

TELEVISION CONTEXT OF CZECH REPUBLIC

Number of TV households¹ 3,953,000

Number of registered television receivers²

- individuals paying by SIPO³ 3,320,817
- individuals registered directly with CT 104,757
- corporations and individual businesses 211,988
- in total 3,637,562

Households with suitable TV signal reception of public service channels

- CT1 3,937,200, i.e. 99.6%
- CT 3,873,900, i.e. 98.0%
- CT24 (by 31. 12. 2008) 2,308,600, i.e. 58.4%
- CT4 (by 31. 12. 2008) 2,209,700, i.e. 55.9%

Commercial channels

- TV Nova 3,933,200, i.e. 99.5%
- Prima TV 3,826,500, i.e. 96.7%

Average daily viewing time by cohort¹

- viewers older than 15 years 3 hours 17 minutes, of which CT 61 minutes
- male 3 hours 1 minute, of which CT 61 minutes
- female 3 hours 31 minutes, of which CT 61 minutes
- viewers 4-14 years old 1 hour 55 minutes, of which CT 28 minutes

¹ Source: ATO-Media research, data from 2008

² data till the period ending 31. 12. 2008

³ Without users exempt from duty



CZECH TELEVISION - PUBLIC SERVICE BROADCASTER

Established on 1st January 1992 by the Czech Television statute as an independent public service television broadcaster.

Statutory body - Director General designated by the Czech Television Council for a term of 6 years

Supervisory body - Czech Television Council consisting of 15 members, elected by the Chamber of Deputies of the Czech Republic for a term of 6 years, every two years one third of the members are re-elected.

Organizational Units - CT in Prague, Television studio Brno, Television studio Ostrava

Number of employees as of 31. 12. 2008 number of individuals 2928 (1142 individuals, 28.1% less than in 1993 the first year of Czech Television broadcasting in the independent Czech Republic)

Number of broadcasting hours - 35,883 hours (average 98 hours/day) on the channels CT1+CT2+CT24+CT4, 13,826 hours more than in 1993 on the channels CT1+CT2+CT3 the first year of Czech Television broadcasting in the independent Czech Republic (average 60.4 hours/day) and 25,885 hours more than on channels F1 and CTV in the year 1992, the first year of CT broadcasting as a new institution (average 27.3 hours/day)

Financing - mostly from television fees, partly from business activities

Programming - television broadcast of a wide spectrum of programs, news, big sport events, important producer and co-producer of movies, documentaries and publicity.

Broadcasting

Two broadcasting channels CT1 and CT2 - CT provides analog terrestrial broadcasting, digital terrestrial broadcasting, satellite digital broadcasting by the satellite Astra 3A, on-line broadcasting and an on-line archive (selected programs of own production). CT provides approval for cable, analog and digital distribution, other satellite digital broadcasting and IPTV.

News channel CT24 - CT provides analog terrestrial broadcasting, digital terrestrial broadcasting, satellite digital broadcasting by the satellite Astra 3A, on-line broadcasting and an on-line archive (selected programs of own production). CT provides approval for cable, analog and digital distribution, other satellite digital broadcasting and IPTV.

Sport channel CT4 - CT provides analog terrestrial broadcasting, digital terrestrial broadcasting, satellite digital broadcasting by the satellite Astra 3A, on-line broadcasting and an on-line archive (selected programs of own production). CT provides approval for cable, analog and digital distribution, other satellite digital broadcasting and IPTV.

Teletext - Teletext CT on CT1, Teletext Express on CT2, Teletext on CT4

Hidden teletext subtitles - available for most of the programs on CT1, CT2 and CT24

Electronic program guide EPG - CT provides the EPG on all four channels on digital terrestrial broadcasting, satellite digital broadcasting on the Astra3A satellite. CT passes on data for creating EPG on digital cable, other satellite distributors and on IPTV.

System for operating record - On CT1 and CT2 VPS system (only for analog broadcasting) and PDC, on CT24 and the PDC system on CT4.

Remote up-date of DVB-SSU receivers - up-dating of direct programs for digital receivers through digital terrestrial television broadcast.

Dolby Digital Sound - on CT1 through satellite digital broadcasting by the Astra 3A satellite

Separate sound channel - Original soundtrack for selected programs on CT2 through satellite digital broadcasting by the Astra 3A satellite.

On-line broadcasting and on-line archive www.ivysilani.cz
- CT24 constantly, CT1 and CT2 for selected own-produced programs. With corresponding internet connection available in television quality (data speed 1,5 Mb/s, resolution 720x576 pixels).

Community service - informational advertising campaigns, media partnerships, CT charity projects Help the Children and Advent Concerts.

Membership in international organizations

EBU/UER European Broadcasting Union
BFA Broadcasting Fee Association, which brings together European institutions collecting concessionary fee
CIRCOM European Association of Regional Television
EGTA European Group of Television Advertising
EDN European Documentary Network
FIAT / IFTA International Federation of Television Archives
PRIX ITALIA the oldest radio and television festival in the world
IMZ International Music Media Centre
PBI Broadcaster association of public service
SECEMIE the broadcaster Euronews
EURONEWS - *European News* International television organization

International cooperation

DigiTAG (Digital Terrestrial Action Group) - the international group for terrestrial digital broadcasting

Organizer

International television festival Golden Prague (since 1964)

FINANCING

Czech Television as an institution was established by special statute and is not financed from the state budget. It manages its own possessions and maintains a well-balanced budget. Sources of income include income derived from television duties and revenues from business activities which are connected with program creation and broadcasting.

Television tax

The law obliges the payment of a television tax by individuals and corporations who own a television receiver, hold it, or for any reason use it for more than one month. According to the radio and television tax statute n. 348/2005 Sb. every household is required to pay a single television tax for all television receivers within the home, private business license holders and corporations pay for each piece of equipment technically capable of optionally or individually reproducing a television broadcast. The taxpayer, who within his business produces, repairs, or sells television receivers, pays tax only for the amount of receivers equal to the number of premises. The due date is the 15th day from the date on which they are paid. Any equipment technically capable of individually or optionally reproducing a television broadcast is considered a television receiver, even in the case when the equipment in question was modified by its owner for a different purpose.

The new law n. 348/2005 Sb. on the radio and television tax was passed on 1.10.2005 raising the previous level of taxation from 120 to 135 Czech crowns per month. This rise came into effect as of 1.01.2008 to compensate for the loss of income resulting from the cancellation of all paid advertising.

Advertisement

Advertisement broadcasting was canceled concurrently with the increase in the television tax. The only exception is a period of transition from analog broadcasting to terrestrial digital broadcasting, when according to the law n.304/2007 Sb. (so-called "diginovela") the income from advertising will mostly be used to support and develop terrestrial digital broadcasting and for digitizing the CT Archive. CT is required to transfer income from advertisement to the following accounts:

- a) 150,000,000.00 KC per year to the State Fund of the Czech Republic for the support and development of Czech cinematography.
- b) 15,000,000.00 KC per year to a special account of the Czech Telecommunication Office for the development of the terrestrial digital broadcasting signal.
- c) The remaining money is deposited by Czech Television in a special account, administrated by CT, two-thirds of which is used by CT to support and develop terrestrial digital broadcasting in the Czech Republic, especially

for the development and service of the multiplex of public services pursuant to the statute governing Czech Television. The final one third, after deducting costs connected to the receipt and administration of income derived from advertising, will be used for the administration and digitization of the CT Archive.

Revenues of the special advertising account reached 575.3 mn. KC in 2008. After reimbursement of mandatory costs and necessary costs 112.1 mn. KC was used to support and develop the terrestrial digital broadcast signal and 78.5 mn. KC for digitizing the CT Archive leaving an account balance of 186.9 mn. KC.

According to the new law governing radio and television broadcasting, from November 2007 advertisement broadcasting permission has been extended only until the end of the transition period from analog broadcasting to terrestrial digital broadcasting, and cannot exceed 0,75% of the daily broadcasting time on CT1 and 0,5% of the daily broadcasting time on other channels of Czech Television. Revenues generated from selling advertisement time can't be used by Czech Television to finance its own activity, as was mentioned above. The proposed account budget which is administered by Czech Television must be submitted for approval to the government of the Czech Republic.



PROGRAM

Czech Television broadcasts television channels CT1, CT2, CT24 and CT4, including the regional broadcasting programs, for a total of 35,883 hours of programming, i.e. a daily average of 98 hours.

Czech Television broadcasts cover the whole area of the Czech Republic, whereas portions of Television studio Brno and Ostrava broadcast on the national broadcasting circuit must be a minimum of 20% of the total broadcasting time in a month and the number of minutes of news broadcast from TS Brno and TS Ostrava on regional circles must be 25 minutes per day.

The portion of TS Brno and Ostrava on the national broadcast in 2008 was 20.7% (which is 0.7% lower than the limit set by law), it decreased by 1.1% compared to 2007.

The legally required minimum of 25 minutes per day of news and publicity on independent regional broadcasts was nearly quadrupled by Czech Television (3.8 times). In 2007 regional areas broadcast approximately 124 minutes per day and in 2008 95 minutes per day. (The reason for the decrease, which didn't violate the legally required minimum, was the switch of the morning news hour from a regional to national broadcast)

The amount of programs for the hearing impaired is increasing continuously. In 2008 Czech Television provided 76.8% of broadcast programs with hidden

or open subtitles or simultaneous translation into sign language. The limit set by law is 70% of programs.

In 2008 Czech Television broadcast on Channels CT1 and CT2 a total of 7,370 hours of premiers, which comprises 41.9% of total the broadcasting time of these channels.

On channels CT24 and CT4 a total of 7,838.4 hours, i.e. 44.6% of the total broadcasting time of these channels, were premiers.

Programs personalized for children – 1,969.6 hours, i.e. 11.2% from the total national broadcasting period of 17,570 hours.

Own programs on Czech Television – 11,791 hours, i.e. 67.1% from the total national broadcasting period of 17,570 hours.

Acquired programs broadcast on Czech Television – 5,779 hours, i.e. 32.9% from the total national broadcasting period, of which: 841.3 hours, i.e. 4.8%, were domestically produced and 4,937.7 hours, i.e. 28.1% were foreign produced of the total national broadcasting period of 17,570 hours.

Amount of European productions with lawful quotas in CT broadcasting in 2008

Czech Television 84.2% European programs (from that on CT1: 80.8%, on CT2: 87.8%), 19.3% of programs

from independent producers (CT1: 19.8%, CT2: 18.8%) and from that 63.4% of programs younger than 5 years (CT1: 59.3%, CT2: 68.1%)

Mandatory quotas are: more than 50% of broadcasting time of each program for European programs, at least 10% of the whole broadcasting time allotted for independent European programs and at least 10% of the whole broadcasting time from independent European programs for less than 5 years old.

Mandatory quota: In the total broadcasting time of the program, from which the portion of European, European independent and European independent contemporary production is calculated, isn't included the time allotted for news programs, sport events, competitions, teletext, advertisement and teleshopping.

Audience share on CT 1 and CT2 in 2008

Program type	Total hours	Percentage of broadcasting total
News	2,866.4	16.3
Sports	1,134.6	6.5
Drama	4,215.5	24.0
Publicity	2,417.9	13.8
Documentary	2,424.1	13.8
Entertainment	1,406.4	8.0
Music	988.3	5.6
Educational	843.6	4.8
Customized	724.2	4.0
Advertising	449.3	2.6
of which is commercials	102.8	0.6
of which is teleshopping	324.7	1.8
of which is sponsor's message	21.8	0.1
Religious	99.7	0.6
Total	17,570.0	100.0

The portion of advertising is counted from broadcasting channels CT1 and CT2

Source: CT - Program and Audience Research



VIEWERS

Information about viewer response are important clues for Czech Television, especially while developing a program. Czech Television therefore employs two main sources - research of viewers satisfaction and electronic ratings measurement.

Viewers satisfaction research regularly gets information about viewers satisfaction of programming based on a written questionnaire with 750 respondents, constituting a representative sample of the population of the Czech Republic.

Satisfaction coefficient is calculated out of the data obtained on a scale of +10 to -10. Viewer satisfaction doesn't depend on viewer ratings.

Electronic ratings measurement is provided for Czech Television - a member of the Association of Television Organizations - by the company Mediaresearch, a.s. Measurement is performed in at least 1,830 households, which constitute a representative sample of the domestic population from the age of 4 years old. The products of this measurement include information such as TV Rating, share of viewers watching television (Share), reach, time spent watching TV (ATS) etc., which are used by television organizations to assess audience size and by media and advertising agencies to investigate potential viewer interest in their campaigns.

Share of audience for Czech Television in 2008

(Share in %)

24 hour share

	viewers older than 15	children 4-14 years old
ČT1	21.18	18.61
ČT2	7.58	5,07
TV Nova	37.92	36.61
Prima TV	17.93	15.17
Others	13.13	23.61
ČT24	1.37	0.43
ČT4	0.90	0.50
ČT total	31.02	24.60

Share of prime time audience 19.00-22.00

	viewers older then 15	children 4-14 years old
ČT1	22.88	14.66
ČT2	5.7	5.11
TV Nova	43.17	48.37
Prima TV	17.44	16.28
Others	9.31	14.82
ČT24	0.79	0.30
ČT4	0.71	0.47
ČT total	30.08	20.54

Source: ATO - MEDIARESEARCH

PROGRAM OFFERINGS

The programming direction for 2009 was expressed in the simple watchword: **The year of freedom with Czech Television**. Similar to last year's set of Czech Television's programming highlighting the fateful anniversaries of events linked to Czech history in years ending in the digit "8", this year key projects reflect the historic rupture of the year 1989 and everything that anticipated it. That is why such attention has been devoted to the anniversary of Jan Palach's self-immolation and the roadblocks set up by normalization beginning in 1969. Due to the importance of historical context Czech Television is going to look back even deeper in history as well. It is impossible to neglect the March occupation of Czechoslovakia by the Nazi Army in 1939 or the postwar February Communist coup d'état that started the forty year destruction of development in this country. Though we should not forget that there are not only dark blots in our recent history. Despite the social and political oppression exercised by various regimes a lot of honest and brave people lived here and throughout the world which made discoveries and offered hope. Television programs created in the spirit of the Year of Freedom should help us cope with the past and remind us of all we can be proud of and of what we should retain from the past.

A significant portion of the television programming in the first half of the 2009 was devoted to continuously informing the public about our presidency of the EU.

The biggest emphasis was laid on news and publicity. The publicity program cycle **Historie.eu** has focused on the topic of modern European history. And the publicity weekly **V čele Evropy** (In charge of Europe) provided reports from the backstage of the Czech EU presidency. Programs of other kinds were not missing in the program offer as well. From the musical projects connected to our presidency we can note the January opening of the EU at the National Theatre.

The unique animated cycle by the production center for children and youth entitled **Evropské pexeso** (European pexeso) attracted both domestic and foreign attention. ITS creators headed by director Maria Procházková presented member states in a way for children to see and understand them. For example Italy is seen as the country of old buildings, pasta, pizza and ice cream, Lithuania as the land of amber, and Slovakia as the state which not so long ago they would have been a part of too. The beautiful Evropske pexeso will gradually visit 27 countries, finally reaching the land of flamenco and corrida where it will wrap up saying goodbye to big and small viewers alike with a segment about the EU explaining what the EU is and why its nice to be a part of its.

The second half of the year will be more closely related to the historical events surrounding November 1989. Similar to last year's broadcast of **Srpnová noc** (August Night) - a reconstruction of events which took place during the



night of 20th to 21st of August, 1968 Czech Television is preparing **Přímý přenos z minulosti** (Live from the Past) - a large project which will remember the events from 17th of November, 1989. (More informations about this project and thematically related programs can be found in the chapter Year of Freedom.)



BROADCASTING

History and Today

The first attempts to broadcast an audiovisual signal occurred in then Czechoslovakia in 1948 at the MEVRO international exhibition of radio in Prague. After as much as five years on May 1st, 1953 the test broadcast of Czechoslovakian television was started which turned into the regular broadcast on the 25th of February, 1954. At that time Czechoslovak television broadcast only three days a week and in the summer only two. Programs for a single channel were broadcast by a transmitter adapted to Petřín tower in Prague.

Today Czech Television offers to its viewers four different constantly broadcasting television channels and ranks of additional, mostly digital, services.

Terrestrial Broadcasting

From black and white to digital

Color broadcasting, which then Czechoslovakian television started to broadcast on its second channel on May 9th, 1973, is no longer considered by anyone a conquest of modern technology. Even stereophonic sound became considered ordinary which became a standard only on May 1st, 2003 (some programs were already regularly broadcast in stereo for the preceding ten years). In the range of stereophonic

analog transmitters and in digital terrestrial and satellite broadcasting it is possible to use dual sound distribution with selected programs, which means to choose the language. The automated record of a chosen program by the recorder has allowed broadcasting of VPS codes (Video Program System - only in analog broadcasting) and PDC (Program Delivery Control).

The future of digital broadcasting

The technology of high picture definition HD (High Definition) will start to be used in all digital broadcasting formats - terrestrial, satellite, cable and IPTV. From preparing the technical requirements, through production of programs in HD to regular HDTV broadcasting CT acts effectively in its preparation to broadcast in high definition according to its long term strategic plans. The procedure of transition is set up in such a way that viewers have the chance of receiving HD programming as it spreads. The number of households with facilities marked as "HD READY" or "Full HD" is increasing. A little more difficult is the problem of providing distribution channels. In today's phase of transition to terrestrial digital broadcasting there is only a little space available for HDTV on this platform. Better conditions are offered by satellite digital broadcasting and IPTV. Czech Television therefore plans that its HDTV broadcasting will first appear on the Astra 3A satellite.

Viewers should have an opportunity to watch selected programs in HD at the same time they are broadcast in standard definition on some of the four Czech Television channels. This experiment will proceed in the second half of 2009. The Winter Olympic games in Vancouver in 2010 could then mark the era of regular Czech Television broadcasting in HD. This deadline is considered respectable by a range of other European television stations based in Europe.

Digital broadcasting will help to heighten the experience of sound through the medium of multichannel, spatial surround sound in the future. The first steps were already taken in autumn 2008, when channel CT1 started to broadcast Dolby Digital sound through the satellite distribution network of the Astra 3A satellite. In the pilot mode stereo sound is loaded with a minimum degree of compression changes. The goal is eventually sound in 5.1 format.

Viewer regulated projection of DVB subtitles, their position on the screen or differentiation from single characters by color, size, style, and font is also being considered.

Czech Television is also studying the possibility of introducing a multimedia service, perhaps on the MHP platform (Multimedia Home Platform). The gate to the total interactivity in television broadcasting would be

opened this way. To name a few of the expanded benefits: superteletext similar to internet sites, different kinds of games, electronic discussions about programs and influence on competition and entertainment programs in real time.

In the long term future of digital broadcasting viewers can expect even more. Sports fans will get an opportunity of watching the classically directed and cut broadcast and an unbroken version allowing them to watch shots of the cameras of their choice - for example, in car racing just the view from the cockpit of the race driver. Visually disabled people will be pleased by sound descriptions of the scene on the screen, thus on a special channel will be broadcast commentary of the events on the screen, which, after activation, will be sensitively composed into the main sound component of the program. Hearing impaired viewers can use advanced functions to accentuate speech and suppress the music or background noise of the program - real world tests have proven that this kind of reproduction of the sound component of television broadcasting dramatically elevates the ability of people with dyslexia, apathy or mental disability to view programming. In the future Czech Television counts on the much more frequent use of hidden subtitles generated in real time.

Satellite broadcasting

Satellite broadcasting of all Czech channels has been available since the launch of digital broadcasting, in the norm of DVB-S. Czech Television began at its birth in 1997, and it broadcast all four channels through its Astra 3A satellite. CT24 programs can be watched freely, channels CT1, CT2 and CT4 are coded due to the copyright protections of some programs. Parabola, digital satellite receiver with modal CryptoWorks and decoding card are needed for their reception. This card can be bought by viewers of Czech Television who pay the television tax at either Service Skylink who offers activation of the card to receive programs of Czech Television for free , or CS Link who provides reception of the programs of Czech Television in its basic channel offer.

Czech Television channels can be received from two different satellites and as a payed service from two commercial providers.

Cable reception

All operators of a cable broadcasting system in the Czech Republic have a statutory obligation to offer all Czech Television programs freely available in the assigned territory, whether terrestrial, analog, or digital, in their most basic cable service package. According to the law they have to ask permission of Czech Television.

Nonetheless, there is a switch-over in terrestrial broadcasting from analog transmitters to digital ones, and cable providers have started the switch-over from analog channel distribution to digital distribution specified as DVB-C. This switch provides the same changes and benefits as terrestrial digital broadcasting DVB-T.

IPTV

Broadcasting of Czech Television is available on the IPTV data cable network as well. To take just one case, on the net of Telefonica O2, where an experiment with HDTV broadcasting with a reformatted picture of CT1 in the highest HD format takes place with a simultaneous broadcast of CT1,CT2,CT24 and CT4 in standard density HD.



NEWS EDITORS

CT news depends first and foremost on channel CT24, the number one highest rated news channel in the Czech Republic. News producers do produce dozens of news and publicity programs for channel CT1 and CT2, for example Události, komentáře (Current Events and commentary), Události v regionech (Current Regional Events), Události (Events), Studio 6 or Objektiv (Objective) and Toulavá kamera (Rambling Camera), but CT24 is the pillar and future of news broadcasting at Czech Television. Channel CT24 provides special broadcasts of important proceedings of the Chamber of Deputies and Senate, key daily briefings of political parties, economic groups and professional organizations, speeches of world leaders and Euro-MPs. All of this together with the fastest delivery of domestic and world news, commentaries by notable political scientists and analysts, confrontations between politicians, economists, artists, sports and science figures. News team broadcasts live twenty four hours focusing on those areas of current or topical interest. The most popular programs are "specials", when CT24 focus for a whole day on one of the most important news events, for example the recent inauguration of American president Barack Obama. These types of programs are regularly the ones with the highest ratings.

In the first half of 2009 public service television regards its primary news mission as providing its viewers with complete and up to date information on all of the most

important events related to the Czech presidency of the EU. The burden of fulfilling this mission largely falls on the shoulders of the news editors on channel CT24. Since the beginning of the year viewers of full-area channels CT1, CT2 and news channel CT24 have seen the V čele Evropy (In charge of Europe) campaign accompany normal programming, which calls attention to news and publicity programs focused on the Czech EU presidency. Under the same motto news editors prepare detailed news and reports, current event specials, expert and public debates, retrospectives and educational sessions daily. The regular publicity program V čele Evropy (on CT2 at 22.00) brings the viewer up to date on the latest set of events taking place in the EU in the previous week, reports from backstage, maps of the events, what is anticipated in the EU, portraits of important figures, debates with guests, investigations and contests.

Important socio-political situations are covered by CT news editors in so called "specials", in which interviews with those involved, analyses, reports, reactions of politicians, analysts and commentators are brought together simultaneously with the live transmission of the event. Viewers have already seen or will see 24 hour news specials from the congresses of our biggest political parties ODS and ČSSD, from American President Obama's visit to Prague, from important peak conferences such as the Summit of Towns and Regions of EU, Summit



EU - Brussels, Summit G20 - London, Summit of Foreign Ministers in Hluboká nad Vltavou or the remembrance of important historical events - for example the 20th anniversary of what is known as Palachs week after Jan Palach, 10 years of Czech Republic in NATO, the 60th anniversary of the formation of NATO, etc. News editors are preparing similar specials on highly anticipated key events connected with the present rankling national political situation - the eventual conference about a new government, premature elections, solutions to the economic crisis and many more.

SPORT EDITORS

2008 was an important year for the sports editors of Czech Television for two main reasons: firstly, it was the year of the ongoing Summer Olympic games, and secondly CT24 increased its broadcasting length to twenty four hours a day. During the days of the Summer Olympic games in Beijing from the 8th to the 25th of August 2008, the sports editors were in effect broadcasting not just 24 but 48 hours a day as the games were brought on two simultaneous nonstop broadcasts on CT2 and CT4. The year 2008 also marked a milestone in the shifting of broadcasting of some important sport events from channel CT2 to channel CT4. The shift was perceived positively by viewers and was reflected in CT4's ratings, which increased significantly during the year. Sport broadcasting was restricted on CT2 to the daily news program Branky, body, vteřiny (Goals, Points, Seconds) and a live broadcast from Velká pardubická steeplechase (The Pardubice Steeplechase), the oldest sporting event in the Czech Republic. At the same time all-day continuous sporting news broadcasting was going on on channel CT24 and Studio 6 on CT1 and Dobré ráno (Good Morning) on CT2 in morning blocks. Some important sport telecasts were still broadcast on channel CT2. Other major events abroad in addition to the SOG 2008 in Beijing are also broadcast, such as Premier League football matches broadcast with rich studio wrapping and cuts from other matches of the day, and UEFA, the championship of the world of road

motorcycles, Golden League, and cuts from single periods of the Tour de France. Local sporting events that are highlighted and broadcast include biggest competitions in football (Gambrinus liga/Gambrinus League) and in ice hockey (O2 extraliga ledního hokeje/O2 extra league of ice hockey), including the complete program of its play offs and finale. Additionally, Zlatá tretra (Golden Running Shoe) in Ostrava, qualifying horse races for Velká pardubická and some matches of Czech teams in the European basketball cups.

The 47th World Ski Championship took place in Liberec, Czech Republic this year from the 18th of February to the 1st March 2009. The European Broadcasting Union (EBU) granted Czech Television the commission of chief broadcaster making CT the main producer and exporter of this major sporting event to the whole world.

IN THE WORLD OF FILM CZECH TELEVISION HAS SOMETHING TO OFFER

Twelve feature films in which Czech Television took part as a co-producer and one produced by Czech Television - Hlídač c. 47 (Guard No. 47) were premiered in 2008. It has started to work on another twenty film projects which will be premiered in 2009 and eight which are expected to finish in 2010.

Večerníček (Bedtime Story) and animation studio of Czech Television

The Czech animation school is a highly respected worldwide phenomena and the production of bedtime stories is its most valued genre, which has been bringing joy to young and old for more than thirty years. Czech Television is the only one in Czech Republic which creates original animated productions for children and youth. A separate animation studio has been created right in CT to facilitate the cooperation of the Center for Children and Youth and a number of prestigious independent animation studios to expand the custom production of the "Večerníček" (Bedtime Story) animated series. Experienced creators are taking turns with a younger generation of directors and animators in the preparation of projects, mostly episodes for "Večerníček" (Bedtime Story).



TELETEXT

CT1 - Teletext CT, more than 1,500 pages of news and related information

CT2 - Teletext Express, 300 pages of the most desirable information - news, sports, weather forecast, and the CT broadcasting schedule

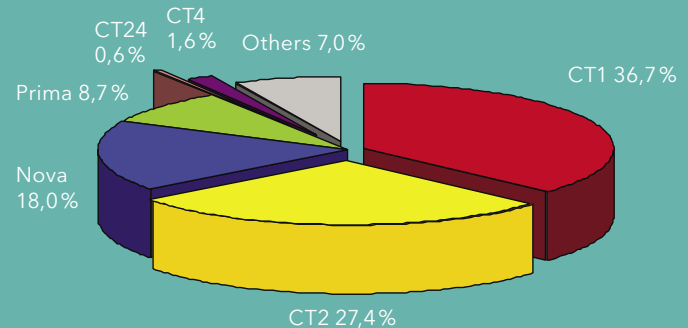
CT4 - Teletext CT4, purely sport teletext

CT24 - hidden subtitles of all CT24 broadcasts for the hearing impaired and the complete real time schedule of all programs on all four channels for the current and following day. Teletext services can be received on either analog or digital signals by means of set-top-boxes outfitted with a teletext decoder. Teletext content can also be accessed on CT's website, through SMS messaging, and through WAP mobile technology.

Czech Television teletexts remains the leader in the Czech teletext market according to studies done in 2008, with a **66.3% majority of total users**. **CT1 teletexting receives the widest attention** of the public with a hit rate of more than a million readers per week, the **weekly average accrued ratings reaching 1,023,980 viewers**.

The Czech teletexts - annual market proportion 2008

Viewers 4+



Source: ATO - MEDIARESEARCH

The measurement of teletext ratings is part of the electronic research of TV ratings in Czech Republic conducted by MEDIARESEARCH for ATO. Market proportions are worked out based on the number of viewers older than 4 and the time they spend reading teletext.

CZECH TELEVISION'S INTERNATIONAL PARTNERSHIPS

Czech Television has been widely involved in international organizations since its foundation and it continues to strengthen its professional ties through these platforms.

The EBU is Czech Television's focus on international cooperation

Czech Television has representatives on the highest technical authorities in the EBU. CT takes part in the activities of the Technical Committee of the EBU. It actively cooperates in pilot subcommittees for television production and broadcasting including management of the broadcast spectrum. Czech Television persistently contributes to forming attitudes to topics of regulation of the broadcasting spectrum, the activity of public service broadcasters in the field of audiovisual media services, and the implementation of high density HDTV including an HD content protection system to guard against the misuse of copyrighted materials. Czech Television is an active member of the EBU law committee. It cooperates on the framing and application of legal regulations dealing with public service television.

A no less important area of international cooperation is on the subject of television fees, in which implementation of technical neutrality played a key part. This cooperation ran not only at the level of the EBU but also in the

international association of television fee collectors BFA. Other activities of Czech Television were linked to the transition to terrestrial digital broadcasting and cooperation with the European international group for terrestrial digital broadcasting (DigiTAG - Digital Terrestrial Action Group).

Important international events arranged by Czech Television in 2008

Negotiation meeting of the Broadcasting Fee Association (BFA) management.

On the 10th and 11th of November 2008 Czech Television hosted a negotiating summit of BFA management. Czech Television staff are actively connected to four BFA committees - Legal, Fact and Finance, Technologies and Customer Care. The main goal of the BFA's activity is to strengthen mutual cooperation and enhance information exchange of the administration, documentation and requisition of fees and sharing information about differing collection methods. The goal of these initiatives is to harmonize European legislation in the field of fee collection as much as possible and ensure their requisition even under changing conditions which are mostly connected to the feverish development of new radio and television technologies.

45th International Television Festival Golden Prague 2008 from the 14th to 18th of May 2008 at the Žofín palace and surroundings

The International Golden Prague television festival arranged by Czech Television has built up a reputation as one of the most important world television festivals for music and dance. It is one of the oldest and most prestigious television festivals of its kind, being launched in 1964. Among international television festivals only the Prix Italia (1949), Monte Carlo and Montreux (both 1961) have a longer history. ITF Golden Prague is today a uniquely prestigious festival of television programs presenting the best world music and dance programs of all musical genres. It has become a place of inspiring meetings among authors, producers, professionals and the lay public, a place of reflection and competitive confrontation of the best that has been produced in the field of music and dance programming.

It is opened to programs of all kinds of music, not only classical but also rock, pop and world music as well. This year's festival is no different. The festival continues to offer a number of interesting associated programs, for example, the "World Television Evenings", "Tribute to...", "World Music Session", the opening and closing festival concerts, and the "Czech Television Day".

The festival boasts an international jury who awards after a secret ballot vote the first prize Grand Prix Golden Prague Award to the winning program and

three Czech Crystals to winning programs in each of the following categories: Music on the Screen (music and dance programs, including tele-records of concerts), Documentary programs about music and dance, and Music Plays (opera, operetta, musical, dance, ballet, etc.). The Czech Television Prize is awarded by the general director of Czech Television. Since 2007 a new award, the Viewers Award, is awarded according to the votes of viewers from the video library of submissions or during the public screening within ITF.

The festival basks in the growing attention. 100 programs from 56 organizations from 22 countries all over the world applied for the international competition in 2008. Four hundred guests from 22 countries attended and the prologue to the festival, the entertaining program "Day of Czech Television" devoted to the whole family, to the small and big lovers of different music, welcomed more than 1700 visitors. ITF Golden Prague successfully cooperated with a number of international organizations including the EBU, IMZ and for the second time with the promoters of the prestigious EMMY American television awards, which has chosen the festival again this year to host its semifinal in art categories. American Academy of Television Arts and Sciences awarded a special prize to Golden Prague for the organization of the EMMY awards in Prague. Four highly stimulating and successful workshops were held at the festival: Editors and their Rights, IMZ and Children's Musical Programs, Coproduction forum and New Economical Models for



Opera in the Audiovisual Filed. A parallel plenary session of the group of music and dance experts of the EBU took place in Prague. The five member competition jury is composed of: Chairman Dr. Reiner Moritz, Danica Dolinar, Costa Pilavachi, Eva Villarreal Velázquez and Jiří Nekvasil.

More information about the 46th ITF Golden Prague can be found at www.festivalzlatapraha.cz

International programs, technical projects and alternative financing

CT participated in international coproduction projects in 2008 and continued to search for new ways of seeking alternative sources of financing for selected program projects. On the basis of successful grant requests CT has been able to realize a number of projects with the financial assistance of the European Commission.

CT took part in the European projects set up by the European committee within its global FP programs for technological development. These innovative projects were aimed at bolstering interactive television in the field of education and cognitive exercises. Additionally part of the project dealt with new ways of communicating through the television medium.

CT signed a coproduction contract with the EBU in 2008 to resume the multimedia coproduction project European Health 2 (EHIP 2), whose first part was made in 2006. The project was created with the financial

support of the European Commission. It is a series of six documentary programs focusing on 1 health topic (e.g. alcohol addiction, air pollution and its effects on health corporal punishment, computer addicts and sudden death syndrome), and the various treatment methods in different European countries. A second aspect of the project is a set of twenty animated shows, intended for children and adults, on the topic of health and disease prevention which was prepared by a team of animators from Slovenian TV. The project is complemented with a specially designed web portal with health themes and an exchange of shots on the topic of health between European public service broadcasters. Public service television stations of Belgium (RTBF), Slovenia (RTSLO), Spain (TVC), Greece (ERT), France (FR 2) and Sweden(SVT) take part in the project. The broadcast of both cycles is planned for 2010.

A further project CT has collaborated on in its continued support from the European Commission is a 6 part series of documentary programs on European development assistance to Africa with the working title, "Those who want to help, must understand". This CT project has been selected by the general management of the European Commission to receive generous support on the basis of a grant request at the end of 2007. Shooting was done in Uganda, Kenya, Ethiopia, Namibia, Italy, Great Britain and Belgium in 2008. The television series will be brought to air in the first half of 2009 at the time of the Czech EU Presidency.

The deputies of Czech Television took part in a plenary session of the EBU documentary group in the spring and autumn 2008. During this meeting Czech Television put forward its own projects for international coproduction for the first time. The projects included a Czech documentary film about Josef Svoboda, one of the most important scenographers of the second half of the twentieth century who founded the Laterna Magika and a documentary film on Nazi scientific experiments conducted in Prague.

The European committee in 2008 authorized the final report and audit of the APCAV projects 2006 – Phenomenon today and EUROfund, from which Czech Television has received funding through the rest of the grant.

TELEXPORT

Telexport is the department of Czech Television which deals with offering licenses for programs produced by CT or Czechoslovakian television to foreign and domestic television broadcasters, film distributors, dissemination of copies on DVD and CD or records on computer networks.

The database of CT programs, which Telexport offers abroad and distributes licenses for different kinds of use can be found on the web at www.ceskatelevize.cz/sales and www.ceskatelevize.cz/telexport.

The most successful titles abroad according to the number of licenses distributed were the film fairy tale *Královský slib* (A Royal Promise) and the children's animated serial *Honzík a Samuel* (Johnny and Samuel).

Telexport plays an important role in the presentation of CT productions abroad by distributing CT produced programs abroad and to local television festivals.

The most successful productions at foreign festivals have traditionally been distributed films. In 2008 the most successful were the coproduced films *MAHARAL - tajemství talismanu* (Maharal - The Secret Talisman) and *Pusinky* (The Dolls). The documentaries *Daria Klimentová, po světě na špičkách* (Daria Klimentová, Around the World on Tiptoes) and *Dobře placená procházka - 07* (Well Payed Walk - 07) and the fairy tales *Škola ve mlejně* (School in the Mill) and *O dívce která šlápla na chléb* (The Girl Who Stepped on Bread)

received the most awards at local festivals. The films *Potížistky* (Trouble Girls), *Dějiny Jaroslava Šabaty* (History of Jaroslava Šabaty), and *Au! (Yipes!)* were screened with success as well.

The serials *F. L. Věk* (*F.L.Věk*), *Arabela* (*Arabella*), *Taková normální rodinka* (*Just a Normal Family*), *Nemocnice na kraji města* (*Hospital at the End of the City*) a *Chalupáři* (*Cottage Owners*), the fairy tales *Anděl Páně* (*An Angel of the Lord*), *O princezně, která ráčkovala* (*The Princess Who Rolls Her R's*), *Ať přiletí čáp, královno* (*Queen, Let the Stork Come*) and *Což takhle svatba, princí?* (*What About the Wedding, Prince?*), and the bedtime stories *Rákosníček* (*Reedy and the Stars/Reedy and His Pond*), *Pohádky z mechu a kapradí* (*Tales of the Moss and the Fern*), *Kubula a Kuba Kubikula* (*Bob Bobkins and Bobby*), *Maxipes Fík* (*Maxidog Fik*) a *Spejbl a Hurvínek* (*Spejbl and Hurvínek*) were the most successful titles on DVDs. The administration of licenses continued as well for the use of parts of the programs on independently released soundtrack volumes, of which the bestselling titles were the CDs *Golden Kids* and *Karel Gott*.

Czech Television also ran its own web based service called **Videopůjčovna ČT** - <http://www.videopujcovnaCT.cz> in 2008, which is committed to offering a wider range of programs to its viewers. Previews of new Czech series ranked with week early premiers as the most popular web based views. The most popular title is the series

Nemocnice na kraji města - nové osudy (*Hospital at the End of the City - New Fates*)

Growth of users was noticed during the Olympic games, when Videopůjčovna CT provided an even wider spectrum of sporting competitions to view than was available for broadcast on TV.

ALŽBĚTA BÁTĚRYOVÁ
Oběť, nebo vrah?

BÁTĚRYOVÁ

knihy o filmu
Juraje Jakubiska
Bathory

monika elšíková

Bubu
pro seniary a refugie.

Ďáblova lest
Arnošt Vašiček

O češtině 2

Martin Krafl

JEDNOU ZA ČASNÍKY

Martin Krafl

POPELKY V ČESKÉ KUCHYNI

pod pokličkou 3

Monika Horská
Kamila Teslíková
Jana Strýčková

EDITION CT, E-SHOP CT

The successful editing and release of books inspired by television programs continued in 2008. 24 titles were edited in the third year of activity of the CT publishing house, which makes the number of published books 56 to 31. 12.2008. Another 10 titles are planned for release in attractive editions by May 2009. Edition CT reissued the most successful titles from previous years and extended its edition plan with new projects. Thanks to the quality editing work Edition CT has achieved a conspicuous place on the book market and has become popular with readers - often loyal viewers of Czech Television but also among world and artistic writers and the professional public.

It is impossible not to note the PR activities carried out by Edition CT as it contributes to the spread of the good reputation of Czech Television amongst the public. Book launches and author receptions of titles released by CT meet with extraordinary attention of the readers and they are always well-attended. Presentations by Czech Television at the International Book Fair, at the literary festivals Svět knihy (Book World) which regularly runs in the spring and Podzimní knižní veletrh (Autumn Book Fair) in Havlíčkův Brod which runs in autumn are the key events in this field. Expansion of the children and youth titles makes necessary the presentation of these titles at the Veletrh dětské knihy (Children's Book Fair) in Liberec which happens at the beginning of each year.



VIEWERS CENTER AT CZECH TELEVISION

The viewers center has been in operation for two years now. Czech Television is trying to simplify and facilitate communication with viewers. Eight staff members are ready to respond to viewers' questions and comments seven days a week.

The viewers center answers phone, written, e-mail, web, fax and SMS questions immediately. Since the opening of the viewers center in September 2008 we have handled over 155,000 questions and comments of Czech Television viewers through these channels.

Viewers can through the viewers center arrange an excursion around the Czech Television premises as well. These regular excursions through Czech Television in Prague at Kavčí Hory were established in the Autumn of 2007. Nearly 15,000 children, students, families with children and foreign visitors have participated in these excursions so far.

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Phone: **261 136 113**

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AWARDS RECEIVED BY CZECH TELEVISION

Czech Television lives up to the Dobrá značka (Good Trade-mark) award.

Public service television won this award in the 9th year of the prestigious European competition conducted by the Readers Digest magazine in the television station category. Czech Television retained its best position

among all television channels broadcast on the Czech market according to research carried out for the competition totaling 13,500 respondents.

"Sportsman say that it is hard to win but that it is even harder to live up to the win. That's why this year's award is a huge encouragement to Czech



Television, "CT spokesman Ladislav Šticha said after the announcement of the award, "this award is the best answer to all the critiques of public service television."

The Good Trade-Mark Award 2009 ranks as an important symbol in the long row of prestigious awards which CT has received at home and abroad. "Last year I symbolically devoted this award to our employees, without whose we wouldn't be a good trade-mark. I would like to devote it this year to our viewers, who are financing us," added Ladislav Šticha.

Prestigious PROMAX/BDA award for CT's Christmas spot campaign

Czech Television was once again nominated for the European PROMAX/BDA awards this year. It received two nominations in this prestigious competition in the categories of Best Original Song in an advertisement and as the only Czech Television company in the category Best Thematic Campaign. CT took home silver in this latter category for its originally produced Christmas spots.

"Success at PROMAX is a sign that we are really thinking about each campaign. We follow a concrete strategy, hoping to express a certain statement with them. The goal of our Christmas campaign was to break down certain barriers between people in an effort to promote diversity," the director of the program Kateřina Fričová said about the success of the Visual Presentation Center.

The Christmas spot campaign of the Czech Television originated in the Center of Visual Presentation of CT under the leadership of Pavla Hromková and Miroslava Bláhová. Director Uroš Trefalt cooperated with cameraman Petr Hojda, logo author Štěpán Malovec, architect Ricard Honeiff, self-promotion artist Filip Turek, dramaturgist Liana Hamzova, 2D animators Ivan Dvořák and Jan Černý, music authors Petr Stýblo and Petr Beneš and producer Andrea Mackova. CT viewers could see the results of this collaboration from 29th November till 26th December 2008. The Christmas spots were intensively seeded in the broadcasting, in a number of different versions according to the target group at viewing time. Czech Television noticed a number of positive receptions from the public early in its campaign.

PROMAX/BDA International competition is the Oscars of television advertising, graphics and visual presentation. It is the highest award for the work of marketing creators and designers in electronic media. The organization grouping marketing department professionals of radio and television channels PROMAX together with the Association of Television and Multimedia Designers BDA awards the award yearly. The jury consists of top, respected marketing professionals who evaluate each piece and select the winner.

Czech Television has already received a number of PROMAX/BDA awards, for art director Lukáš Veverka's spot program for CT4 and the successful advertising campaign for CT+ of the year before.

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