



S | Televize Seznam

Mediakit 2020



Televize Seznam



A world of useful information, inspiration and quality TV entertainment for the whole family. A TV full of personalities. Independent reporting from home, abroad and the world of business. Big stories that people talk about. High-quality documentaries, series and films from leading creators.



News



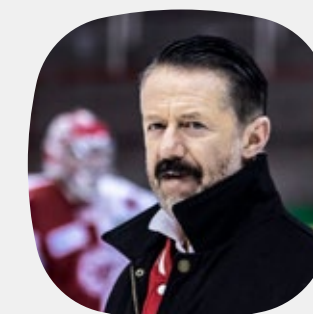
Journalism



Entertainment
and lifestyle



Documentaries



Movies
and shows



Children's shows

Coverage in the Czech Republic ✕

Televize Seznam broadcasts in the third nationwide multiplex operated by Czech Radiocommunications with transition to DVB-T2 in HD quality and reaches 97% of Czech households. It's also available from most satellite, cable and IPTV operators:

Skylink

UPC

Digi TV

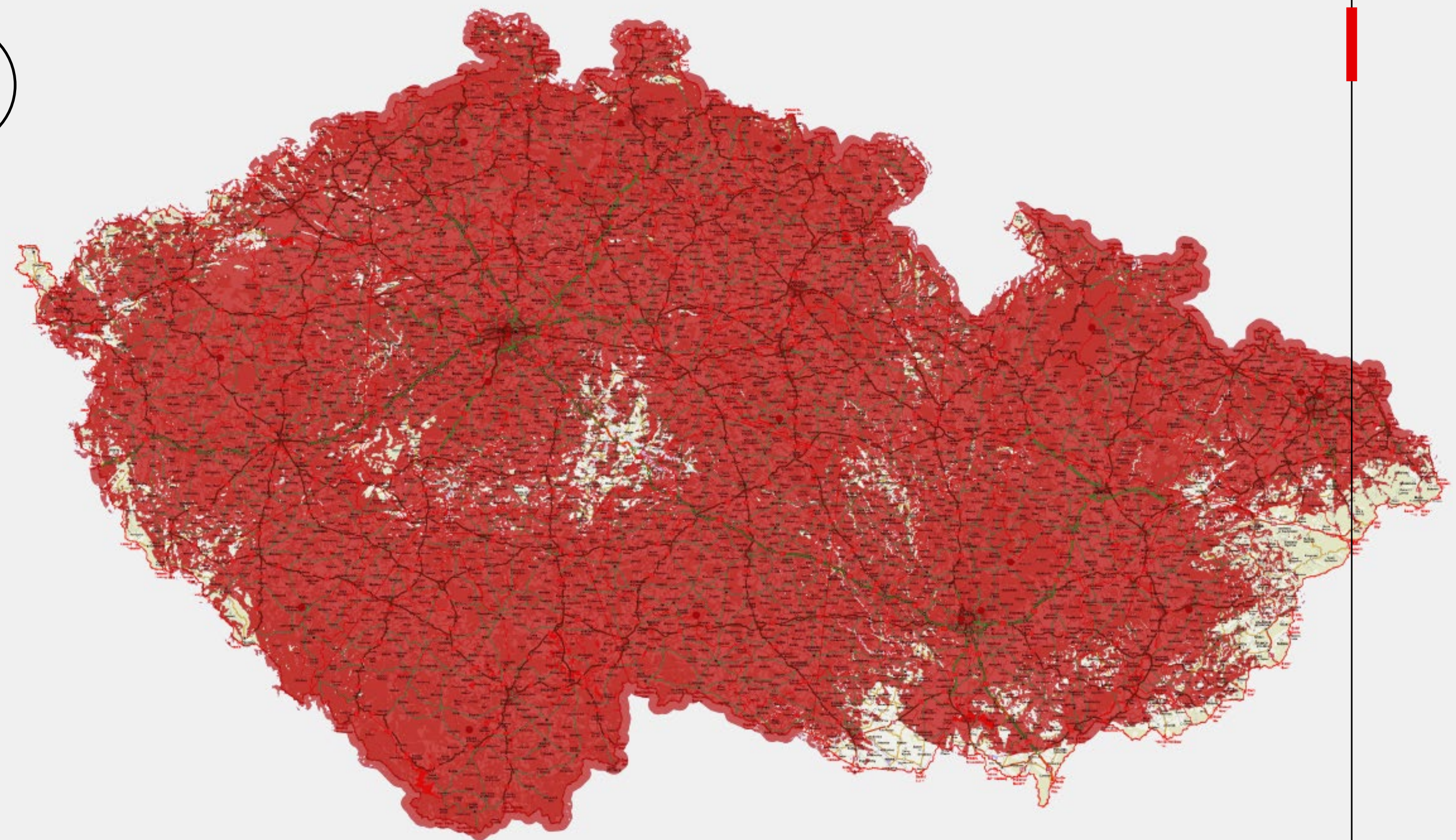
Nej.cz

SledovaniTV.cz

O2 TV

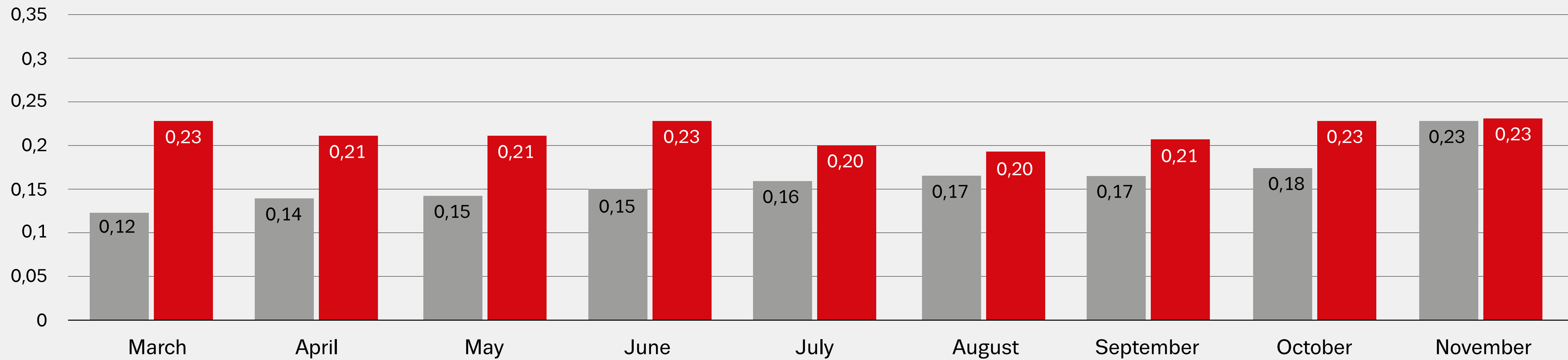
T-mobile TV

Kuki TV



Televize Seznam started broadcasting on 12 January 2018 with a share of 0.12% in the target group D15+

Share D15+



■ 2018 ■ 2019

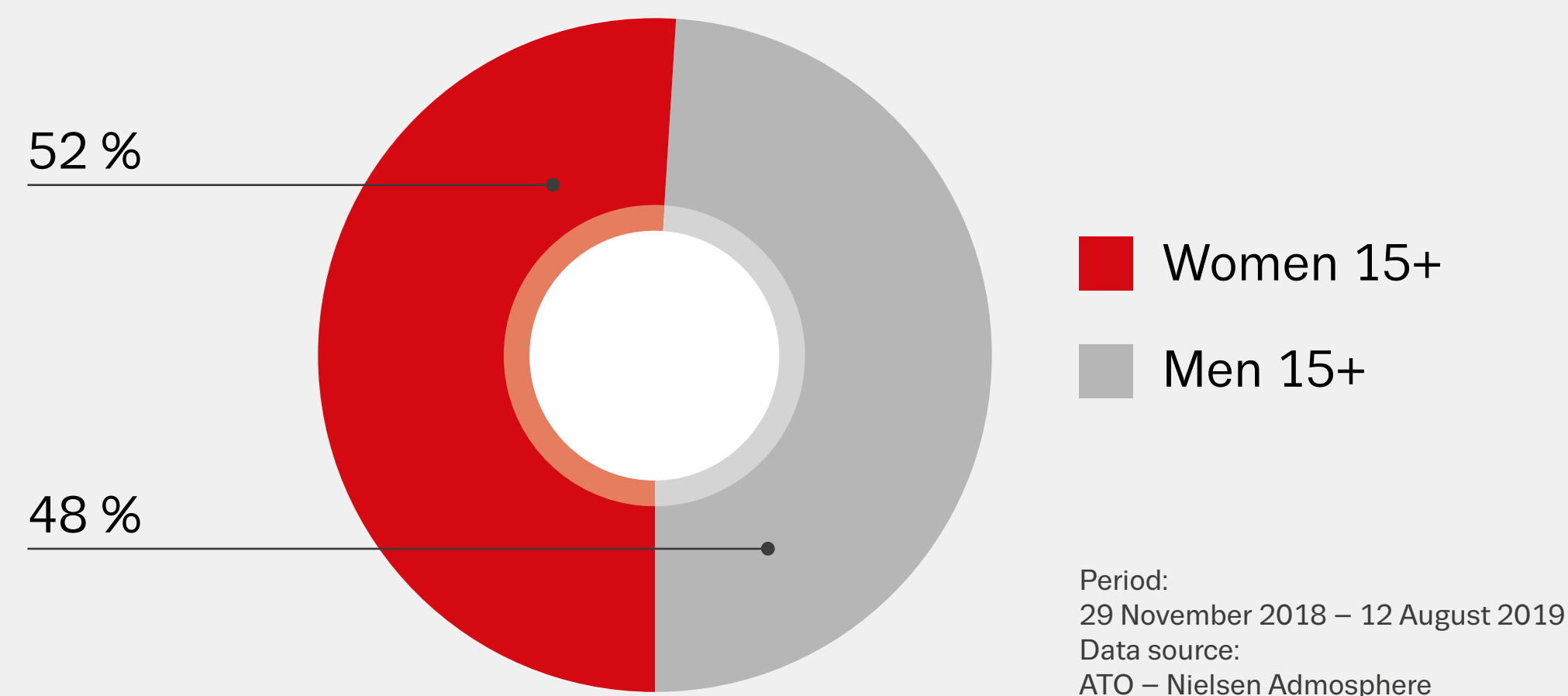
Period:
1 March 2018 – 30 November 2019
Data source: ATO – Nielsen Admosphere

Target group ✕

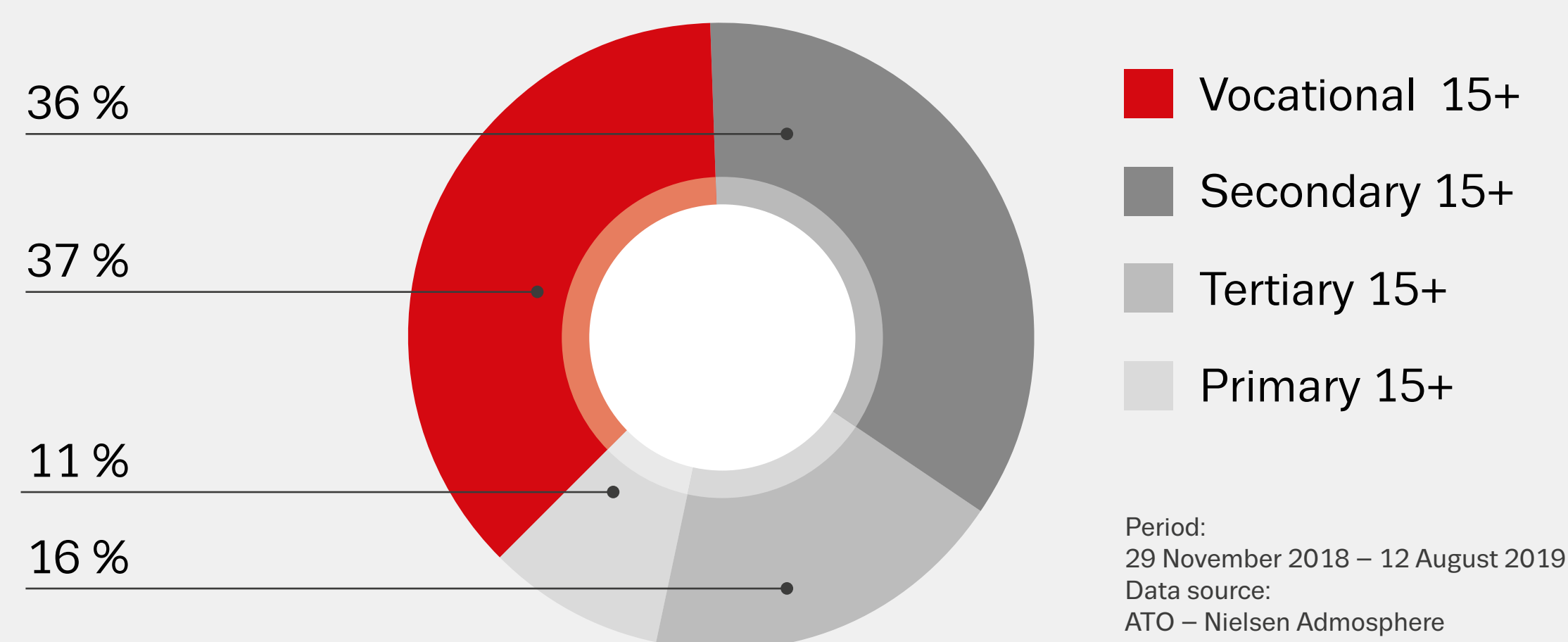
Televize Seznam focuses on viewers aged 25–55 with secondary or tertiary education, economically active and living in medium-sized and large cities and who are interested in economics, politics and social issues.

Televize Seznam monthly reaches 1.5 million viewers in the D15+ target group

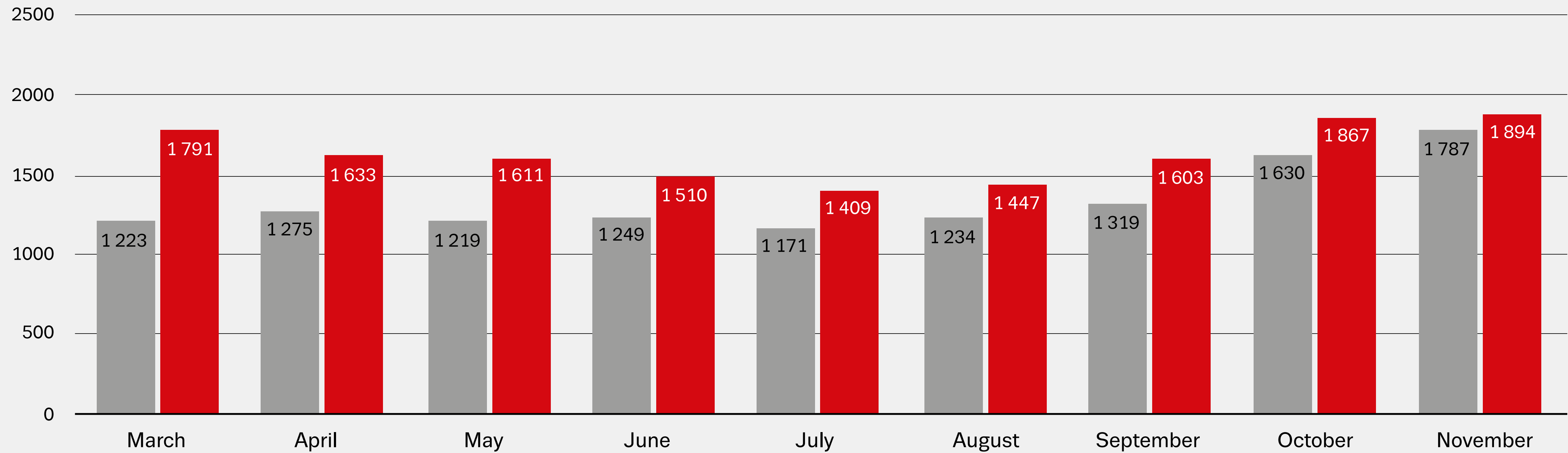
Gender breakdown of Televize Seznam viewers



Level of education of Televize Seznam viewers



Reach 000 in D15+



■ 2018 ■ 2019

Period:
1 March 2018 – 30 November 2019
Data source: ATO – Nielsen Admosphere

More about main programme segments



News

Original reporting from all parts of the Czech Republic and from abroad. Daily live broadcasts from places where things are happening. Duels of opinions concerning current issues. And everything you should know about in the main evening news.

Programmes: Polední zprávy (News at Noon), Večerní zprávy (Evening News), Sport, Den v ekonomice (The Day in Business)

Entertainment and lifestyle

A live morning and afternoon broadcast full of interesting people and topics for the urban family. Inspiration for how to live well. Portraits of those who are not afraid to stand out. An original show from the world of pop culture. Or inspiration from the leaders of Czech business.

Programmes: Garáž (Garage), Moje místa (My Places), Byznys (Business)

Documentaries

Education, travel, cooking, history, scientific breakthroughs and nature documentaries.

Journalism

Programmes: Šťastné pondělí (Happy Monday), Záhady Josefa Klímy (Mysteries with Josef Klíma), Svět bez obalu (The World Uncovered)

Films and shows

Shows: award-winning and festival art films, shows produced by Stream, foreign movies and shows

Children's shows

New and older shows for curious children

Programmes: Once Upon a Time... Life, Once Upon a Time... Man



Traditional advertising ✕



Basic price list



30-second spot

Prime time

17.30–23.30 **CZK 30,000**

Off prime time

Other broadcast times **CZK 10,000**

Footage coefficients

10 s	0,50	30 s	1,00	50 s	1,75
15 s	0,77	35 s	1,25	55 s	1,90
20 s	0,90	40 s	1,45	60 s	2,00
25 s	0,95	45 s	1,60		

Spot advertising package



Monthly Optimum

	30s spot/day	30s spot/month	NET price/month
Prime time	4	120	
Off prime time	12	360	CZK 150,000
Total	16	480	

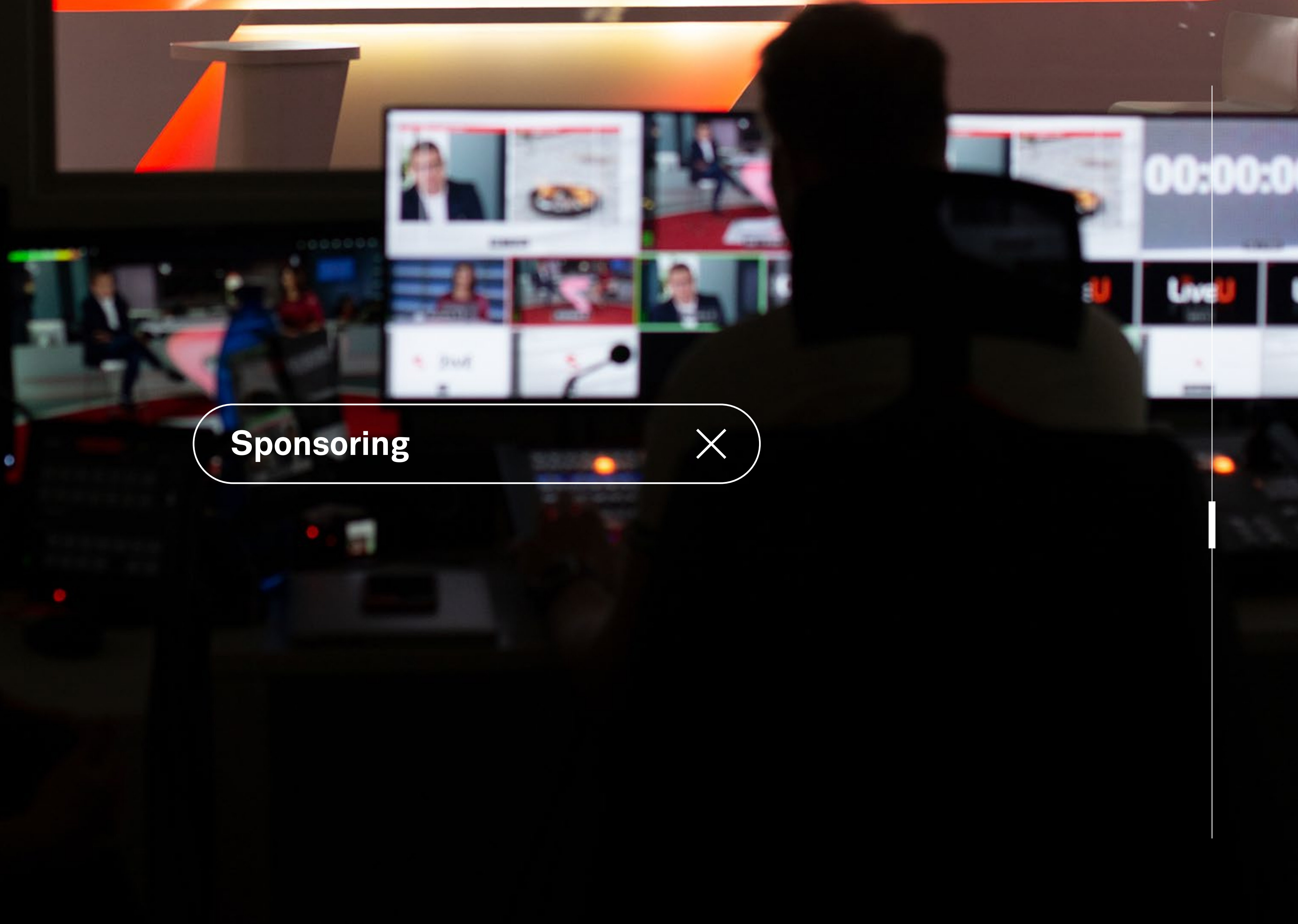
Extra charges



For the selection of a position during a commercial break, the extra charge is 20%.

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Sponsoring ✕

Sponsor of the programme



Before The Day in Business

Key events, current trends and movements on the market, in companies and in the economy as a whole. A daily summary of information for your business.

Mon–Fri • 7:13 p.m. • 10 minutes

Before Sport

Main sports events of the day in an evening summary. Original stories from the Seznam sports desk. Profile interviews with athletes.

Mon–Fri • 7:43 p.m. • 10 minutes

Before the evening show

Current show of the evening.

Mon–Fri • 7:59 p.m. • 60 minutes



Number of SM/day

3 × 10 s

Number of SM/week

15

Price/week

CZK 75,000

Specifications

The message must contain the text “Sponsor of the Programme” and include the name of the company and its principal business activity. Can also be done in sound (voiceover).

One sponsor’s message before a show and separated by a jingle, 10 seconds long.

Number of possible sponsors: 2

Prices are in CZK without VAT.

The offer includes VOP 2018.

Sponsor of the show



Business

A magazine about business trends, innovations, markets, successful businesses and inspiring leaders. From the new Seznam studio at the headquarters of the Prague Stock Exchange.

Women's, Hi-tech, Companies, Medical, Business Leaders and Investments.

Tue–Thr • 3:45 p.m. • 45 minutes



Number of SM/1 episode	Number of episodes/week	Price/episode
Business 2 × 10 s	3	CZK 20,000

Specifications

Two 10-second sponsor's messages before and after the show.

Number of possible sponsors for a show: 3

Additional fee for exclusivity: 100%

Prices are in CZK without VAT.

The offer includes VOP 2018.



Product Placement



Product Placement



Business

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Tue–Thr • 3:45 p.m. • 45 minutes



Format

PPP

APP

Price

CZK 30,000

CZK 60,000

Basic rules for sponsor's messages



- The content must make it clear that this is a sponsor's message.
- The message must not encourage viewers to visit a store, make a purchase or consume anything. No prices or points of sale may be mentioned.
- Sponsor's messages must not praise any of the sponsor's products or services. No comparison with your competitors, no comparatives or superlatives.

According to the law, sponsorship is not available to companies making tobacco products or distributing prescription medicines.

Benefits of sponsorship

- Right next to a show.
- Lots of viewers.
- Viewers see sponsoring in a positive light.
- Increases brand awareness.
- Reaches a precisely defined target group.



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