

Highest ratings achieved by Czech Television in 1999

Regular news programmes	Channel	Day	Date	Time	Rating (%)	Audience share (%)
Events	1	MON – SUN		19.15	14.5	34.52
Evening News	1	MON – FRI		18.00	6.9	21.80
Events Plus	1	MON – FRI		22.00	8.5	35.14
"21"	2	MON – FRI + SUN		21.00	3.1	6.67

Political events	Channel	Day	Date	Time	Rating (%)	Audience share (%)
The President's New Year's Address	1	FRI	1. 1.	13.00	23.1	53.00
Czech Republic State Holiday	1	THU	28. 10.	20.00	21.0	40.00
10 Years After – Gala event at the Prague Castle to celebrate the anniversary of 17 November 1989	1	WED	17. 11.	20.00	15.4	27.00
10 Years After – Concert on Wenceslas Square	1	SAT	20. 11.	20.03	9.7	19.00
Signing of NATO membership ratification documents	1	FRI	26. 2.	17.40	6.9	29.00

Documentaries	Channel	Day	Date	Time	Rating (%)	Audience share (%)
Laughs of the King of Film Laughs	1	SAT	13. 11.	21.34	26.3	52.00
Laughs of Miroslav Donutil	1	SAT	25. 12.	18.09	21.3	50.00
Spirals of Betrayal in "Thirty Returns"	1	THU	16. 9.	21.08	17.7	38.00
The Beast in "Thirty Returns"	1	THU	21. 10.	21.12	16.6	33.00
"Landák" (portrait of Pavel Landovský)	1	SAT	2. 1.	21.51	14.8	28.00

Current affairs	Channel	Day	Date	Time	Rating (%)	Audience share (%)
Recipes for Hobbyists (52x)	1	SUN		13.05	13.9	50.01
It Happened ... (51x)	1	SUN		21.50	10.9	25.16
Here and Now Plus (32x)	1	MON		21.40	10.2	24.65
Arena Special (2x)	1	THU		21.30	10.0	22.47
Facts (18x)	1	MON		21.40	9.1	20.40

Series	Channel	Day	Date	Time	Rating (%)	Audience share (%)
Life at the Mansion 40 – 51 (12x)	1	MON		20.04	27.8	48.92
Thirty Cases of Major Zeman in "Thirty Returns" (12x)	1	THU		20.10	23.3	45.09
Mr. Bean (13x UK)	1	TUE		20.04	22.6	42.31
Life at the Mansion 1 – 39 (39x)	1	MON		20.04	16.0	32.15
Bachelors (9x)	1	SAT		20.04	15.7	33.42

Films	Channel	Day	Date	Time	Rating (%)	Audience share (%)
The Princess from the Mill	1	SUN	4. 4.	20.07	31.6	54.00
Father Frost (Russia)	1	FRI	31. 12.	16.21	27.0	65.00
The Count of Monte Christo I (France)	1	TUE	2. 3.	20.04	26.5	47.00
The Tank Battalion	1	TUE	14. 12.	20.33	26.1	52.00
The Emperor and the Drummer	1	FRI	24. 12.	19.30	25.8	42.00

Entertainment	Channel	Day	Date	Time	Rating (%)	Audience share (%)
Tee Tee TV Awards Ceremony	1	SAT	6. 2.	20.01	33.1	53.00
We Elect the King of Film Laughs	1	SAT	13. 11.	20.05	31.7	58.00
I Don't Dance with Politicians (12x)	1	SAT		20.05	28.5	51.76
Why Shouldn't We Have Fun	1	FRI	31. 12.	18.02	25.5	55.00
Donutil Made Us Laugh Again	1	SAT	6. 3.	20.01	25.3	46.00

Sport	Channel	Day	Date	Time	Rating (%)	Audience share (%)
The Great Pardubice Steeplechase	1	SUN	10. 10.	13.40	16.5	52.00
AC Sparta – FC Porto (football)	1	FRI	23. 11.	20.32	14.4	35.00
Scotland – Czech Republic (football)	2	WED	31. 3.	20.31	14.0	34.00
AC Sparta – Spartak Moscow (football)	2	WED	3. 11.	20.40	13.2	32.00
FC Barcelona – AC Sparta (football)	1	WED	8. 12.	20.30	13.2	33.00

Source: TAYLOR NELSON SOFRES – ATO

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 B.I.G. Prague (Business Information Group) 2000

Facts and Figures

Czech Television

Spring

2000

Twenty-four hours of public service a day on two channels* during the past calendar year:

7,441
 2,130
 4,004
 2,477
 2,119
 935

hours of first-run programming
 hours of news
 hours of drama programmes
 hours of current affairs
 hours of documentaries
 hours of sport

38.4%

of programmes accessible to the hearing impaired

72.2%

of total broadcasting hours for domestic programmes

62.7%

of European share in total broadcasting hours of foreign programmes



*24-hour service on ČT2 was introduced on 1 February 1999

Technical Equipment

Czech Television broadcasts on both of its channels 24 hours a day using terrestrial transmitters and satellite transmission in digital format (MPEG-2) over the Kopernikus satellite. The ČT1 and ČT2 signals are enriched by the following value-added services: teletext, closed-captioning, accompanying soundtrack in stereo – mono – duo and VPS code for controlling VHS home video recorders.

Programme production takes place in 11 studios ranging 65 – 700 m² in size, 2 news studios 75 – 140 m² in size, a virtual studio for producing current affairs and news programmes, a news studio

integrated into the central control room for broadcasting the main news programmes and a complex of facilities for post-production work and finishing of drama, current affairs and news programmes. Exterior production and news programmes are supported by ten 2- to 6-camera outside broadcast vans, 20 single-camera vans, over 30 reporting sets, a specialised super slow-motion facility for use at sports events, one wireless camera set, 2 SNG satellite vehicles, 10 regional news desks, 6 foreign news desks and satellite equipment for receiving and exchanging news programmes within the EBU, Reuters and APTV networks.

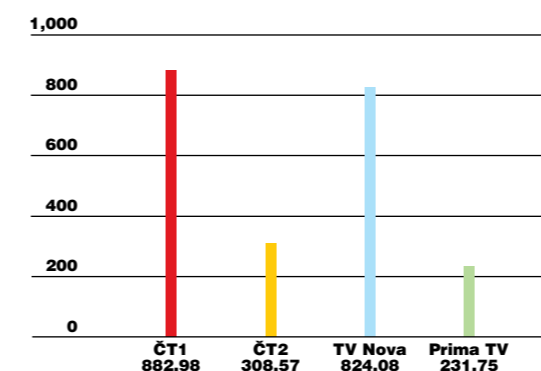
Expanded viewer services

Teletext has been part of Czech Television's broadcasting since its establishment in January 1992. Teletext on ČT1 exceeded 1,000 broadcast pages for the first time in 1996; currently, over 1,200 pages of teletext are available. New offerings since 1999 include The European Union and Us (information concerning the Czech Republic's integration into the EU), Computers and the Internet, Science and Technology, and Health. On ČT2, Czech Television broadcasts Teletext Express, which allows viewers to quickly look up important information on news, sports, weather forecasts and the upcoming programmes on ČT.

Internet Czech Television opened its official Internet home page 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 programmes, the web page 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.

Service for the hearing impaired In 1999, as in past years, Czech Television remained the only television station in the Czech media scene that provides, in the spirit of its mission, long-term service tailored to the needs of the hearing impaired viewer group. It did so through closed-captioning (**teletext page 888**), in-picture subtitles, programmes with simultaneous interpreting into sign language, and as much pictorial information as possible. ČT also broadcasts specialised teletext pages for the hard of hearing. An amendment to the Radio and Television Broadcasting Act passed in July, 1997, requires Czech Television to make at least 25% of the programmes it broadcasts accessible to the hard of hearing; Czech Television exceeds this requirement by a wide margin.

Teletext average weekly cumulative reach in 1999 (thousands of viewers)



Source: TAYLOR NELSON SOFRES – ATO

Number of programmes for the hearing impaired in 1999

	First showings	Repeats	Total	% of all programmes
Total number of programmes	13,154	15,215	28,369	100.0
Total number of programmes for the hearing impaired	4,529	6,352	10,881	38.4
Of which: teletext	3	3	6	–
closed-captioned	4,345	6,033	10,378	36.6
visible subtitles	180	314	494	1.7
without words	1	2	3	–

Source: ČT – Audience Research Department

Czech Television Basic Facts

Czech Television was established as of 1 January 1992 (Act 483/1991 on Czech Television). Under law, Czech Television's mission is to serve the public through the free and independent creation of television programmes and to broadcast such programmes over the entire territory of the Czech Republic.

Organisational structure (March 2000)

Advisory Bodies to Director General

- Board of Directors
- Finance Board
- Programme Finance Board
- Ethics Panel
- Civic Panel

Director General

- Television Studio Brno
- Television Studio Ostrava
- Programming Department
- News Department
- Sports Department
- Production Centre for Creative Programming
- Production Centre for Current Affairs and Documentaries
- Production Centre for Acquisitions
- Technical and Production Department
- Financial Department
- Legal Department
- Human Resources
- Secretariat of Director General

Financing

Czech Television is financed by television fees set forth by law (Act 252/1994 on Radio and Television Fees, as amended by Act 135/1997) and by business activities defined by law (Section 11 of Act 483/1991 on Czech Television).

Currently the television fee is CZK 75 per month and is collected through the Czech Post. Households pay only one television fee, while legal entities are required to pay one fee per television set.

Revenues and expenses in 1993 - 1999 (CZK millions)

	1993	1994	1995	1996	1997	1998	1999*
Total revenues	3,844.4	3,322.1	2,945.8	3,614.5	4,202.2	4,634.3	4,650.6**
Total expenses	3,338.9	3,168.1	3,170.9	3,477.6	3,856.6	4,582.1	4,583.4
Net revenue	505.5	154.0	-225.1	136.9	345.6	52.2	67.2**

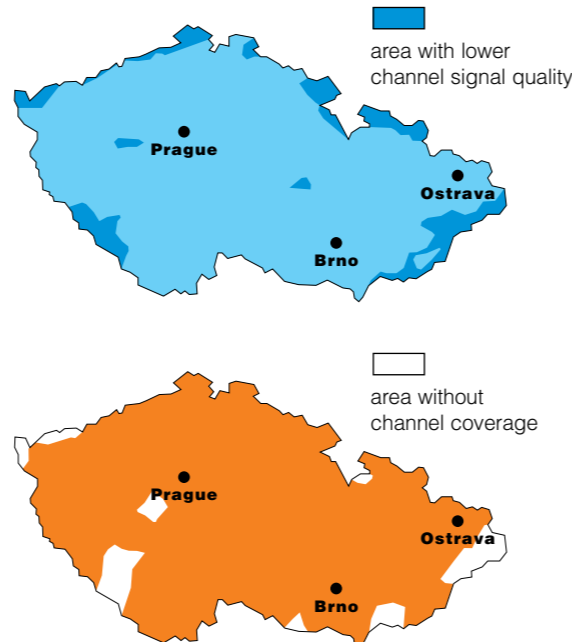
* preliminary ** less value of securities sold

Development of average number of employees in 1993 - 1999

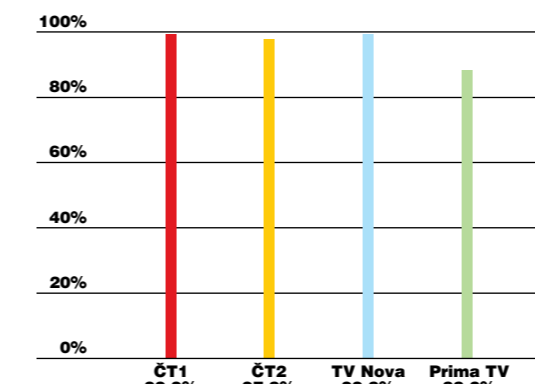
	1993	1994	1995	1996	1997	1998	1999
Average number of employees	4,039	3,919	3,564	3,234	3,170	3,087	2,892
Index	100	97	88	80	78	76	72

Broadcasting and programming

ČT1 and ČT2 channel coverage



Major TV channel penetration in the Czech Republic (end of 1999)



100% = 3,795,000 TV households
 Note: These numbers are an expression of viewers' opinions on signal quality. They are not based on objective technical measurements.

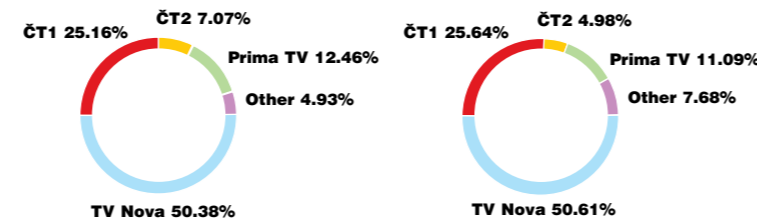
Source: SOFRES-FACTUM, s. r. o.

Average audience share in 1999

24 hours share

viewers over 15 years

viewers 4 - 14 years

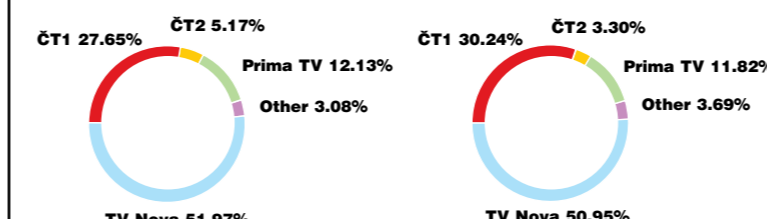


Source: TAYLOR NELSON SOFRES - ATO

7 - 10 p.m. share

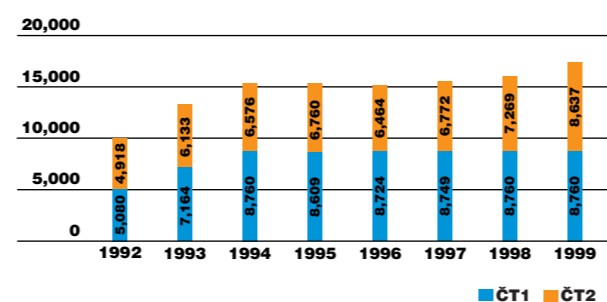
viewers over 15 years

viewers 4 - 14 years



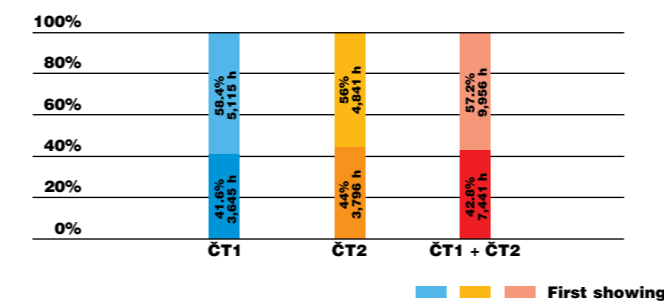
Source: TAYLOR NELSON SOFRES - ATO

Total hours of broadcasting 1992 - 1999



Source: ČT - Audience Research Department

First showings and repeats in 1999



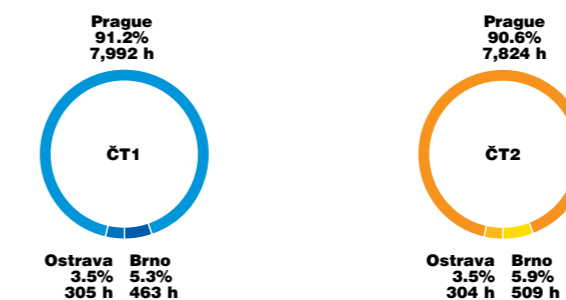
Source: ČT - Audience Research Department

Share of programme categories in 1999 (hours)

Category	ČT1			ČT2			ČT1 + ČT2	
	First showings	Repeats	Total	First showings	Repeats	Total	Total	%
Information	764	673	1,437	99	312	411	1,848	10.6
News	462	22	484	1,196	450	1,646	2,130	12.3
Current affairs	596	881	1,477	297	703	1,000	2,477	14.2
Documentary	191	445	636	619	864	1,483	2,119	12.2
Sport	13	91	104	735	96	831	935	5.4
Education	25	33	58	85	390	475	533	3.0
Awareness	11	78	89	105	219	324	413	2.4
Entertainment	417	318	735	76	245	321	1,056	6.1
Musical entertainment	184	362	546	126	293	419	965	5.5
Music	30	75	105	141	334	475	580	3.3
Drama	909	1,954	2,863	299	842	1,141	4,004	23.0
Literature	0	2	2	4	1	5	7	0.0
Religion	37	0	37	11	56	67	104	0.7
Supplementary	4	31	35	3	34	37	72	0.4
Advertising	2	150	152	0	2	2	154	0.9
Total	3,645	5,115	8,760	3,796	4,841	8,637	17,397	100.0

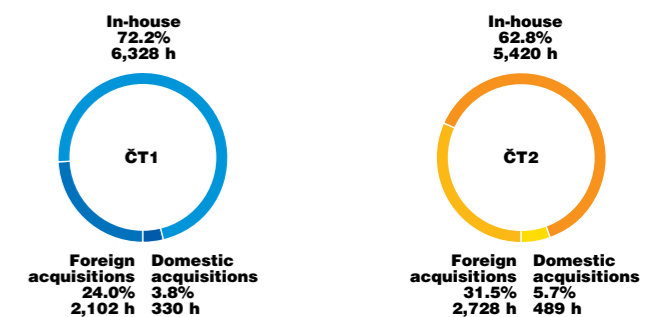
Source: ČT - Audience Research Department

Studio share in 1999



Source: ČT - Audience Research Department

Programme origin in 1999



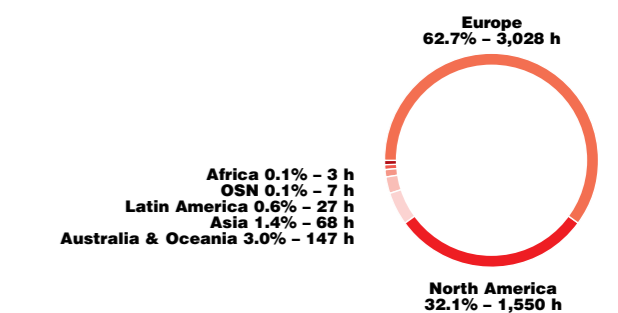
Source: ČT - Audience Research Department

Foreign acquisitions by country of origin in 1999 (share in hours)

Australia	143	Poland	52
Austria	47	Russia (CIS)	135
Canada	147	Slovakia	144
France	521	Spain	86
Germany	362	Sweden	18
Hungary	20	UK	933
China	5	USA	1,404
Italy	149	Euronews	393
Japan	47	Other	224

Source: ČT - Audience Research Department

Foreign acquisitions by region in 1999



Source: ČT - Audience Research Department