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

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

- **1 May 1953**: Television Studio Prague begins regular experimental broadcasting
- **25 February 1954**: Regular television broadcasting begins
- **11 February 1955**: First live broadcast: ČSR – IF Leksland hockey match from the Prague Winter Stadium
- **31 December 1955**: Television Studio Ostrava begins broadcasting
- **1 October 1956**: First television news broadcast
- **1 October 1959**: Czechoslovak Television (ČST) established
- **6 July 1961**: Television Studio Brno begins broadcasting
- **10 May 1970**: Broadcasting commences on second channel
- **9 May 1973**: Second channel begins regular broadcasting in colour
- **9 May 1975**: Colour broadcasting expanded to first channel
- **14 May 1990**: Broadcasting commences on third channel entitled "OK3"
The law sets forth two sources of revenue for Czech Television: TV license fee and the organisation's own business activities, for which the law sets strict conditions. Czech Television is not subsidised out of the State budget.

As a public service television, Czech Television is an open institution that answers to TV license fee payers and respects the principles of public review. The Czech Television Council answers to the Czech Parliament. Czech Television regularly publishes reports on its operations and future strategy.

From the History of Czech Television

1 January 1992
Czech Television (Česká televize – ČT) is established under the Czech Television Act (483/1991 Sb.) as a public television service; The Czech National Council appoints Ivo Mathé Acting Director; Czech Television takes over broadcasting on the ČTV and OK 3 channels, and produces news programmes and programmes for the “federal” channel, F1, operated by Czechoslovak Television

31 January 1992
Czech National Council elects first 9-member Czech Television Council (CTC)

23 March 1992
CTC names Ivo Mathé first Director General of Czech Television

15 April 1992
CTC approves first Czech Television By-Laws, as proposed by Director General Mathé

31 December 1992
Czechoslovak Television and F1 cease broadcasting

1 January 1993
Czech Television begins broadcasting on newly designed, renamed channels – ČT1 (the former ČTV), ČT2 (the former F1) and ČT3 (the former OK3)

31 December 1993
ČT3 is terminated as a channel with separate programming the ČT3 transmitter network begins simultaneous broadcasting of ČT2 programming as a channel focused on the interests of minority viewer groups, supplementing the content offered by the universal channel, ČT1

1 January 1994
Under law, Czech Television gives up the existing nation-wide frequency ČT2 (formerly F1) to the commercial broadcaster

1 April 1995
Radio and Television License Fee Act (252/1994 Sb.) comes into force; TV license fee is set at CZK 50 per month

27 September 1995
Based on a proposal of the Director General, the CTC approves amendments to the Czech Television By-Laws including the Czech Television Code of Ethics and the Czech Television Strategy as annexes

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

1 March 1997
Second Czech Television Council takes office

1 July 1997
Legislative amendment sets TV license fee amount to CZK 75 per month

1 September 1997
ČT1 begins 24 hour broadcasting

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

26 August 1998
Czech Television joins the EBU digital satellite network

1 February 1999
ČT2 begins 24 hour broadcasting
Overview of the Czech Television Landscape In 1998

Major Czech TV Channel Penetration, Late 1998

Population: 10,289,621
Number of TV households: 3,773,000
Number of registered TV sets:
- Households: 3,248,238
- Organisations: 161,230
- Total: 3,409,468
Average per-day viewing time:
- 15 years and older: 213 minutes
- 4 - 14 years old: 150 minutes

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

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

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.

Foreign TV Station Penetration, Late 1998

Source: SOFRES - FACTUM, s.r.o.
100 % of TV households = 3,773,000
**Czech Television Basic Facts**

ČT1 and ČT2 channel coverage of the Czech Republic territory

- **Established:** 1 January 1992 (under the Czech Television Act, 483/1991 Sb.)
- **Status:** public service television broadcaster
- **Mission:** to serve the public through the free and independent creation of television programming and broadcasting such programming over the entire territory of the Czech Republic
- **Channels:** Two (ČT1, ČT2)
- **Headquarters:** Prague 4, Kavčí hory
- **Organisational divisions:** ČT Praha, Television Studio Brno, Television Studio Ostrava
- **Supreme statutory official:** Director General elected for a 6-year term by the Czech Television Council
- **Director General:** Jakub Puchalský (effective 1 April 1998)
- **Sources of Revenue:** TV license fees set by law (Radio and Television License Fees Act, 252/1994 Sb. amended by Act 135/1997 Sb.) and permissible business activities defined by law (Section 11 of the Czech Television Act, 483/1991 Sb.)

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

**Number of employees:**
(As of 31 December 1998)
- ČT Praha 2,514
- ČT Brno 292
- ČT Ostrava 269
- Total 3,075

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

**Organisational structure**

Advisory Bodies to Director General:
- Board of Directors
- Finance Board
- Programme Finance Board
- Ethics Panel

Director General

Television Studio Brno
Television Studio Ostrava
Programming Department
Production Centre for Creative Programming
Production Centre for Current Affairs Programming and Documentaries
Production Centre for Acquisitions
News Department
Sports Department
Technical and Production Department
Financial Department
Strategic Development Department
Legal Department
### Festivals, viewer surveys and annual awards with ČT successful participation (programmes and artists) in 1998

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<thead>
<tr>
<th>Day</th>
<th>Monday</th>
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<th>Wednesday</th>
<th>Thursday</th>
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</tbody>
</table>

**Academia Film Olomouc**
**Academy of Sciences Science Popularisation Award**
**Ale Kino, Poznan**
**Amico Rom, Lanciano**
**Annual Awards of the Government Committee for Handicapped Citizens**
**Association of Czech Camera Operators Award**
**Bergamo Film Meeting**
**Cikar Junior, Treviso**
**Crystal Heart, Poděbrady**
**Czech Documentary Festival, Jihlava**
**Czech Lion**
**Czech Literary Fund Foundation Award**
**ČFTA Oscar Nominations**
**Divercine, Montevideo**
**Ekotopfilm, Žižka**
**Entofilm, Cadca**
**Eurofilm Festival, Luhačovice**
**Ferdinand Peroutka Award**
**Festival of Young East European Cinema, Cottbus**
**Filmák, Plzeň**
**Finálé, Plzeň**

**Fourth annual awards for best acting and creative performance in dubbing**
**Přelouč**
- Il Coreografo Eletronicco, Naples
- International Art Film Festival, Trenčianské Teplice
- International Documentary Film Festival "It's All True", São Paulo
- International Family Film Festival, Seoul
- International Film Festival, Karlovy Vary
- International Film Festival, Newport
- International Film Festival, Noordeliek
- International Film Festival, Rotterdam
- International Film Festival, Sarajevo
- International Film Festival, Sochi
- International Film Festival, Salonika
- International Film Festival, Tallinn
- International Film Festival, The Nortel Palm Springs
- International Film Festival, Valladolid
- International Film Festival, Zimbabwe
- International Sportfilmfestival, Palermo
- International Student Film Festival, Tel Aviv
- International TV Festival Golden Prague "It's Yours Too", Uherské Hradiště
- Kristián, Awards for most remarkable audiovisual events of the year
- Lubušan Film Summer, Lagow
- Monte Carlo TV Festival
- "Monuments Need Publicity" Award
- New European Talent, Barcelona
- Ota Hofman Children’s Film and Television Festival, Ostrov nad Ohří
- Ottawa International Animation Festival
- Pierrot, Moravian-Silesian Regional Awards
- "Pot o’ Laughs", Nové Město nad Metují
- Prix Europe, Berlin
- Rencontres Internationales De Télévision De Reims
- Rosnička
- Sport Movies and TV, Verona
- Tachov Pumpkin
- Tampere International Short Film Festival
- Techfilm, Hradec Králové
- Television Archive Award 1998 - Fiat/Ifta, Florence
- Trilobite, Annual FITES Awards
- TyTy Television Awards
- VOX HUMANA, Award of FITES and VOX HUMANA Movement
Entering the third millennium, Czech Television is a modern media organisation which aims, in addition to its primary mission of offering pluralistic, universal programming intended for all viewer groups, to foster and contribute to Czech civic society, and to help the viewer make sense of the world at large.
**Facts and Figures**

**Channel and Programming Facts**

**Total hours of broadcasting — growth during past five years**

<table>
<thead>
<tr>
<th>1993</th>
<th>1998</th>
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<tr>
<td>CT1</td>
<td>5,000</td>
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<tr>
<td>CT2</td>
<td>10,000</td>
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<tr>
<td>CT1 + CT2</td>
<td>15,000</td>
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</table>

**Broadcasting hours daily — growth during past five years**

<table>
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<th>1993</th>
<th>1998</th>
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<tr>
<td>CT1</td>
<td>20</td>
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<tr>
<td>CT2</td>
<td>20</td>
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<tr>
<td>CT1 + CT2</td>
<td>38.4</td>
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</table>

**Total hours of broadcasting in 1998 and plan for 1999**

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<thead>
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<th>1998</th>
<th>1999 (plan)</th>
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<tbody>
<tr>
<td>CT1</td>
<td>6,000</td>
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<tr>
<td>CT2</td>
<td>3,000</td>
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</table>

**First showings and repeats in 1998**

<table>
<thead>
<tr>
<th>1998</th>
</tr>
</thead>
<tbody>
<tr>
<td>CT1</td>
</tr>
<tr>
<td>CT2</td>
</tr>
<tr>
<td>CT1 + CT2</td>
</tr>
</tbody>
</table>

**Studio share in 1998**

- **CT1**
  - Prague: 88.8%
  - Brno: 6.2%
  - Ostrava: 5%

- **CT2**
  - Prague: 92.3%
  - Brno: 4.2%
  - Ostrava: 3.5%

- **CT1 + CT2**
  - Prague: 90.4%
  - Brno: 6.3%
  - Ostrava: 4.3%

**In-house productions and acquired programmes in 1998**

- **CT1**
  - In-house: 72.8%
  - Domestic acquisitions: 0.9%
  - Foreign acquisitions: 26.3%

- **CT2**
  - In-house: 58.9%
  - Domestic acquisitions: 4.1%
  - Foreign acquisitions: 37.0%

- **CT1 + CT2**
  - In-house: 66.6%
  - Domestic acquisitions: 2.3%
  - Foreign acquisitions: 31.2%

Source: ČT – Audience Research Department
### Facts and Figures

#### Foreign acquisitions by country of origin, 1998

<table>
<thead>
<tr>
<th>Country</th>
<th>CT1 Hours</th>
<th>% of all foreign acquisitions</th>
<th>CT2 Hours</th>
<th>% of all foreign acquisitions</th>
<th>CT1 + CT2 Hours</th>
<th>% of all foreign acquisitions</th>
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<td>Australia</td>
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* International news programme broadcast on CT2

#### Foreign acquisitions by region, 1998

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<tr>
<th>Region</th>
<th>CT1 Hours</th>
<th>% of all foreign acquisitions</th>
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<th>% of all foreign acquisitions</th>
<th>CT1 + CT2 Hours</th>
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#### Share of programme categories in 1998

<table>
<thead>
<tr>
<th>Category</th>
<th>CT1 Hours</th>
<th>% of all foreign acquisitions</th>
<th>CT2 Hours</th>
<th>% of all foreign acquisitions</th>
<th>CT1 + CT2 Hours</th>
<th>% of all foreign acquisitions</th>
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<td>137</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>8,760</strong></td>
<td><strong>100.0</strong></td>
<td><strong>7,269</strong></td>
<td><strong>100.0</strong></td>
<td><strong>16,029</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: ČT - Audience Research Department
### Viewer Response to Programmes Broadcast During 1998

#### 24 hours TV audience share

1) Viewers over 15 years

- **Channel**
- **Day**
- **Time**
- **Rating %**
- **Audience share (%)**

2) Viewers 4 - 14 years

- **Channel**
- **Day**
- **Time**
- **Rating %**
- **Audience share (%)**

#### 7 – 10 p.m. TV audience share

1) Viewers over 15 years

- **Channel**
- **Day**
- **Time**
- **Rating %**
- **Audience share (%)**

2) Viewers 4 - 14 years

- **Channel**
- **Day**
- **Time**
- **Rating %**
- **Audience share (%)**

---

#### Highest Ratings Achieved by Czech Television in 1998

**Factual Programmes**

- **Live broadcasts and recordings of political events**
  - Presidential election: **ČT1** 20.01. TUE 20:33
    - **Rating %**
    - **Audience share (%)**
  - **Conclusion (Czech)**

- **Regular news programmes**
  - “Events” 365x: **ČT1** Mon - Sun 19:15
    - **Rating %**
    - **Audience share (%)**
  - (ČT’s main news programme)

**Documentaries and Current Affairs**

- **Documentaries**
  - Seventeen Months of Dagmar Havlová (Czech): **ČT1** 24.06. WED 20:03
    - **Rating %**
    - **Audience share (%)**

- **Current affairs programmes**
  - Here and now Plus (Czech) 4x: **ČT1** MON 21:20
    - **Rating %**
    - **Audience share (%)**

**Series**

- The Seven of Spades Ranch (Czech) 7x: **ČT1** MON 20:05
  - **Rating %**
  - **Audience share (%)**

**Films**

- Kolya (Czech): **ČT1** 01.01. THU 20:06
  - **Rating %**
  - **Audience share (%)**

**Entertainment**

- TyTý – Television Prizes Awarding (Czech): **ČT1** 07.02. SAT 20:03
  - **Rating %**
  - **Audience share (%)**

**Sports**

- Welcoming Czech Olympic Medallists in Prague – Live Broadcast (Czech): **ČT1** 23.02. MON 19:59
  - **Rating %**
  - **Audience share (%)**

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*Source: TN AGB MF – TV PROJECT – ATO; numbers are for adult viewers (15+ years of age)*
Internet
Czech Television opened its official Internet home page http://www.czech-tv.cz on 1 October 1996. As of 1 September 1998, the home page has been expanded considerably. In addition to extensive information concerning Czech Television as an institution and information on the ČT channels, this "Czech Television Channel 3" offers content services such as a text version of the news, information for journalists, a kids page, and many others. The Czech Television Council page is also located here, as an autonomous sub-unit.

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

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

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

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

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

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

Revenues and Expenses

Revenues and Expenses, 1993-1998 (CZK millions)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Revenues</td>
<td>3,844.4</td>
<td>3,322.1</td>
<td>2,945.8</td>
<td>3,614.5</td>
<td>4,202.2</td>
<td>4,633.0</td>
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<tr>
<td>Total Expenses</td>
<td>3,338.9</td>
<td>3,168.1</td>
<td>3,170.9</td>
<td>3,477.6</td>
<td>3,856.6</td>
<td>4,540.4</td>
</tr>
<tr>
<td>NET REVENUE</td>
<td>+ 505.5</td>
<td>+ 154.0</td>
<td>- 225.1</td>
<td>+ 136.9</td>
<td>+ 345.6</td>
<td>+ 92.6</td>
</tr>
</tbody>
</table>

Source: TN AGB MF – TV PROJEKT – ATO

Average weekly cumulative reach

<table>
<thead>
<tr>
<th></th>
<th>600 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>ČT1</td>
<td>500</td>
</tr>
<tr>
<td>ČT2</td>
<td>400</td>
</tr>
<tr>
<td>Nova TV load</td>
<td>300</td>
</tr>
<tr>
<td>ČT3</td>
<td>200</td>
</tr>
<tr>
<td>ČT ČT Teletext</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: TN AGB MF – TV PROJEKT – ATO

Proportion of closed-captioned programmes broadcast by ČT in 1998

Source: ČT – Audience Research Department

Facts and Figures
Contacts

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Czech Television Council Internet Home Page (URL)