvořák

Supervisory body

The Czech Television Council is a body through which the public exercises its right to control the activities of Czech Television

The Council consists of 15 members elected and removed by the Chamber of Deputies. The members are chosen to represent major regional, political, social and cultural opinions and ideas. The Council members are elected for a period of six years.

Česká televize - Organization Chart



- **1953** first television broadcasting trial from Studio Prague started on May 1
- January 1, **1992** Czech Television was established based on the Czech Television Act
- organizational units and studios in **Prague, Brno** and **Ostrava**
- **independent on state and advertisement**

- almost 3,000 **employees** ● Annual budget **253,000,000 EUR (2016)**
- **67 %** own productions ● AD share 15+ **30.42 %** (info from 7.1.16 – PR)
- television licence fee **5 EUR/month/household**

- revenues from business operations – **9 %** of total budget
- broadcasts via **DVB-T (HbbTV), DVB-S, IPTV** and **internet**

Česká televize - history

1953 first television broadcasting trial from Studio Prague started on May 1

1970 second channel **ČT 2** was launched

1973 colour broadcasting on the second channel **ČT 2**

1975 colour broadcasting on the first channel **ČT 1**

1992 **Czech Television was established based on the Czech Television Act**

2005 news channel **ČT 24** and **DVB-T** was launched

2006 channel **ČT sport** was launched

2010 **HDTV** was launched

2011 analogue switch-off

2013 new thematic channels **ČT :D** and **ČT art** were launched

2013 HD broadcasting in DVB-T: **ČT 1 HD, ČT 2 HD, ČT sport HD**

2013 professional platform **Fórum Ultra HD** was established – initiated by ČT

2014 **DVB-T2/HEVC** trial broadcasting – shared project with ČRa (Czech Radiocommunication)

2015 trial broadcasting **UHDTV on SES Astra satellite**

Česká televize - TV channels



ČT 1 (HD) is a family-oriented channel showing original Czech movies, series, entertainment and lifestyle.



ČT 2 (HD) broadcasts documentaries, nature-oriented shows and foreign films and series.



ČT 24 is a 24-hour news channel offering breaking news and in-depth economic, regional and cultural news.



ČT sport (HD) broadcasts world, European and Czech sports events.



ČT :D is a children's educational channel without advertising, **launched 31.8.2013**. Broadcasts from 6am until 8pm.



ČT art is a channel focusing on culture, theatre, operas, music, art films, **launched 31. 8. 2013**. The channel builds upon ČT :D channel broadcasting. It broadcasts from 8pm until late night.

CT Correspondents abroad:

- Germany
- Slovakia
- Belgium
- Israel
- Russia
- France
- China (already 10 years in 2016)
- Poland
- USA

Membership in international organisations

EBU European Broadcasting Union

PBI Public Broadcasting International

Circom European Association of Regional Television

FIAT/IFTA International Federation of TV Archives

BFA Broadcasting Fee Association

IMZ International Music and Media Centre

EDN European Documentary Network

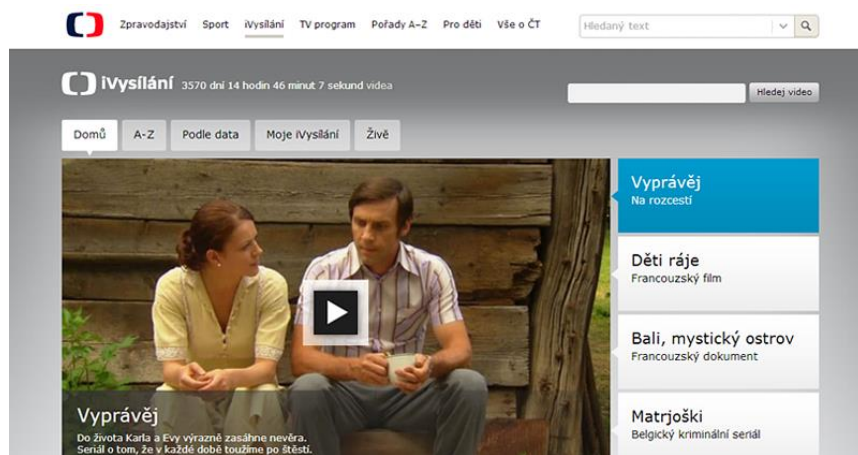
PRIX ITALIA

EURONEWS, Eurosport

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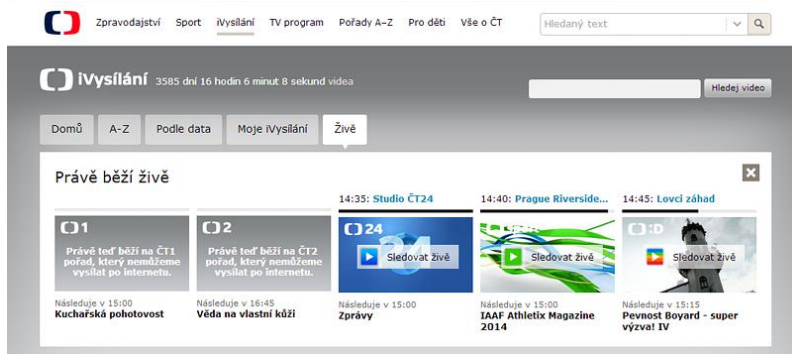
Česká televize - Focus on New Media

- HbbTV apps to support TV
- iVysílání – **Free video-archive** (up to 10 years backtrail, own productions + selected ACQ) + **live streaming**
- decko.cz – web extension of TV kid's channel Děčko
- mobile applications – **iVysílání**, **ČT sport** and **ČT 24**
- web and social networking: <http://www.ceskatelevize.cz/ivysilani/>; [f Česká televize](#)



Česká televize - iVysílání highlights

- **Amazing content** – 94,000 hours of recording (internet/PC, TV)
- **Live Player feature:** 3-hour time shift
- **Closed captions** - for hearing impaired, **audio description** – for visually impaired
- Performance peaks during big sport events: **36 mil views/month**
130,000 current viewers



Česká televize - the HbbTV leader in the Czech Republic

- more than 20 applications for 2015
- iVysílání HbbTV is the most popular HbbTV app
- Support for major sports, cultural and television events
- User friendly design, easy operation
- All content under control of the broadcaster



| country / TV | | type | channel | 2014 share (%) | 2015 share (%) | focus group |
|----------------------|-----------|--------------|-----------------------|----------------|----------------|-------------|
| Sweden / SVT | Public TV | children ch. | Barnkanalen | 32,7 | 34,0 | 3-11 |
| Czech republic / CT | Public TV | children ch. | CT :D | 23,59 | 24,55 | 4-12 |
| Belgium North/VRT | Public TV | children ch. | Ketnet | 24,3 | 23,0 | 4-12 |
| Spain / RTVE | Public TV | children ch. | Clan | 15,3 | 16,5 | 4-12 |
| Germany / ARD+ZDF | Public TV | children ch. | Ki.KA | 15,4 | 15,7 | 3-13 |
| Russia / VGTRC | Public TV | children ch. | Channel One / Karusel | 11,9 | 13,1 | 4-12 |
| Denmark / DR | Public TV | children ch. | DR Ultra | 14,1 | 11,9 | 7-12 |
| Hungary / MTV | Public TV | children ch. | M2 | 10,4 | 10,5 | 4-12 |
| United Kingdom / BBC | Public TV | children ch. | cbeebies | 6,7 | 7,0 | 4-12 |
| Italy / RAI | Public TV | children ch. | Rai Yoyo | 6,2 | 6,0 | 4-14 |
| France / FT | Public TV | children ch. | France 4 | 3,3 | 5,2 | 4-14 |
| Poland / TVP | Public TV | children ch. | TVP ABC | 3,7 | 4,8 | 4-12 |
| Italy / RAI | Public TV | children ch. | Rai Gulp | 3,8 | 4,7 | 4-14 |
| United Kingdom / BBC | Public TV | children ch. | CBBC | 5,2 | 4,6 | 4-12 |
| Portugal / RTP | Public TV | children ch. | RTP2 | 3,6 | 2,9 | 4-14 |
| Ireland / RTÉ | Public TV | children ch. | RTÉ jr | 2,3 | 2,2 | 4-14 |
| Netherlands / NPO | Public TV | children ch. | NPO Zapp Xtra | 0,6 | 1,4 | 4-12 |

notice: Previously mentioned danish channel DR Ramasjang has significantly different focus group (3-6 year)

- The most popular children's channel in Europe (from the audience point of view)
- The schedule is clear, safe, motivating, entertaining and educational.
- Supports original Czech productions.
- Cooperates with experts, the public, government agencies, parents and children.
- Extensive website with a number of interactive and educational games, videos and information for children and parents.

| Country / TV | TV | type | channel | 2014 share (%) | 2015 share (%) | focus group |
|----------------------|-----------|--------------|-------------|----------------|----------------|-------------|
| Spain / RTVE | Public TV | cultural | La2 | 2,9 | 2,8 | 15+ |
| Finland / YLE | Public TV | artistic ch. | Yle Teema | 2,4 | 2,5 | 4+ |
| France | | | Arte | 2,0 | 2,4 | 15+ |
| Denmark / DR | Public TV | artistic ch. | DR K | 2,1 | 2,3 | 15+ |
| Portugal / RTP | Public TV | cultural | RTP2 | 2,0 | 1,9 | 15+ |
| Austria / ORF | Public TV | cultural | 3sat | 1,7 | 1,7 | 12+ |
| Austria / ORF | Public TV | cultural | ORF III | 1,3 | 1,6 | 12+ |
| Russia / VGTRC | Public TV | cultural ch. | Russia K | 1,4 | 1,2 | 15+ |
| Germany / ARD+ZDF | Public TV | cultural | 3sat | 1,1 | 1,1 | 3+ |
| Germany / ARD+ZDF | Public TV | cultural | ARTE | 1,0 | 1,0 | 3+ |
| United Kingdom / BBC | Public TV | artistic ch. | BBC 4 | 1,0 | 0,9 | 15+ |
| Czech republic / CT | Public TV | artistic ch. | CT art | 0,64 | 0,83 | 15+ |
| Poland / TVP | Public TV | artistic ch. | TVP Kultura | 0,5 | 0,5 | 16+ |
| Germany / ZDF | Public TV | cultural | ZDF KULTUR | 0,3 | 0,4 | 3+ |
| Italy / RAI | Public TV | cultural ch. | Rai 5 | 0,3 | 0,3 | 15+ |
| Italy / RAI | Public TV | cultural ch. | Rai Storia | 0,2 | 0,2 | 15+ |
| Netherlands / NPO | Public TV | cultural ch. | NPO Cultura | 0,1 | 0,1 | 15+ |

Source: EBU

- ČT art provided more than 1,300 hours of programming and reached 2.7 million viewers during the first half of 2014.
- ČT art is now ranked just after respected cultural channels BBC 4 and Arte.



Thank you for your attention.

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