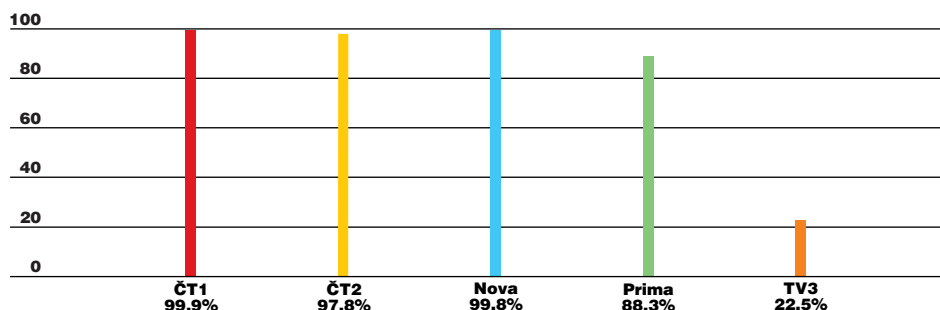


Penetration of the Major TV Channels in the Czech Republic (Autumn 2000)



Note: These figures express audience opinion of which signals are reasonably accessible and are not based on objective technical measurements.

100% of TV households = 3,795,000

Source: TAYLOR NELSON SOFRES – ATO

Most Successful Czech Television Programmes (1st – 3rd Quarter of 2000)

Programme	Channel	Day	Date	Time	Rating (%)	Adults		Men		Women	
						Rating (%)	Audience share (%)	Rating (%)	Audience share (%)	Rating (%)	Audience share (%)
Regular news programmes											
Events (273x)	1	MON – SUN	–	19.15	13.8	36.58	14.2	41.53	13.5	33.05	
Current affairs series on ČT1											
Recipes for the House and Garden (20x)	1	SUN	–	12.35	11.4	48.40	9.8	41.85	12.9	54.75	
Current affairs series on ČT2											
Snowing (5x)	2	TUE	–	21.50	1.7	5.81	1.6	5.81	1.8	5.81	
Documentaries on ČT1 (running time of 20 minutes or more)											
The Well in "Thirty Returns"	1	THU	6. 4.	21.28	15.9	37.00	15.2	38.00	16.5	36.00	
Documentaries on ČT2 (running time of 20 minutes or more)											
The High Stakes of the Russian Mafia	2	TUE	11. 1.	20.00	6.5	13.00	7.1	15.00	6.0	11.00	
Drama series											
Hotel Herbich (13x)	1	MON	–	20.04	24.3	44.77	19.4	40.23	28.8	47.93	
Feature films											
Daddy's Got to Go to Reform School	1	FRI	8. 9.	20.31	29.4	63.00	23.5	60.00	34.9	66.00	
One-off dramas (running time of 30 minutes or more)											
Mrs Piper Intervenes	1	SUN	13. 2.	20.04	21.3	37.00	17.8	34.00	24.5	40.00	
Entertainment series											
I Don't Dance with Politicians (7x)	1	SAT	–	20.03	21.5	43.78	20.0	44.76	22.9	43.07	
One-off entertainment programmes											
TeeTee Awards Ceremony	1	SAT	12. 2.	20.02	32.5	57.00	26.9	53.00	37.7	60.00	
Sports broadcasts											
Euro 2000, football – group match: Czech Republic – Netherlands	1	SUN	11. 6.	20.38	24.2	54.00	34.3	73.00	14.1	35.00	

Source: TAYLOR NELSON SOFRES – ATO

Contact

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Television Studio Ostrava: Dvořákova 18, 729 20 Ostrava, Czech Republic, tel. (+420 69) 6201 111
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October 2000

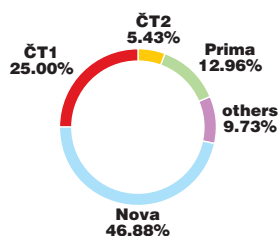
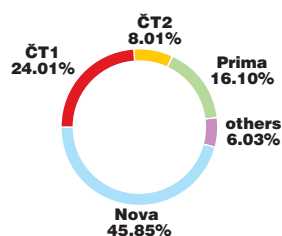
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Average Share of Czech Television in Viewing Figures (1st - 3rd Quarter of 2000)

24-Hour Share

viewers aged 15 or over

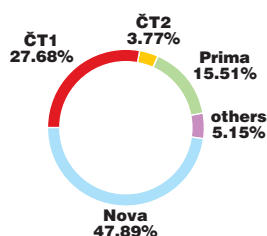
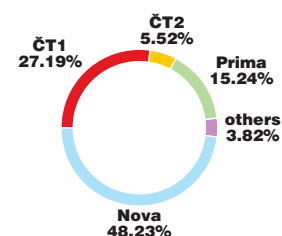
viewers aged 4 - 14



Share in Prime Time (7 p.m. - 10 p.m.)

viewers aged 15 or over

viewers aged 4 - 14



Source: TAYLOR NELSON SOFRES - ATO

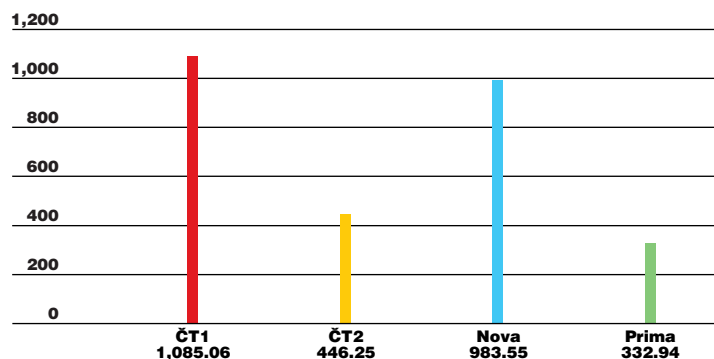
Expanded Viewer Services

Teletext has been part of Czech Television broadcasting ever since the organization was founded in January 1992. Today it is focusing on improving its current scope, which is leading to a stable rise in reader numbers, and Teletext ČT continues to enjoy the highest viewing figures of all the Czech teletext services.

Services for the hard of hearing The amendment to the Radio and Television Broadcasting Act, which came into force in July 1997, stipulates that Czech Television must make 25% of the programmes it broadcasts available to the hard of hearing - Czech Television is proud to go far beyond this quota.

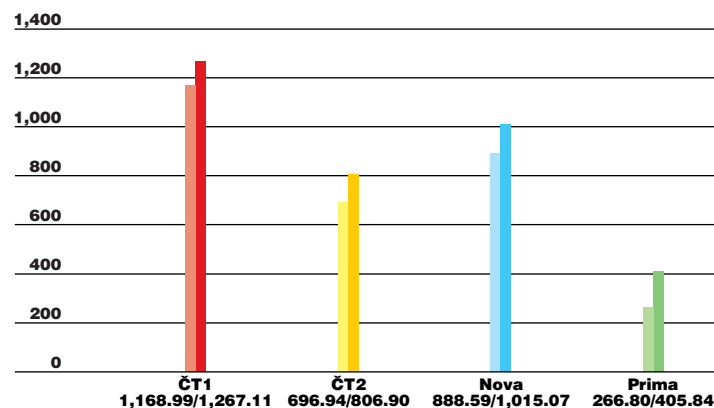
Internet The foundations of Czech Television's presentation on the World Wide Web were laid on 1 October 1996 at www.czech-tv.cz. In September 1998 the website was expanded considerably, and is constantly being developed. Today Czech Television's site offers diverse information on the institution, a daily news service as Internet broadcasting, a comprehensive information service on programmes and current events at Czech Television as well as clips from programmes and, of course, interactive contact. The Czech Television Council's own autonomous pages can also be found at the ČT website.

Average Weekly Cumulative Teletext Viewing Figures ('000) (1st - 3rd Quarter of 2000)



Source: TAYLOR NELSON SOFRES - ATO

Weekly Cumulative Teletext Viewing Figures During the Sydney Olympics ('000)



Source: TAYLOR NELSON SOFRES - ATO

week 39/week 40

Number of Programmes for the Hard of Hearing (1st - 3rd Quarter of 2000)

	First screenings	Repeats	Total	% of all broadcast programmes
ČT1 + ČT2				
Programmes broadcast	10,218	11,842	22,060	100.0
Programmes for the hard of hearing	3,446	4,812	8,258	37.4
of which: teletext	-	-	-	-
closed-captioned	3,313	4,595	7,908	35.8
on-screen subtitles	132	215	347	1.6
without words	1	2	3	-

Source: ČT - Analysis of Programme and Audience

Basic Facts
Financial Summary
Most Successful Programmes
Olympic Viewing Figures
Audience Share
Expanded Viewer Services



Czech Television Basic Facts

Establishment

Established on 1 January 1992 by Act No. 483/1991, the Czech Television Act, as amended by Act Nos. 36/1993, 253/1994, and 301/1995

Mission

To provide a public service by freely and independently making and broadcasting programmes throughout the Czech Republic

Statutory Body

The Director-General, appointed by the Czech Television Council for a six-year term of office. Current Director-General: Dušan Chmelíček (since 1 February 2000)

Supervisory Body

The nine-member Czech Television Council, elected by the Chamber of Deputies of the Czech Parliament for a five-year term of office; the third council has been in session since 21 April 2000; members: Miroslav Mareš (Chairman), Václav Erben (First Deputy Chairman), Pavel Kabzan (Second Deputy Chairman), Jana Dědečková, Petr Hájek, Jiří Kratochvíl, Marcella Marboe-Hrabincová, František Mikš, Miloš Rejchrt

Organization Structure (October 2000)



Funding

A TV licence fee set by law (Act No. 252/1994, the Radio and Television Licences Act, as amended by Act No. 135/1997) and business activities as defined by law (section 11 of Act No. 483/1991, the Czech Television Act)

TV Licence Fee

CZK 75 per month, collected through the Czech Post Office; households pay a single licence fee, corporations pay per television set

Revenues and Expenses 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	4,665.5*
Total expenses	3,338.9	3,168.1	3,170.9	3,477.6	3,856.6	4,582.1	4,564.9*
Net income	505.5	154.0	-225.1	136.9	345.6	52.2	100.6

* not including the value of securities sold

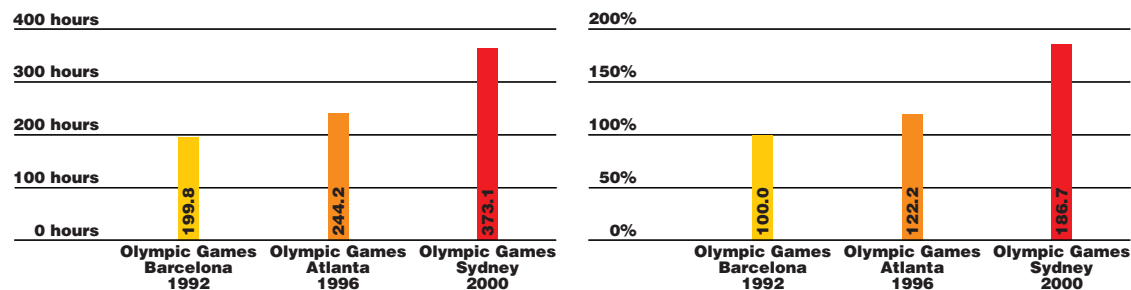
Technical Information

Czech Television broadcasts on both its channels 24 hours a day, either by terrestrial transmission or MPEG-2 satellite distribution via the Kopernikus satellite. The ČT1 and ČT2 signals are complemented with further services: teletext, closed captioning, stereo-mono-duo sound, and VPS codes for home VHS player control.

Czech Television's Olympic Broadcasting

Volume of Olympic Broadcasting on Czech Television Channels

The 27th Summer Olympics, held in Sydney between 15 September and 1 October 2000, were Czech Television's third summer games.



Source: ČT – Analysis of Programme and Audience

The volume of Czech Television's full-day Olympic broadcasting from Sydney was between eight and nine times the time that average adults usually spend watching television in the Czech Republic at the end of September and beginning of July. Special events like the Olympics can double this average. The percentage of viewers who chose to watch events in Sydney at least once went up as every day passed.

Sydney: Reach of Olympic Broadcasting (%)

Day	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Date	15. 9.	16. 9.	17. 9.	18. 9.	19. 9.	20. 9.	21. 9.	22. 9.	23. 9.	24. 9.	25. 9.	26. 9.	27. 9.	28. 9.	29. 9.	30. 9.	1. 10.
Adults	26.7	47.6	60.9	66.8	70.7	73.8	76.2	77.8	79.9	81.6	82.3	83.3	84.3	85.1	85.5	86.0	86.7
Men	30.0	53.1	66.9	73.5	77.1	79.3	81.6	82.3	83.7	85.3	85.9	86.6	87.7	88.3	89.0	89.2	89.8
Women	23.7	42.5	55.3	60.6	64.8	68.6	71.2	73.5	76.4	78.1	79.0	80.2	81.2	82.1	82.4	83.1	83.9
Children 4-14	20.5	42.0	52.3	57.0	62.0	65.0	68.5	69.9	72.1	72.8	73.5	75.8	76.7	78.6	80.4	82.6	83.6

Note: Adults 15+: 100% = 8,409,000; Men 15+: 100% = 4,042,000; Women 15+: 100% = 4,367,000; Children 4-14: 100% = 1,426,000.

Source: TAYLOR NELSON SOFRES – ATO

Olympic broadcasting attracted a fair proportion of the Czech population, as demonstrated by the average viewing figures for the Olympic programmes as a whole: of the total 373 hours, every minute was watched by an average of 263,000 viewers aged four years up. In total, 36.5 million viewers above the age of four tuned in to Czech Television's Olympic broadcasting.

Sydney: Audience Response Distribution During the Day (16 September – 1 October)

Time slot	Adults		Men		Women	
	Viewers ('000)	Audience share (%)	Viewers ('000)	Audience share (%)	Viewers ('000)	Audience share (%)
6:00 – 8:00	120	50.26	82	61.07	39	36.54
8:00 – 10:00	227	41.34	147	52.40	80	29.84
10:00 – 12:00	390	43.47	246	59.25	144	29.84
12:00 – 14:00	453	38.56	252	53.42	161	25.61
14:00 – 16:00	272	26.40	171	37.18	101	17.68
16:00 – 18:00	277	20.81	174	29.20	103	14.01
18:00 – 20:00	316	11.28	197	16.46	120	7.44
20:00 – 22:00	311	7.80	195	10.96	116	5.26
22:00 – 24:00	228	11.49	150	15.42	78	7.72
24:00 – 2:00	120	24.80	89	28.97	31	17.67
2:00 – 4:00	49	41.59	43	47.08	6	20.98
4:00 – 6:00	50	61.17	44	67.97	6	35.86
Daily average	234	19.16	152	26.74	82	12.55

Source: TAYLOR NELSON SOFRES – ATO

The immense volume of Olympic broadcasting and the time difference between Prague and Sydney placed high demands on programming method, which tried to respect the progress of the different Olympic disciplines and the performance of Czech women and men. The result was an Olympic Studio that combined live broadcasts and highlights of Olympic events, with input from the studio in Prague and regular summaries. Besides the high viewing figures and the audience shares, viewer satisfaction is also worth mentioning.

Sydney: Adult Response to Live Broadcasts and Recordings of Different Sports

Sport/game	Adults 15+			Men 15+			Women 15+		
	Viewers ('000)	Share (%)	Satisfaction coefficient	Viewers ('000)	Share (%)	Satisfaction coefficient	Viewers ('000)	Share (%)	Satisfaction coefficient
Athletics	325	43.97	8.4	210	56.67	8.2	115	27.31	8.7
Badminton	148	30.95	8.1	95	43.34	8.2	53	19.83	8.0
Basketball	143	43.36	8.0	103	54.16	8.5	39	25.49	7.5
Beach volleyball	106	39.00	8.2	75	45.06	7.9	32	29.79	8.5
Boxing	213	31.83	8.1	145	43.52	8.3	68	20.25	7.8
Canoeing	137	23.62	7.5	90	26.14	6.8	48	20.13	8.1
Diving	191	34.51	8.3	114	41.38	8.0	77	21.58	8.5
Equestrian	137	31.30	8.2	95	38.05	8.0	42	17.92	8.4
Fencing	153	32.00	7.7	109	58.00	7.2	44	17.00	8.3
Football	237	28.18	7.7	175	44.30	7.9	62	12.31	7.4
Gymnastics	230	36.65	8.4	127	43.62	8.2	104	31.14	8.6
Handball	380	44.61	8.2	233	53.79	8.3	147	32.84	8.0
Judo	302	28.54	7.9	188	44.36	8.0	114	18.57	7.8
Modern gymnastics	215	21.74	8.1	121	26.95	7.9	94	16.68	8.2
Mountain-biking	35	36.38	7.9	33	41.47	8.4	2	7.69	7.3
Road cycling	98	57.09	7.9	82	66.15	8.0	16	34.29	7.8
Rowing	158	21.19	8.1	106	25.27	7.9	53	15.73	8.3
Shooting	89	46.71	7.9	66	52.87	7.8	23	29.92	8.1
Swimming	243	40.40	8.1	158	55.58	8.1	85	27.59	8.1
Synchronized swimming	202	28.24	8.2	124	37.48	8.3	78	19.88	8.1
Table tennis	275	25.72	7.8	182	39.15	7.7	94	15.57	7.9
Tennis	77	44.34	7.2	61	52.53	7.6	16	20.38	7.9
Track cycling	274	32.89	7.6	182	48.75	8.3	92	20.73	7.0
Trampoline	262	23.33	8.2	160	32.00	7.9	103	15.67	8.4
Triathlon	92	28.94	8.2	76	32.38	8.7	17	19.08	7.5
Volleyball	164	41.25	8.4	121	51.75	8.1	43	27.32	8.7
Water slalom	145	59.17	8.7	94	68.23	8.5	51	44.93	8.9
Weightlifting	183	42.29	8.1	134	57.96	8.6	49	22.50	7.4
Wrestling	177	27.85	8.2	116	38.39	8.5	61	19.50	7.8

Note: The satisfaction coefficient (ranging from +10 to -10) is calculated on the basis of questionnaire outputs in the sociological research programme, which is conducted weekly by Analysis of Programme and Audience.

Source: TAYLOR NELSON SOFRES – ATO + ČT Analysis of Programme and Audience

Sydney: Adult Response to Broadcasts of Regular Summary Programmes

Summary programme	Adults 15+			Men 15+			Women 15+		
	Viewers ('000)	Share (%)	Satisfaction coefficient	Viewers ('000)	Share (%)	Satisfaction coefficient	Viewers ('000)	Share (%)	Satisfaction coefficient
Rapid Review	289	23.39	8.1	182	31.65	7.8	107	15.94	8.7
Czechs in Action	431	19.74	7.9	270	29.92	7.6	161	12.58	8.4
Czech Olympians	307	27.02	8.0	184	36.07	7.6	123	19.69	8.6
Harking Back to Medals	279	12.10	8.2	162	15.54	7.9	117	9.50	8.6
Olympic Personalities	240	12.40	8.6	153	15.78	8.3	86	8.22	9.7
Olympic Midnight	150	14.69	9.4	89	15.95	9.4	60	13.06	9.4
Postcard from Sydney	346	13.84	8.6	207	20.60	8.2	139	9.42	9.0

Source: TAYLOR NELSON SOFRES – ATO + ČT Analysis of Programme and Audience

Top Ten Olympic Sports

highest viewing figures

Rank	Sydney	Atlanta
1	Athletics	Athletics
2	Gymnastics	Water slalom
3	Swimming	Tennis
4	Beach volleyball	Rowing
5	Football	Canoeing
6	Water slalom	Basketball
7	Track cycling	Beach volleyball
8	Boxing	Football
9	Handball	Weightlifting
10	Judo	Swimming

Note: The sports with the highest viewing figures are ranked according to the greatest multiples of running time and average viewing.
Source: TAYLOR NELSON SOFRES – ATO + ČT Analysis of Programme and Audience

greatest satisfaction

Rank	Sydney	Atlanta
1	Athletics	Canoeing
2	Water slalom	Athletics
3	Gymnastics	Water slalom
4	Swimming	Tennis
5	Boxing	Basketball
6	Beach volleyball	Football
7	Basketball	Table Tennis
8	Triathlon	Modern gymnastics
9	Volleyball	Synchronized swimming
10	Handball	Gymnastics

Note: The sports with the greatest satisfaction are ranked according to the greatest multiples of running time and satisfaction coefficient.
Source: TAYLOR NELSON SOFRES – ATO + ČT Analysis of Programme and Audience