

Facts & Figures

CZECH TELEVISION



ČESKÁ TELEVIZE

Continuous 24-hour broadcasting on ČT1 and ČT2 in 2003:

- ▶ **7,148 hours** of first screenings
 - ▶ **3,432 hours** of news
 - ▶ **2,170 hours** of current affairs
 - ▶ **2,123 hours** of documentaries
 - ▶ **4,138 hours** of drama
 - ▶ **1,248 hours** of entertainment
 - ▶ **1,194 hours** of dance and music programmes
 - ▶ **1,203 hours** of sports
 - ▶ **1,583 hours** of programmes targeted at children
 - ▶ **26 minutes** of regional news and current affairs in daily average
-
- ▶ **70.8%** of programmes accessible to the hard of hearing
 - ▶ **71.2%** of Czech Television's own programmes
 - ▶ **81.8%** of European works on ČT1
 - ▶ **88.8%** of European works on ČT2

Czech Republic – television facts

Total TV households¹ 3,735,000

Number of registered television sets²

• Individuals ³	3,090,942
• Corporations and self-employed	177,069
• Licence fee payers registered directly at ČT	3,692
Total	3,271,703

Households with adequate reception of the TV signal¹

- Public service television
- ČT1 3,730,000, i.e. 99.9%
 - ČT2 3,685,000, i.e. 98.7%
- Commercial television
- TV Nova 3,722,000, i.e. 99.7%
 - Prima TV 3,515,000, i.e. 94.1%

Households according to the type of reception of the TV signal¹

- terrestrial 3,303,000, i.e. 88.4%
- satellite 331,000, i.e. 8.9%
- cable 720,000, i.e. 19.3%

Average daily time spent watching television⁴

- viewers aged 15 and over 214 minutes, of which Czech Television 63 minutes
- men 197 minutes, of which Czech Television 62 minutes
- women 231 minutes, of which Czech Television 65 minutes
- viewers aged 4 to 14 132 minutes, of which Czech Television 41 minutes

¹ Source: ATO – Mediaresearch.

² At Dec. 31, 2003.

³ Without users exempt from the payment of the licence fee.

⁴ Source: TN Sofres – ATO – Mediaresearch.

Czech Television

*Czech
Television –
a public
service
broadcaster*

Inception 1 January 1992 under the Czech Television Act as a **public service television**

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

Supervisory body The Czech Television Council (15 members), elected by the Chamber of Deputies of the Czech Parliament for a six-year period, with one third of the members being replaced each year

Organisational units Czech Television Prague, Brno Television Studio, Ostrava Television Studio

Number of employees 2,746 employees at 31 December 2003 (67.5% compared to 1993 – the beginning of Czech Television broadcasting in the independent Czech Republic); the number should be further reduced to 2,523 at 31 December 2004 (62%)

Programme full-format television

Broadcasting two nation-wide channels ČT1 and ČT2, Czech Television Teletext and Teletext Express, on-line on www.czech-tv.cz

- 24 hours a day, terrestrial and satellite (in digital form MPEG-2 via the Eurobird1 satellite)
- since 1 May 2003 a new broadcasting standard – stereophonic sound mode
- additional services – double channel transmitted sound (DUAL), Teletext, closed captioning, VPS code

Public benefit activities media partnership and support, in 2004 primarily the following events and projects:

- Prague Spring International Music Festival
- Karlovy Vary International Film Festival
- Czech Olympic Team
- Czech Paralympic Team
- Help the Children! – collection project
- People in Need – Czech Television Foundation

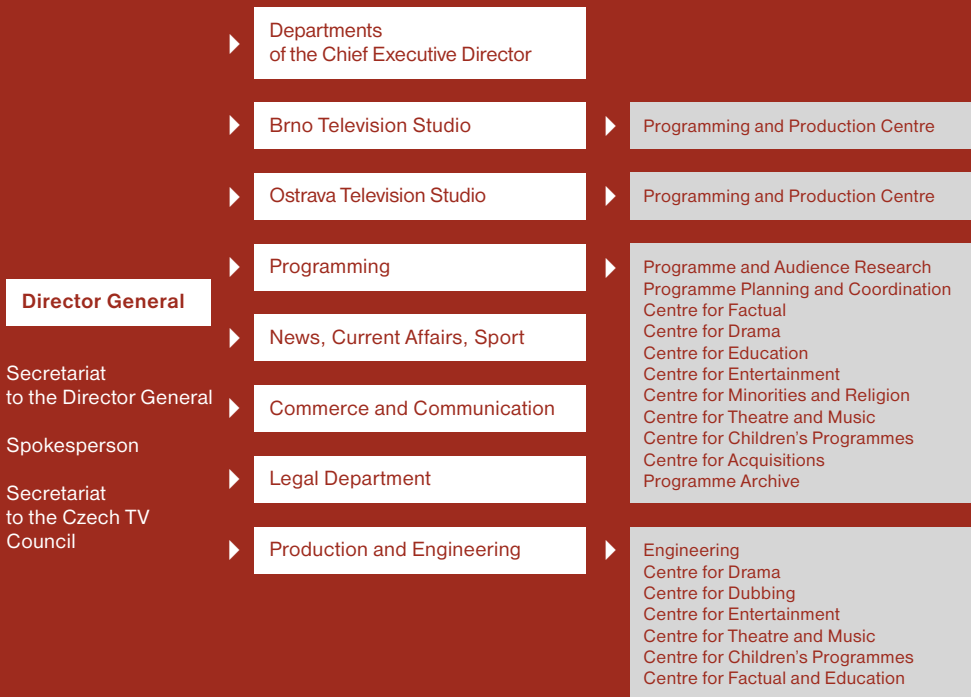
Organiser

- Golden Prague International Television Festival



**Facts
Figures**

Organisational structure – February 2004



Programming

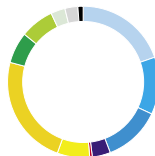
Czech Television – 49 hours of daily programme offer

Total broadcasting time of ČT1 and ČT2 in 2003 – 17,520 hours

The total volume of broadcasting time is the simple sum of the yearly broadcasting hours of ČT1 and ČT2 (both 24-hour channels), with an equal annual share of 8,760 broadcasting hours for each. In this respect, the volume of broadcasting time cannot be extended anymore, but the volume of the programme offer is higher by approximately 312 hours a year, due to simultaneous regional broadcasting.

Share of programme types in Czech Television broadcasting in 2003

News	3,432	19.6	■
Current affairs	2,170	12.4	■
Documentaries	2,123	12.1	■
Education	677	3.9	■
Religion	113	0.6	■
Sport	1,203	6.9	■
Drama	4,138	23.6	■
Music	1,194	6.8	■
Entertainment	1,248	7.1	■
Non-commercial promotions, supplements	547	3.1	■
Teleshopping	502	2.9	■
Advertising	173	1.0	■



programme type • hours • %

Programmes for the hard of hearing in 2003

22,714 programmes, i.e. 70.8% of all broadcast programmes of which: closed captioning 19,335, i.e. 60.3% on-screen captioning (subtitles) 943, i.e. 2.9% no words 1,931, i.e. 6.0% sign language 505, i.e. 1.6%

Source: ČT – Programming and Audience Research.

**Facts
Figures**

Share of programmes according to origin in Czech TV broadcasting in 2003

Czech Television's own programming

• In-house productions	10,313	58.9
• Commissions	1,405	8.0
• Co-productions	760	4.3
Own programming total	12,478	71.2

Acquisitions

• Domestic purchases	640	3.7
• Foreign purchases	4,026	23.0
• Foreign exchange	370	2.1
Acquisitions total	5,036	28.8

Other 6 0

hours • %

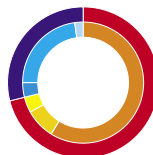
Source: ČT – Programming and Audience Research.

Volume of European works in ČT broadcasting in 2003

ČT1 5,475.9 hours, i.e. 81.8% of the defined broadcasting time

ČT2 4,835.9 hours, i.e. 88.8% of the defined broadcasting time

The legal requirement for the minimum volume of European works to be broadcast is a majority proportion of the broadcasting time on each channel. This broadcasting time, however, does not include news, sports, games, teletext, advertising, teleshopping, sponsor messages and programme presentation. European works in this case also include works made in the Czech Republic.



www.czech-tv.cz

The Czech TV website – easy to use multiple options for individual choice and interactivity

The title page contains basic programming information for viewers, the upper bar contains references to sub-topics (Czech Television programmes, News, All about Czech Television, Czech Television Council, Press service, Catalogue, Programmes A–Z). The new elements include the presentation of the Czech Television programme schedule, including the option to make a schedule of your own, to comment and evaluate the programmes and to order the sending of an e-mail or SMS message informing the viewer of the broadcasting of a particular programme. Under the “Archives” heading, the visitors may look up information on programmes broadcast since 2000, including advanced search options (the name of the director, the names of actors etc.), with the option of using filters where needed (programmes according to genre, origin, technical parameters etc.)

English pages offer basic information about Czech Television, including brief overview of its history, basic internal documents – the Statute of Czech Television and the Czech Television Code, as well as other publications on the activities of Czech Television. Visitors interested in buying Czech Television products may look in the catalogue of more than 300 titles offered for sale. The pages dedicated to the Golden Prague International Television Festival can be used not only to obtain information about the festival and its forthcoming 41st year, but also to register competing programmes and festival participants.

Interest in the Czech Television website in 2003

(yearly average)

Number of pages displayed – 3,327,744

Number of visits – 401,636

Source: <http://www.czech-tv.cz/www/>

In October 2003, the web pages of Czech Television dedicated to the fairy tale Devil Knows Why (www.certviproz.cz) were short-listed as one of the top ten candidates for the prestigious award PRIX EUROPA EXPLORATION – Internet Fiction 2003. The pages attracted attention by their poetic design and playfulness, but also by clarity and comprehensiveness of content in relation to children.



Facts
Figures

Viewers

Two sources of viewer response – research on viewer satisfaction and electronic measurement

The research on viewer satisfaction involves a regular collection of data on viewer satisfaction with the offer of all Czech nation-wide TV channels. The research is done by means of questionnaire surveys on the panel of 750 respondents, a representative cross-section of the adult population of the Czech Republic. The collected data are then processed to produce a “coefficient of viewer satisfaction” with Czech Television programmes in a scale from +10 to -10.

A selection of programmes with highest viewer satisfaction in 2003

Davis Cup: Czech Republic-Russia 2 (sport)	ČT2	6.0	10.0
The Profile of Martin Koukal (profile)	ČT2	5.3	10.0
Living with Wolves (documentary)	ČT2	4.4	9.8
Masterpieces in Czech Collections (documentary)	ČT1	6.7	9.6
City Slickers (documentary, Netherlands)	ČT2	3.1	9.4
Daddy's Got to Go to Reform School (film)	ČT1	28.0	9.1
Blue Planet (education programme, United Kingdom)	ČT2	3.4	9.1
The Otter Baby (children's bed-time story)	ČT1	10.0	9.0
Friends VIII (U.S. series, 22 nd episode)	ČT1	5.2	9.0
Ducháček Will Arrange It (film)	ČT2	4.8	9.0
BBC Television: Window on the World (documentary, United Kingdom)	ČT2	3.6	9.0
Between a Star and a Crescent (documentary)	ČT2	3.2	9.0
In Search of Time Lost (documentary)	ČT1	6.3	8.9
Frozen Spring: The Night of Normalisation (documentary)	ČT2	3.7	8.9
Life at Look-out Towers (documentary)	ČT1	7.2	8.8
AZ-Quiz (knowledge quiz)	ČT1	5.1	8.8

programme • channel • ratings • satisfaction

Source: ČT – Programming and Audience Research – ATO – Mediaresearch.

Electronic measurement of viewing figures is provided to Czech Television, member of the Association of Television Organisations, by Mediaresearch. The measurement is carried out in a minimum of 1,300 households, which make up a representative cross-section of Czech population aged 4 and older. The electronic readings produce a range of data, such as TV ratings figures, data on audience share, reach, length of watching (ATS) etc., which are used by television organisations to analyse the success of individual programmes with the viewers and by media and advertising agencies to ascertain expected viewer interest in their campaigns.

A selection of programmes with highest ratings in 2003

(viewers aged 15 and older)

Hospital at the End of the City Twenty Years on (TV series, 1 st episode)	ČT1	46.8	77.22
Cops and Robbers (TV series, 26 th episode)	ČT1	30.3	66.46
Daddy's Got to Go to Reform School (film)	ČT1	28.0	58.80
TýTý Awards Ceremony (entertainment)	ČT1	26.3	50.16
Legends of Television Entertainment (entertainment)	ČT1	24.5	46.50
Events (news)	ČT1	23.8	49.24
World Ice Hockey Championship: Slovakia-Czech Republic (sport)	ČT2	19.8	48.92
Footballer of the Decade – Pavel Nedvěd (profile)	ČT2	13.0	28.33
Football: France–Czech Republic (sport)	ČT2	12.5	31.54
Champions League: AC Sparta-FC Chelsea (sport)	ČT2	12.4	30.70
TELEAUTOMAT – from 1980,1979,1978 (documentary)	ČT2	10.2	48.85
NHL Battleground – Robert Reichel (profile)	ČT2	9.7	20.64
Ghenghis Khan (U.S. film)	ČT2	9.1	21.25
Presidential election (news)	ČT2	8.7	22.01
Supernatural Science II (education programme, United Kingdom)	ČT2	8.3	14.82
Sweden Hockey Games: Czech Republic–Russia (sport)	ČT2	8.3	26.11

programme • channel • ratings • audience share

Source: ATO – Mediaresearch.

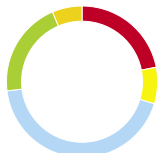
Czech Television audience share in 2003

(%)

24-hour share

ČT1	22.07	■
ČT2	7.55	■
TV Nova	43.36	■
Prima TV	20.58	■
Others	6.44	■

Viewers aged 15 and older



24-hour share

ČT1	24.67	■
ČT2	5.87	■
TV Nova	43.58	■
Prima TV	14.91	■
Others	10.98	■

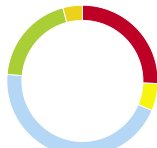
Children aged 4 to 14



Share in prime time (7-10 p.m.)

ČT1	25.59	■
ČT2	5.82	■
TV Nova	45.08	■
Prima TV	19.29	■
Others	4.21	■

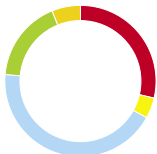
Viewers aged 15 and older



Share in prime time (7-10 p.m.)

ČT1	28.48	■
ČT2	4.63	■
TV Nova	43.33	■
Prima TV	17.48	■
Others	6.08	■

Children aged 4 to 14



Source: ATO – Mediaresearch.

On the international scene

Czech Television – an active member of international organisations and organiser of international events

Membership in the **European Broadcasting Union**, the world's largest association of radio and television broadcasters, is the most important international engagement of Czech Television. The advantages of membership are reflected in the daily exchange of news and sports reports, in the joint development of new technologies, as well as in the acquisition of broadcasting rights to sports events of global importance. Another important element is the co-operation on large international co-production projects.

Membership in other international organisations in 2004

PBI (Public Broadcasting International)

SMPTE (Society of Motion Pictures and Television Engineers)

EGTA (European Group of Television Advertising)

CIRCUM Regional – European Association of Regional Television Studios

IMZ (International Music Centre)

Euronews, Eurosport

The most prestigious international event organised and hosted by Czech Television ever since the broadcaster's inception is the **Golden Prague International Television Festival**, one of the oldest television festivals in Europe.

At this year's festival – the 41st – 78 distribution companies from 31 countries all over the world entered a record number of 122 competition and 6 non-competition programmes focused on music and dance.



Facts
Figures

Telexport

Czech Television – a respected partner on both the domestic and international television market

The Telexport Department of Czech Television **offers for sale Czech Television programmes, publishes CDs, DVDs, video cassettes and books**, and **concludes licensing agreements** for the use of popular Czech Television characters or symbols on promotional and commercial products.

Titles with the best sales performance abroad in 2003:

films *Autumn Spring, The Wild Bees, Cosy Dens, Divided We Fall, Pupendo*
bed-time stories *Doings of the Hippopotamus Family, Nils and the Wild Geese*
TV series *Hospital at the End of the City Twenty Years on*

The best-selling titles on the domestic scene:

TV series *Second Breath, The Novák Dynasty, Boys and Men, Our Block Today, A Special Unit Case*

The best-selling CDs, DVDs and video cassettes in 2003:

Singing Lessons, Jiří Grossmann's Album, songs and stories of animals from bed-time tales, Pupendo, Ten Performances of the Jára Cimrman Theatre, Cops and Robbers

The highest number of licensing agreements in 2003:

Maxidog Fik, Bob and Bobby, Frankie the Elf from Magic Kindergarten

Best-selling books:

Mike from Kindergarten, Pretty Towns

Telexport **sends programmes to television and film festivals** all over the world, where they regularly win a number of awards. In 2003 it presented 82 programmes of Czech Television at 83 film festivals and 46 television festivals. The programmes won 12 awards.

Telexport also negotiated the distribution of the film **Zelary** in the U.S. cinema network. The film has won Oscar nomination for 2003 in the category of foreign language films.

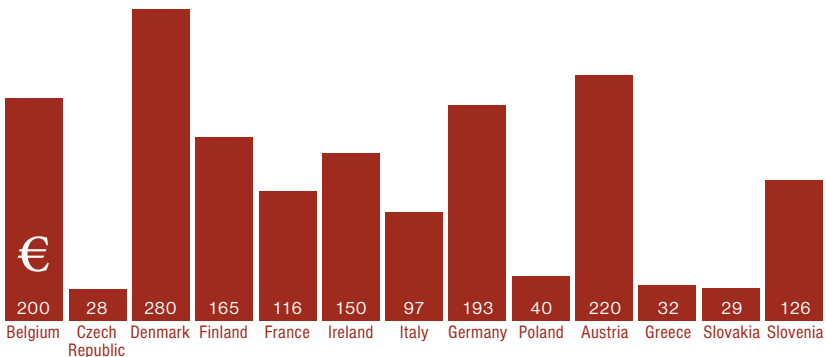
Sources of revenue

Activities of Czech TV are financed from TV licence fees and partially also from business operations

Czech law defines **the licence fee** as the payment by the holder of a TV set, i.e. a piece of equipment technically capable of individually selected reproduction of television broadcasting, regardless of the type of reception. **Every household in the Czech Republic pays only one licence fee**, even if it uses more TV sets. Disabled people and people whose income is lower than 1.4× the statutory minimum are exempt from payment. **Self-employed individuals and corporations are obliged to pay for each TV set.**

The licence fee in the Czech Republic is low – at CZK 75 per month, according to the last statutory adjustment back in 1997. The law stipulates neither the period of adjustment to the inflation rate, nor the mechanism for raising the licence fee. In this the licence fee in the Czech Republic differs from that collected in most European countries.

Television licence fees in EU member states and candidate countries



Source: *Television 2003. International Key Facts. IP and RTL Group, 2003.*

**Facts
Figures**

The law stipulates **penalties** for those who fail to pay the licence fee, but the **actual power to enforce payment** is very limited, since no legal procedures and instruments have been created to check on the fulfilment of the obligation (e.g. authorisation of access to population registers, an affidavit about the non-possession of a TV set, the obligation of the sellers of television equipment to report data on buyers).

The licence fees are collected by the Czech Postal Service, which also claims the monthly amount of CZK 3.10 for every registered household and CZK 5.55 for every registered corporation. In 2003, the total sum paid as remuneration to the Czech Postal Service was CZK 119,159,000.

For economic reasons, Czech Television is preparing to transfer the registration of licence fee payers to a specialised department, as of January 2005. From December 2002, Czech Television offers households the option to transfer the fees directly to the Czech Television account and register on-line on the Czech Television website.

Under the Czech Television Act, Czech Television may pursue **commercial activities** related to the production and broadcasting of television programmes. Business operations are thus only a secondary source of revenue. The largest part of them is made up by **revenue from the broadcasting of advertisements and sponsored programmes**. Other sources include sale of services, **sale of rights, teleshopping, teletext and programme production**.

The amount of advertising in the Czech Television programme schedule is limited to 1% of the daily broadcasting time. Within one hour, a maximum of 12 minutes of advertising may be broadcast; however, from 7 to 10 p.m. the maximum amount is only 6 minutes per hour. Commercials may not be inserted in programmes.

Share of the Czech nation-wide TV stations on the advertising market in 2003

TV Nova	65	■
Prima TV	23	■
ČT1 and ČT2	12	■



Source: ARBOmedia.

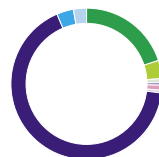
Financial performance

Czech Television is financially independent of the state budget

Czech Television has its own property, for the management of which it is fully responsible, and receives no state subsidies. The law requires the financing of Czech Television to be based on several sources. **Television licence fees** are the principal source of income (the preliminary estimate for 2003 is 66.7%) and this income is supplemented by **revenues from business operations** related to the production and distribution of television programmes (preliminary estimate for 2003 is 30.6%).

Costs and income of Czech Television in 2003*

Total costs**	4,530,000	100.0	
• production and broadcasting costs	3,588,000	79.2	■
• service department costs	775,000	17.1	■
• other non-production costs	167,000	3.7	■
Total income	4,353,900	100.0	
• broadcasting of advertisements	864,610	19.9	■
• broadcasting of sponsored programmes	171,030	3.9	■
• teleshopping	43,670	1.0	■
• Teletext	17,600	0.4	■
• sale of rights	58,000	1.3	■
• programme production	16,420	0.4	■
• television licence fees	2,903,385	66.7	■
• sale of services	161,180	3.7	■
• other revenue	118,005	2.7	■



CZK '000 • % of the total volume

* Preliminary figures, at 17 February 2004.

** After taking account of the estimated corporate income tax (CZK 65,000,000) and of the reserve created for repair of fixed assets, including all costs not accounted for earlier (CZK 40,000,000).

Facts
Figures

Income and costs 1998–2004*

(CZK '000)

1998	4,634,334	4,582,099	+52,235
1999	4,665,519	4,564,904	+100,615
2000	4,858,659	4,876,768	-18,109
2001	4,544,840	4,931,855	-387,015
2002	4,560,097	4,958,881	-398,784
2003**	4,353,900	4,530,000	-176,100
2004***	4,343,470	4,343,470	



years • income • costs • financial result

* Without the acquisition cost of securities sold.

** Preliminary figures, at 17 February 2004: financial result CZK -71,100,000; estimated corporate income tax CZK 65,000,000; estimated amount of the reserve created for repair of fixed assets, including all costs not accounted for earlier, CZK 40,000,000.

*** Estimate, not taking into account potential legislative changes.

Every year since 2000, Czech Television has recorded a loss, which is mainly due to the fact that the licence fee has not been raised since 1997 and its real value has therefore been falling. Also, the number of licence fee payers has decreased, while the cost of purchasing broadcasting rights and copyright has risen. Last but not least, the tax burden is also growing. Because of the limitations on the pursuit of business activities, Czech Television does not have enough opportunities to counter-balance the budget deficit by commercial revenues. Still, its budget for 2004 is conceived as a balanced one, and its fulfilment should be guaranteed by extensive cost-reduction measures, which together make up the Programme of Changes, Income Boosting and Cost Reduction. However, a higher operational efficiency cannot in itself secure production of the envisaged volume of programmes; for the fulfilment of the production plan it is also necessary to raise the licence fee.

Management

(valid at 1 March 2004)

Jiří Janeček

▶ Director General

František Lambert

▶ Chief Executive Director

Martin Švehla

▶ Director of Commerce

Markéta Luhanová

▶ Director of Programming

Zdeněk Šámal

▶ News Director

Petr Erben

▶ Director of Production

Vladimíra Vocetková

▶ Head of Legal Department

Marián Kleis

▶ Director of the Brno Television Studio

Ilja Racek

▶ Director of the Ostrava Television Studio

Martin Krafl

▶ Spokesman



Facts
Figures

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(valid at 1 March 2004)

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