

www.ceskatelevize.cz



ČESKÁ TELEVIZE



2006



**Želary – 2003 Oscar Best Foreign  
Language Film nominee**

foto © Martin Špelda

# CZECH TELEVISION – PUBLIC BROADCASTER

**Inception** on 1 January 1992 by the Czech Television Act as **an independent public service channel**

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

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

**Organizational units** Czech Television Prague, Brno Television Studio, Ostrava Television Studio

**Number of employees** 2,547 employees at 31 December 2005

**Funding** mainly by the television licence fee supplemented by revenues from business operations

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

**Broadcasting** two nationwide channels CT1 and CT2, Czech Television Teletext and Teletext Express, CT website [www.ceskatelevize.cz](http://www.ceskatelevize.cz), CT24 (DVB-T, satellite and cable distribution, on-line Internet broadcasting), CT4 SPORT (DVB-T, satellite and cable distribution)

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

## **Membership in international organizations**

**EBU** European Broadcasting Union

**IFTA** International Federation of Television Archives

**EGTA** European Group of Television Advertising,

**PBI** Public Broadcasting International

**EDN** European Documentary Network

**CIRCOM** European Association of Regional Televisions

**IMZ** International Music & Media Centre

**EURONEWS**

**Founder and organizer of** International Television Festival “Golden Prague” (since 1964)

# TELEVISION CONTEXT IN THE CZECH REPUBLIC

**Number of TV-equipped households<sup>1</sup>** 3,730,000

## **Household with satisfactory reception of TV signal<sup>1</sup>**

### Public service television

• CT1	3,730,000, i.e. 100.0%
• CT2	3,685,000, i.e. 98.8%
• CT24 <sup>2</sup>	466,000, i.e. 12.5%
• CT4 SPORT <sup>4</sup>	320,000, i.e. 8.6%

### Commercial channels

• TV Nova	3,708,000, i.e. 99.4%
• Prima TV	3,555,000, i.e. 95.3%

## **Average daily television viewing time<sup>3</sup>**

- viewers aged 15 and older 216 minutes, of which Czech Television 64 minutes,
- males 198 minutes, of which Czech Television 64 minutes,
- females 232 minutes, of which Czech Television 64 minutes,
- viewers 4–14 years old 139 minutes, of which Czech Television 42 minutes.

<sup>1</sup> Source: ATO – Mediaresearch, data for 2005 • <sup>2</sup> Source: ATO – Mediaresearch, data as per 20 March 2006 • <sup>3</sup> Source: ATO – Mediaresearch, data for 2005 • <sup>4</sup> data as per 1 May 2006

## Basic organizational structure at 1 May 2006

### Director General

Secretariat, press department, long term programming strategy and development, controlling and internal audit, personnel department, programme and audience research

### Chief Executive Director and Director of Programming

Information technology, planning and wages, financing, purchasing department and customs declarations, accountancy, controlling, internal services, coordination, programme planning and editing, visual presentation, archives and programme libraries, programming centres

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### Programming

see Chief Executive Director and Director of Programming

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### News, Current Affairs, Sport

News, current affairs, sport, Internet portal

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### External Relations Department

International cooperation and coproduction, alternative financing, membership in international institutions, communication with institutions and universities in the CR, organisation of international TV festival "Golden Prague"

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### Commerce and Communication

Project office, marketing and communication, Internet, Teletext, TV licence fee, commercial department, production services

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### Brno Television Studio

News, sports, personnel and legal department, programming, production, economics

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### Ostrava Television Studio

News, sports, personnel and legal department, programming, production, economics

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### Production

Production centres, scenic support, transportation, CT graphic centre

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### Technology

International technological coordination, film, broadcasting, lighting, transmission and news technology, picture and sound production

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### Legal Department

Legal services, collecting societies, copyright issues

# PROGRAMMING

In 2005 Czech Television broadcast on its channels CT1 and CT2 18,281.9 hours including regional broadcasting, i.e. average 50.1 hours a day.

## **Statutory programming quotas**

**The share of Brno and Ostrava television studios** in the offer of nationwide channels at least 20% of the total CT broadcasting time every month. In 2005 CT achieved 18.2% share.

**Regional broadcasting of news and current affairs** at least 25 minutes a day.

In 2005 CT achieved 125.2 minutes a day, i.e. more than five-fold increase compared with 2004 (daily average 24.2 minutes).

Each working day CT broadcast simultaneously three regional news bulletins: Bohemia Evening News, South Moravian Evening News and Report (Ostrava studio daily news). Premieres of these broadcasts are accessible only to viewers in each respective region, with nationwide repeats each following morning. 2005 saw the continuation of the programme Week in the Regions. The launching of the morning regional programme Good Morning from Moravia and Silesia is a major innovation that has increased substantially the share of regional broadcasting.

CT provides at least 70% of its programmes with closed or on-screen captions or with interpreting into sign language **for the hard-of-hearing**.

Compared to 2004, the share of such programmes grew in 2005 by 0.6%, i.e. from 71.7% to 72.3%. In primetime, i.e. from 19:00 to 22:00 hours, the amount of such programmes approached 100%.

## CT broadcasting according to programme type in 2005

news	3,747.5	21.4
current affairs	1,993.6	11.4
documentaries	2,357.4	13.5
drama	3,938.3	22.5
entertainment	1,316.4	7.5
music	1,120.3	6.4
sport	1,127.0	6.4
education	645.8	3.7
religion	108.5	0.6
commercials	182.8	1.0
teleshopping and sponsorship	307.7	1.8
other	673.2	3.8
Total	17,518.5	100.0

programme type • hours • % total airtime

The share of commercials has been calculated from the total airtime of all CT channels.

Source: CT – Programming and Audience Research

In 2005 CT broadcast the total of 7,492 hours of premieres, i.e. 42.8% of CT1 and CT2 total airtime.

<b>Programmes specifically earmarked for children in 2005</b>	1,739.7 hours,	i.e. 9.9%
<b>CT in-house programmes in 2005</b>	11,995.6 hours,	i.e. 68.5%
<b>Acquired programmes on CT in 2005</b>	5,522.9 hours,	i.e. 31.5%
of which domestic 753 hours, i.e. 4.3%		
foreign 4,769.9 hours, i.e. 27.2%		

### **European works in CT broadcasting in 2005**

87.8% of European works, 19.1% of works by independent producers, of which 54.7% of programmes produced within last five years

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

### **CT provides major support to Czech filmmaking**

As in previous years, in 2005 CT provided major support to Czech filmmaking. Ten Czech films made in cooperation with CT (four more than in 2004) had their premieres in 2005: An Angel of the Lord, Over and Over, A Piece of Heaven, Blood of the Lost, Peace to Their Souls, The Velvet Murderers, The Goblin, The City of the Sun, Lunacy and Something Like Happiness.

Moreover, shooting of other coproduction films started in 2005 with premieres scheduled for 2006: Indian and the Nurse, Rail Yard Blues, The Grand Hotel, Beauty in Trouble, Bathory, The Experts, Fimfárum 2 and Nice Moments.

Czech Television has contributed to the production of more than 160 films since 1992.

# VIEWERS

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

**Electronic measurement of viewing figures is** provided by an independent company Mediaresearch to all ATO (Association of TV Organisations) members. The measuring is done in minimum of 1.300 households, a representative sample of Czech population aged four and older. The measurement results, such as the rating, audience share, reach and length of watching (ATS) are used by television organizations for analysing the acceptance by viewers of their programmes and by media and advertising agencies for assessing viewers' interest in their campaigns.

## **Selected programmes with highest ratings in the 15+ viewer group in 2005**

(programme • rating • audience share)

main news bulletin 2 January **Events** (CT1 • 26.7 • 49.16); movie (1977) **How to Pull Out a Whale's Molar** (CT1 • 25.9 • 46.24); episode 16 of TV series **Cops and Robbers** (CT1 • 24.5 • 48.09); episode 1 of CT series **Sink or Swim** (CT1 • 24.3 • 42.60); American film (2000) **Cast Away** (CT1 • 24.0 • 48.07); CT fairy tale **The Kingdom of Brooks** (CT1 • 23.2 • 47.44); Ice hockey WC **Canada–Czech** (CT2 • 32.5 • 60.99); BBC documentary **Freak Waves** (CT2 • 12.1 • 25.45); American documentary **Titanic: Secrets Revealed** (CT1 • 10.8 • 20.49); Master League **FC Liverpool – AC Milan** (CT1 • 10.2 • 30.76); BBC documentary **Tiger** (CT2 • 9.5 • 19.47); **Habemus Papam** official announcement of the election of the new Pope (CT2 • 9.0 • 29.39).

## Czech Television audience share in 2005

(in %)

### 24-hour share

	Viewers over 15 years old	children 4–14 years old
CT	29.77	29.46
TV Nova	40.95	42.89
Prima TV	23.13	19.99
Other	6.15	7.66

### Primetime share (19–22 hours)

	Viewers over 15 years old	children 4–14 years old
CT	29.53	27.00
TV Nova	42.20	42.42
Prima TV	24.12	25.93
Other	4.16	4.65

**Audience satisfaction research** gathers on a regular basis data on viewer satisfaction with programmes in the form of a questionnaire filled in by a 750-strong panel that represents a sample of the adult population of the Czech Republic.

The data serve for calculating the satisfaction quotient from + 10 to - 10. Audience satisfaction is unrelated to programme ratings.

### **Selected programmes with highest viewer satisfaction in 2005**

(channel • satisfaction quotient • % ratings)

American series **Friends VII** (CT1 • 9.3 • 4.6); TV film **How to Get Daddy Into a Fix** (CT1 • 9.2 • 4.2); bedtime story **The Krkonose Fairy Tale** (CT1 • 9.1 • 12.6); talk show **Relax, Please** (CT1 • 9.0 • 15.3); bedtime story **The Cubbies** (CT1 • 8.9 • 10.5); Mosaic from regions **The Wandering Camera** (CT1 • 8.9 • 8.5); BBC documentary cycle **Supernatural** (CT2 • 9.7 • 5.4); Ice hockey WC: **Canada-Czech** (CT2 • 9.3 • 32.5); BBC documentary **Great Natural Wonders** (CT2 • 9.3 • 5.2); British family film **Pride** (CT1 • 9.3 • 4.3); CT documentary cycle **Back to the Sources** (CT2 • 9.3 • 4.2); ice hockey WC: **Czech-Sweden** (CT2 • 9.2 • 22.9).

*Source: Mediaresearch – ATO*

# BROADCASTING

Czech Television broadcasts round-the-clock on its channels CT1, CT2 and CT24 and 16 hours a day on its CT4 SPORT channel. Television signals received by Czech Television viewers are transmitted both in the analogue and the digital way. Czech Television uses all the delivery platforms widely available for television signal transmission: terrestrial, satellite and cable as well as the Internet environment.

Experimental terrestrial digital broadcasting was launched on 2 May 2000. Regular digital operation started on 21 October 2005. Digital signal of the DVB-T standard is now accessible to 37% of households and covers the Prague, Brno and Ostrava regions. Besides the programme content the broadcasting includes an electronic programme guide (EPG), Teletext and a multimedia weather service.

Terrestrial digital broadcasting is complemented by satellite distribution of Czech Television programmes via Astra 3A satellite positioned at 23.5 deg East and Astra 1 satellite positioned at 19.2 deg East. On Astra 1 Czech Television programmes are part of an UPC programme package. However, the CT 24 service is freely accessible from both satellite positions.

Stereophonic broadcasting was launched on 1 May 2003 as a broadcasting standard. Viewers within the reach of the stereo transmitters can, besides stereo sound accompaniment, receive the DUAL audio mode with two language versions for some selected programmes. CT1 and CT2 signals include other services – Teletext, closed captions and the VPS code for controlled recording on home VHS video recorders.

Viewers with broadband connection to the Internet environment have access to on-demand TV services on Czech Television web portal. Such users have at their disposal an archive of selected programmes from the programme offer of channels CT1, CT2 and CT24 as well as CT24 live streaming.

In view of the fast development of new media and digital television, Czech Television is active in the field of mobile television, IPTV broadband television and, last but not least, is getting ready for high definition television (HDTV). In its considerations on future services Czech Television does not omit the fact that more and more

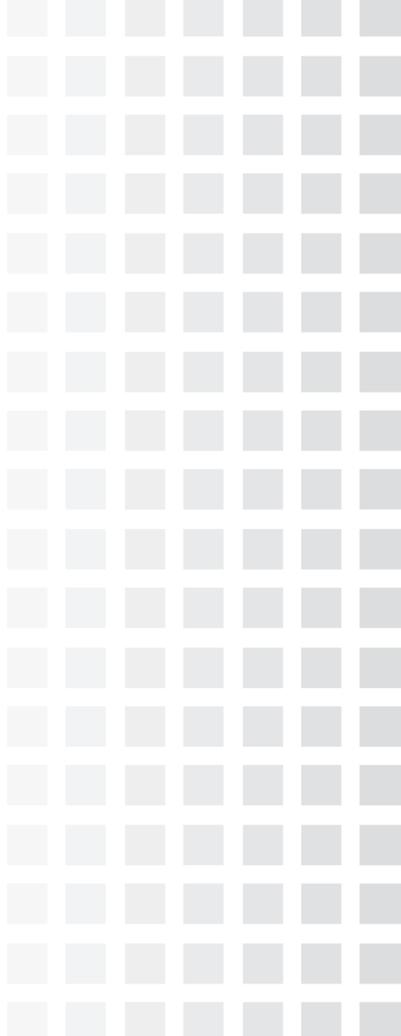
viewers are acquiring modern interactive recording equipment (set-top boxes with HDD, etc.) capable of receiving audiovisual non-linear services.

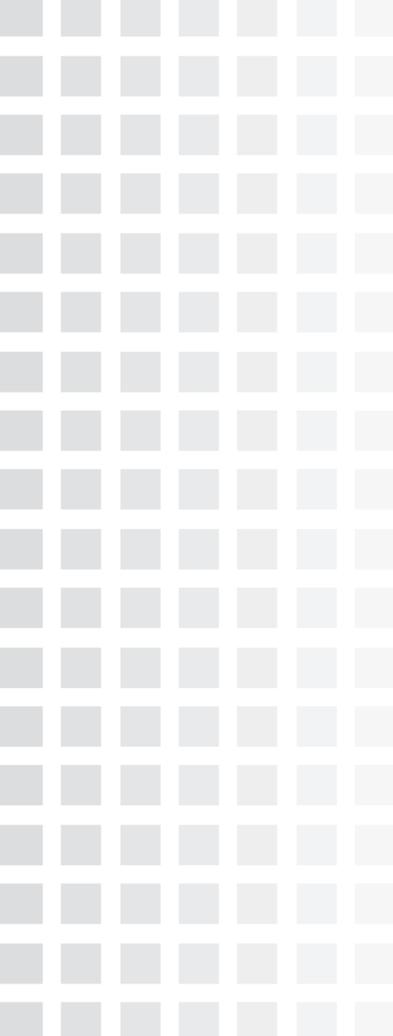
### **CT24 – the first Czech digital news channel**

**By launching CT24 Czech Television has opened a new era of digital television broadcasting in the Czech Republic** thus contributing to general development of digitisation.

**The content of CT24 news channel** is based on long-term concept aiming at further development of quality news broadcasting. In meeting this aim Czech Television relies on its team of experienced professionals in Prague and the regions, on its network of foreign correspondents, on the multitude of information sources in the Czech Republic and worldwide and, last but not least, on its technological base.

Part of the concept is the **linking of CT24 broadcasting and the [www.ct24.cz](http://www.ct24.cz) Internet portal** launched together with the first CT24 broadcast in cooperation with NERIS (CTK agency for the Internet and new media) which, during one year of its existence, has become one of the most respected and most visited news portals that includes a unique service – live **CT24 Internet broadcasting**.





## CT4 SPORT

On the eve of the opening of the Turin Winter Olympics on 9 February 2006 Czech Television launched its new CT4 SPORT channel. One of the programming priorities of the new channel that broadcasts daily from 8 to 24 hours is the coverage of as many Czech sports events as possible. The channel broadcasts only such foreign-produced events that are not broadcast by other TV channels.

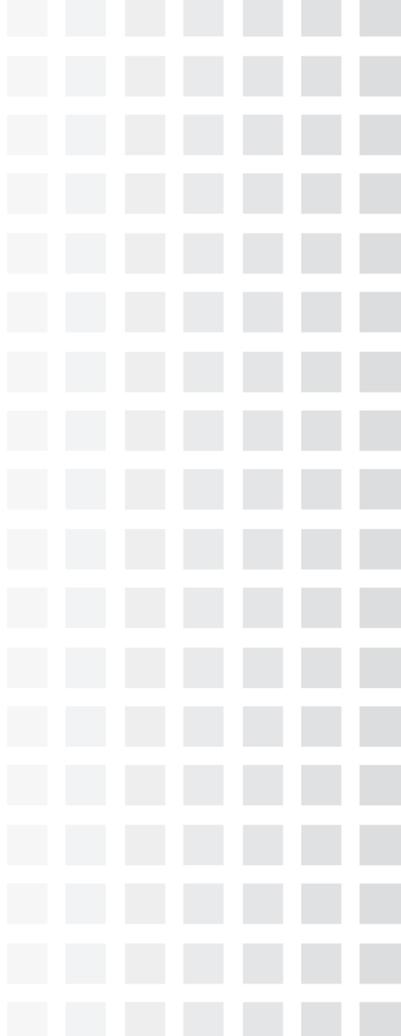
Typically, the channel offers one live transmission of a nationwide or regional event on workdays and two such events during weekends. For the time being, CT2 and CT4 SPORT programmes may overlap because, under the law, public television must cater to the whole spectrum of viewers of its nationwide channels. This means that viewers who are unable to receive digital broadcasting can access sports programmes on CT2.

The channel's top event was transmissions from the Turin Winter Olympic Games during which CT broadcast different Olympic events on its two channels - CT2 and CT24 SPORT - thus making the most of its investment into the purchase of the broadcasting rights.

# CZECH TELEVISION PUBLISHING (EDICE ČT)

In February 2006 Czech Television launched its own publishing division called Czech Television Publishing. An organizational part of CT, the division publishes titles directly linked with creative activities of Czech Television. Thus, viewers will have the possibility to buy their favourite programmes as books, audiocassettes or DVDs. Czech Television Publishing also cooperates with external publishers. The editorial plan includes dozens of serials and dramas, children's programmes, factual literature based on CT documentaries, educational books and lifestyle books.

More about Edice ČT on [www.ceskatelevize.cz/ct/lide/edicect/](http://www.ceskatelevize.cz/ct/lide/edicect/)



# WWW.CESKATELEVIZE.CZ

Czech Television website provides ample and user-friendly information with more individual choice and interactivity added every year.

The title page features the daily programme offer and allows users to make their own choice of programmes, to evaluate programmes and comment on them or to order a programme reminder via email or SMS.

Chats with filmmakers (directors, actors), CT show hosts and other personalities are very popular. An integral part of the website is service for journalists, pages All About CT and pages of the Czech Television Council, including audio transmissions from the Council's meetings. Viewers can use the site to register as licence fee payers.

The daily programme guide is complemented with a programme archive available through advanced search by year, genre, country of origin, programme makers or by more detailed criteria like premieres, live broadcasts, dual broadcasts, programmes for the hard-of-hearing, subtitled programmes, etc.

Committed to a constant enhancement of its service to the public, Czech Television offers over 100 programmes to view over the Internet free of charge.

The archives contain programmes broadcast **since 1 February 2005**. On offer are 3,320 hours of programmes with new programmes added every day.

The programmes are available at <http://www.ceskatelevize.cz/vysilani>

According to the NetMonitor research company, **Czech Television website is the most frequented server among all television stations in the Czech Republic**. In February 2006, over 566,000 visitors viewed almost 15 million pages.

Due to copyright restrictions, CT is not allowed to broadcast either live or from the archives all its programmes or to provide contributions in a downloadable form.

# TELETEXT

**CT1 – CT Teletext** over 1,500 pages of news, information and special programme sectors

**CT2 – Teletext Express** 300 pages of most sought-after information – news, sport, weather, CT programme schedule

Czech Television Teletext can be received not only via television set, but also via CT Internet, in the form of SMS messages or via the WAP mobile technology. Of all Czech TV channels, Czech Television Teletext has the highest viewing figures.

## Teletext viewers share in 2005

(% of viewers over 14 years old)

<u>CT1</u>	<u>35.90</u>
<u>CT2</u>	<u>25.58</u>
<u>TV Nova</u>	<u>22.86</u>
<u>Prima TV</u>	<u>11.14</u>
<u>Other</u>	<u>4.52</u>

# FUNDING

Operating under a special law, “The Czech Television Act”, Czech Television is not financed from the state budget, but it manages its own assets. Czech Television’s budget is balanced and its sources of income are the licence fee amounting to some 68 % of its incomes and business operations related to programme production and broadcasting.

Household pay one **TV licence fee** even if they own more TV sets. **Corporations and self-employed individuals have to pay for each TV set they own.**

According to the law, the monthly TV licence-fee currently amounts to CZK 100 and will further grow to CZK 120 on 1 January 2007 and to CZK 135 on 1 January 2008.

TV licence fees from individuals are collected via the Czech Postal Service; also direct payment and registration through the web-site is available. (more at <https://tvp.czech-tv.cz/poplatky/domacnosti.php>).

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

The law limits the amount of advertising on Czech Television more than on commercial stations – to just 1 % of the daily broadcasting time (i.e. 28.8 minutes per day). A maximum of 12 minutes of commercials may be broadcast within one hour; however, in primetime the maximum amount is only 6 minutes per hour. CT may not insert commercials in programmes. Czech Television’s share of the advertising market is thus limited and very small – in 2005 it was 11.9%. In 2007 the amount of commercials will be further decreased to 0.5%. Since 2008, no commercials or teleshopping will be broadcast on Czech Television, with the exception of commercials related to sports or cultural transmissions.

# TELEXPORT

Telexport is a specialised unit of Czech Television whose responsibilities include selling licences for programmes made by CT and former Czechoslovak Television to Czech and foreign television and film distribution companies.

Telexport cooperates with a host of leading audio and video publishers in production of DVDs, VHS-cassettes, CDs and MCs with films, serials, music and other programmes produced by or co produced with Czech Television.

## **The best-selling titles abroad**

Coproduction feature films **Želary** (2003 Oscar Best Foreign Language Film nominee) and Up and Down, children's serials about animals The Cubbies, Boys from the Mansion, Little Brothers, The Little Rover, educational series The Children's Encyclopaedia of the World, animation series Nils and the Wild Geese, serial Town Square and documentary serial Travelmania.

**The best selling DVDs a VHS cassettes sold by domestic distributors** Snowboarders, The Best of Bedtime Stories, The Little Building Blocks, Spejbl and Hurvínek Revisited, Thanks for Each New Morning, Up and Down, Hitler: The Rise of Evil, Kaiser and Lábus May Come Too, Relax, Please, Good Neighbourhood, Cops and Robbers, The Servant of Two Masters, Daniel Landa – Evening of Songs for Czech People by Karel Kryl, Semafor's Greatest Hits – Suchý and Šlitr, Aneta Langerová – Lots of Angels

**The best selling CDs sold by domestic distributors** Petr Spálený – Ordinary Man, That Was Michal Tučný, I'm Lucky to Have You, My Love, The Best Hits 80, Many Happy Returns – Bedtime Stories Birthday.

More about Telexport on [www.ceskatelevize.cz/telexport/](http://www.ceskatelevize.cz/telexport/)

# PUBLIC BENEFIT ACTIVITIES

One of the basic ways in which Czech Television systematically supports the non-profit sector is the provision of airtime for **enlightenment, fundraising and non-commercial sports and other campaigns**. Some 20 minutes of free spots of non-profit organizations are broadcast weekly, in total 3–4 projects each month. Of some 150 applications received each year, 40–50 projects are included in CT nationwide and regional broadcasting. A survey of all projects for 2006 is available at [www.ceskatelevize.cz/ct/vysilani](http://www.ceskatelevize.cz/ct/vysilani).

For illustration, in 2006 Czech Television supports:

**Charity projects: Beware of Your Prejudices!** – an enlightenment campaign against prejudice-based negative attitudes towards people • **Operation Brick 2006** – a fundraiser aimed at building special accommodation for the mentally handicapped • **Low-Threshold Institution for Children and Youth** – alternative work with young people • **Prevention of Cancer in Women** – about the importance of cancer screening • **Childhood Without Injuries** – prevention of children's injuries.

**Cultural projects: Prague Spring music festival** • **Karlovy Vary film festival** • **One World**, documentaries on the theme of human rights • **Khamoro**, world Roma festival • **international festival Dance Prague** • **Theatrical festival Between the Fences** • **Febiofest** • **MFFDM Zlín**

**Help the Children** is a joint fundraiser of Czech Television and the Foundation for the Development of Civic Society. Beneficiaries are disadvantaged and vulnerable young people up to 18 years old.

**Advent Concerts**, a cycle of pre-Christmas concerts, is the oldest charity project of Czech Television. Over the 15 years of its existence the project has distributed almost CZK 95 million to alleviate the plight of mentally and physically handicapped and socially deprived people.

# MANAGEMENT

(valid at 1 May 2006)

**Jiří Janeček,**  
Director General

Martin Krafl  
spokesman

**František Lambert,** Chief Executive Director, Director of Programming

**Zdeněk Šámal,** News Director

**Václav Myslík,** Director of Production

**Rudolf Pop,** Director of Technology

**Pavel Krumpár,** Director of Commerce

**Martin Švehla,** Director of External Relations

**Vladimír Karmazín,** Director of the Brno Television Studio

**Ilja Racek,** Director of the Ostrava Television Studio

**Vladimíra Vocetková,** Head of Legal Department

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(valid at 1 May 2006)

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foto © Jiří Červený

An Angel of the Lord

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Czech Television  
External Relations  
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