

# Czech Television in 2007

In 2007, Czech Television marks its 15<sup>th</sup> anniversary. Successor to Czechoslovak Television, Czech Television was created in 1992 upon the division of the then Czechoslovak Federative Republic.

In spite of the fact that two new commercial channels entered the media market after 1993, channels that received clear preferential treatment both on the advertising and broadcasting frequencies markets, Czech Television succeeded in keeping the attention of the public and further developing public service.

Every day, over 30% of those watching TV are tuned to Czech Television's broadcasting that offers daily 90 hours of programming on its four public channels CT1, CT2, CT24 and CT4SPORT. In total, over 32 thousand hours of programming per year!

Since July 2003, Czech Television has been managed by a team led by Director General Jiří Janeček. After six years of changes at top managerial levels, the new team has successfully stabilized the public medium, introduced standard systems of management and control and succeeded in achieving a balanced economic result after years of losses to the tune of hundreds of millions suffered between 2000 and 2003. The improved economic results were crucial in making the Czech Parliament decide to change the then existing law and enact a gradual growth of TV licence fees, starting October 2005. Together with these changes Czech Television has launched its regular digital broadcasting.

## **Digitization goes on**

Digitization of terrestrial television broadcasting in the Czech Republic was launched on 21 October 2005 when Czech Television, in cooperation with the joint stock company Radiokomunikace, started distributing the signal of its channels CT1, CT2 and CT24 within telecommunication network A using the DVB-T standard. This mixed multiplex was extended by CT4SPORT channel on 10 February 2006. At the beginning of 2007, Czech Television, in cooperation with the Czech Telecommunications Office, took decisive steps towards creating a purely public multiplex. This approach enables future access of other Czech broadcasters while protecting Czech Television from being dependent on actions of other entities or possible legislative changes. Within the framework of the switchover from analogue to digital terrestrial broadcasting Czech Television provide the public with informative support aimed at comprehensible mediating the necessary knowledge and understanding the basics of digital broadcasting. The information is available at [www.digict.cz](http://www.digict.cz)

## **CT1**

CT1 is a full-format channel that offers a rich programme mix for the majority viewer, including entertainment, drama and current affairs programming and punctuated with regular newscasts. Traditionally, the channel features children's programmes, transmissions of major cultural events, original cinematographic works, current affairs programmes and a wide range of entertainment programmes. Its signal is distributed in analogue form all over the Czech Republic and via satellite or terrestrial digital network in a number of regions.

## **CT2**

Conceived as a channel catering to more demanding clientele, CT2 features original and acquired documentaries, club movies from all over the world, different music genres and minority programming. The programme structure of CT2 is flexible enough to include major

sporting events. News, comment and analysis and discussion programmes have their firm place on the schedule too.

Detailed information on schedule and individual programmes is on CT web at [www.ceskatelevize.cz/program](http://www.ceskatelevize.cz/program)

### **CT24**

A new stage of digital television broadcasting in the Czech Republic was launched on 2 May 2005 when this first ever Czech purely news channel came into being.

The round-the-clock information service is built around main news bulletins at the top of each hour and roundups of highlights every 30 minutes. In cases of special events, live updates from the studio or location are flexibly inserted as required. CT24 is the fastest channel in the Czech Republic in breaking news, including detailed analyses, special information on politics, economy, culture and the European Union. The channel also gives more room to news from regions. Part and parcel of the schedule are thematic magazines and discussion programmes. The channel's interactive programme *Collateral Effects* gives room to viewers' comments on topical events.

Continuously updated news can be also found on the Internet portal [www.ct24.cz](http://www.ct24.cz) that only one year into its existence has become one of the most respected news servers.

CT24 provides a round-the-clock news service via digital terrestrial broadcasting, satellite distribution, cable networks of commercial distributors and the Internet. The channel is accessible to 18.4% of Czech homes, i.e. 742,000 households. Some 296,000 viewers over the age of 15 tune in each day, with considerably higher numbers in the case of special events, such as the flood in March 2006 or parliamentary elections.

Through its CT24 channel Czech Television realizes its long-term concept aimed at extending a quality continuous newscasting. In doing this, Czech Television relies on its team of seasoned professionals in Prague and the regions, on its network of foreign correspondents, on information sources home and abroad and, last but not least, on its quality technological base.

### **CT4 SPORT**

The dedicated sports channel CT4 SPORT marked its first anniversary on 10 February 2007. It provides room for a wide range of sports including those coverage of which was rather low-key in the past, such as golf, chess, badminton, bowling, etc. Since the beginning, the intention has been to highlight Czech sport or sporting events with Czech participation.

The new channel's endurance test was the Turin Winter Olympics. In between the Olympics, the channel focuses on live transmissions from domestic top and regional events as well as on news and live coverage of major European and world sporting events. Thus, our viewers can look forward to seeing transmissions from the 2010 World Football Championship held in South Africa, European Handball Championship held the same year, and the 2011 Winter Olympics or Ice Hockey Championship. Concerned about the plight of handicapped athletes and as part of its public remit, Czech Television's promotion of the Paralympics has become a tradition.

Available to 14.3% of Czech households, i.e. 576,000 homes, CT4 SPORT is daily watched by an average of 127,000 viewers aged over 15. The channel can be received via digital terrestrial broadcasting or digital satellite broadcasting as well as through some cable providers.

### **Programme diversity**

In 2006, Czech Television featured over 7,503 hours of premieres, i.e. 43% of the combined CT1 and CT2 airtime. In the same year the share of programmes earmarked for children grew 0.4% or 1812 hours compared to 2005, thus exceeding the 10% mark.

The statutory quotas for European works were largely exceeded both in 2005 and 2006 (by 27%). 2006 saw a drop of 2% in broadcasting of independent European programmes both on CT1 and CT2. The share of contemporary independent works rose almost 7% on CT1 and dropped 3.5% on CT2. Czech-made programmes maintained its 2005 level while Europe-made programmes saw a decrease of 1.5%. As for programme types, documentaries, drama and news programmes lost 1% each to the benefit of entertainment (+ 1%) and sports programmes (+ 2.5% CT as a whole and + 4.6% on CT2), a growth that can be attributed to transmitting major sports events, such as the Winter Olympics and the World Football Championship held in 2006.

Built around six time axes, our broadcasting schedule is constantly enhanced and extended with new programmes for children, documentaries, education programmes as well as programmes from our TV archives. Traditionally, original Czech serials maintain their position among the most popular programmes. Czech Television is the only nationwide channel that features classical music programmes and pays attention to cultural events and new books. Last but not least, Czech Television offers live transmissions of major cultural events, religious services and charity concerts.

Among the major events of the last three years were cultural educational project *The Greatest Czech*, documentary cycles, new entertainment formats and current affairs magazines as well as several talk shows featuring Czech public figures. Minority programming is part and parcel of our public remit.

The total of 386 prizes, of which 65 foreign, bestowed on Czech Television programmes - particularly documentaries - over the last three years bear witness to the quality of CT programme making. The awards include the prestigious Media Tenor Award for 2003 and 2004 in the category of TV news, Oscar Best Foreign Language Film nomination for *Želary* and *Divided We Fall*, the coveted Emmy Award of the National Academy of Television Arts and Sciences for a joint production of Czech Television, CBS TV, Polish Television and ZDF entitled *Holocaust – a Musical Memorial Film from Auschwitz*.

## **Successful programme projects**

By its poll to find the greatest figure of our history entitled ***The Greatest Czech*** Czech Television triggered a lively discussion about people who made our history, past and present, about their importance for society and about values we cherish. In the end, the viewers elected Emperor Charles IV as the greatest of them all. The dance competition *Star Dance...Strictly Come Dancing* proved very popular too, with eight competition evenings watched by the total of 6,830,000 viewers, i.e. 79.8% viewers aged over 15.

## **Regional broadcasting**

Czech Television is a nationwide broadcaster. The share of regional television studios in the broadcasting of nationwide broadcasting circuits has increased considerably over the past years. It is more than five-fold that Czech Television exceeds the statutory quota of 25 minutes of daily independent regional broadcasting of news and current affairs. In 2005 and 2006 Czech Television broadcast an average of 125 minutes/day on regional circuits. These regional transmissions included regional *Bedtime Stories*, news bulletins *One Week in Regions* and *Good Morning from Moravia and Silesia*.

The Brno Studio, an important part of Czech Television in the field of programme making and newscasting, marked its 45<sup>th</sup> anniversary last year. It currently consists of two Centres and two News Departments. Besides popular entertainment and competition programmes the Studio produces fairy tales, serials, films, documentaries and music and religious programmes. The Studio's share of news programmes has grown considerably with the onset of digitization. Also sports programmes and live transmissions are on the rise.

The Ostrava Studio marked its 50<sup>th</sup> birthday in 2005. The Studio's three Centres and News Department cover Northern Moravia and Silesia and the districts of Zlín and Olomouc. The Olomouc regional news studio was launched at the beginning of 2006. Among the most popular programmes produced in the Ostrava Studio are entertainment programmes, children and youth programmes and the pop and rock chart *Medusa*. The Studio also participates in film and serial production.

### **Wide-ranging service to the public**

Czech Television is renowned for its special services to viewers. The share of programmes adapted for the hard of hearing is growing steadily. In 2006, 74.3% of Czech Television programmes were broadcast with hidden or open captions or with simultaneous interpreting into sign language, a figure well above the statutory quota of 70%.

Czech Television's Teletext and Internet broadcasting has seen fast growth over the last few years. Our Internet pages provide rich and clear information and growing possibilities of individual choice and interactivity. According to NetMonitor, Czech Television's web pages are the most visited among all servers of Czech TV channels. Several times in a row the pages topped the list of corporate webs within the project WebTop100.

CT Teletext offers over 1,500 pages of news and a host of other information, including sports, weather and CT schedule. CT Teletext can be received via TV receivers, the Internet, SMS messages or the WAP mobile technology.

### **CT as a producer of cinematographic films**

A major supporter of Czech cinematography, Czech Television has participated in the production of over 175 films since 1992.

Among award winning CT coproductions are: *Divided We Fall* (director Jan Hřebejk), *Želary* (director Ondřej Trojan), *Something Called Happiness* (director and scriptwriter Bohdan Sláma), *Beauty in Trouble* (director Jan Hřebejk), *Red Indian and Nurse* (director Dan Włodarczyk), *The Goblin* (director Tomáš Vorel), *A Piece of Heaven* (director Petr Nikolaev), *The Sun State* (director Martin Šulík), *Doblba* (director Petr Vachler), *The Power of Good – Nicholas Winton* (director Matej Mináč) and *The Chronicle of the Town Šutky* (director Alexander Manič).

### **CT and the public sector**

Czech Television is naturally involved in public benefit activities. One of the basic forms of our systematic support to the non-profit sector is providing airtime for enlightenment, fund raising and non-commercial TV spot campaigns. In average, Czech Television broadcasts some 20 minutes of spots for non-profit organizations per week or three to four projects per month free of charge.

Czech Television is media partner to a host of festival and cultural projects, such as the international film festivals in Karlovy Vary and Zlín, Prague Spring music festival or One World, a documentary festival of films on human rights.

The fundraiser *Help the Children* is a charity project of Czech Television and the Fund for the Development of Civic Society. The beneficiaries are vulnerable children and disadvantaged young people up to the age of 18. Over the nine years of its existence, the fundraiser has distributed over CZK 100 million. According to a regular poll of the STEM agency, Help the Children is the best known fundraiser in the Czech Republic with 85% of respondents having heard about it.

Czech Television's oldest charity project is *Advent Concerts*, a regular pre-Christmas programme. Over 16 years, the project has contributed more than CZK 104 million towards alleviating the plight of physically and mentally handicapped people as well as those socially deprived.

### **CT - a responsible manager of its assets and a business entity**

Operating under a special law, Czech Television is not financed from the state budget, but from TV licence fees (some 73% of its total incomes) and business operations linked to programme making and broadcasting. Under the Czech Television Act, such activities are a supplementary source of income, made up primarily by revenues from broadcasting commercials and sponsored programmes, sales of services and rights, teleshopping, teletext and programme production. Czech Television's own publishing department, Edice České televize, makes available popular TV programmes in the form of books, audio recordings and DVDs.

Czech Television's E-Shop at [www.ceskatelevize.cz/eshop](http://www.ceskatelevize.cz/eshop) offers a wide range of books, DVD, CDs and WHS cassettes, toys and gifts.

### **CT in Europe and beyond**

Czech Television is an active member of the European Broadcasting Union (EBU) and eight other international organizations (EDN, IFTA, CIRCUM, EGTA, IMZ, PBI, Prix Italia, EuroNews and BFA). Czech Television's international television festival Golden Prague, established in 1964, is a prestigious, world-renowned platform, a meeting place of makers of music and dance programmes. The recently created External Relations Department is involved in gathering information about the development on the international television market in the fields of programming, technology and legislation. CT has successfully joined international programme production projects, is active in looking for and participating in European Union projects and in developing bilateral cooperation with public televisions in neighbouring countries. CT is interested in coproductions as they are an important source of programmes and a means to realize new, demanding projects. Czech Television sells rights for its programmes all over the world through its Telexport department.