

Czech Television sells part of its FIFA World Cup™ broadcasting rights to TV Nova

Czech Television has sold part of its broadcasting rights for the upcoming FIFA World Cup™ in Qatar to TV Nova. This is an announced move linked to the necessary austerity measures, which the broadcaster is taking in response to the long-term trend of a decline in the real value of the TV licence fee. Czech Television will thus broadcast 32 matches from the championship exclusively and 14 shared with TV Nova.

Czech Television announced necessary cuts of almost CZK 1 billion in May this year. One of the areas that will be affected by the austerity measures in the next two years is sports broadcasting. *"CT Sport has long been an exceptional public-service channel in the context of Europe. The offer of our broadcasting rights and the range of programmes produced have been extremely rich. However, broadcasting rights prices have increased enormously over the last decade and continue to rise. Especially on the foreign market, where this development is now being accelerated by inflationary effects,"* explains **Petr Dvořák**, Director General of Czech Television, adding: *"We therefore have no choice but to partially limit the financially demanding production of broadcasts and the ownership of the rights themselves. In the case of the FIFA World Cup Qatar 2022™, the conditions allowed us to offer part of the rights as a sub-license. We have now reached a final agreement with the Nova Group on the joint broadcasting."*

"I am sorry that we cannot offer our viewers the FIFA World Cup™ in its complete form, as we originally planned and as they have always been used to on Czech Television. It is undoubtedly one of the top sporting events that we and our fans have been looking forward to for a long time. However, the price of the rights is so high that selling them off is a necessary step in the situation we are in at the moment. Nevertheless, I believe that the viewers will enjoy the football programme to the full and will not miss out on anything essential," says **Jiří Ponikelský**, Executive Director of CT Sport.

Czech Television will broadcast 46 matches from the World Cup, 32 of them exclusively and 14 in parallel with TV Nova. The shared matches will include, for example, the opening match between Qatar and Ecuador, both semi-finals, the third-place match and the final. In addition to this, each broadcaster will broadcast eight matches in the last round of the regular group (with identical kick-off times), four semi-final matches and two quarter-final matches in its 'exclusive package'.

The FIFA World Cup™ in Qatar, consisting of sixty-four-matches, starts on 20th of November.