



Televize Seznam

Mediakit 2022

Televize Seznam

Television Seznam is a full-format family television program offering both regular independent news from home and around the world, as well as programs from its own production. These include, for example, Jindřich Šídlo's Happy Monday, Blanka Kubíková's My Places and Josef Klíma's Mysteries. The program also includes popular Garden Transformations, attractive series and classic Czech films, animated movies on Friday or foreign movies on Saturday. Seznam TV thus provides a varied offer of information and entertainment for the whole family.



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

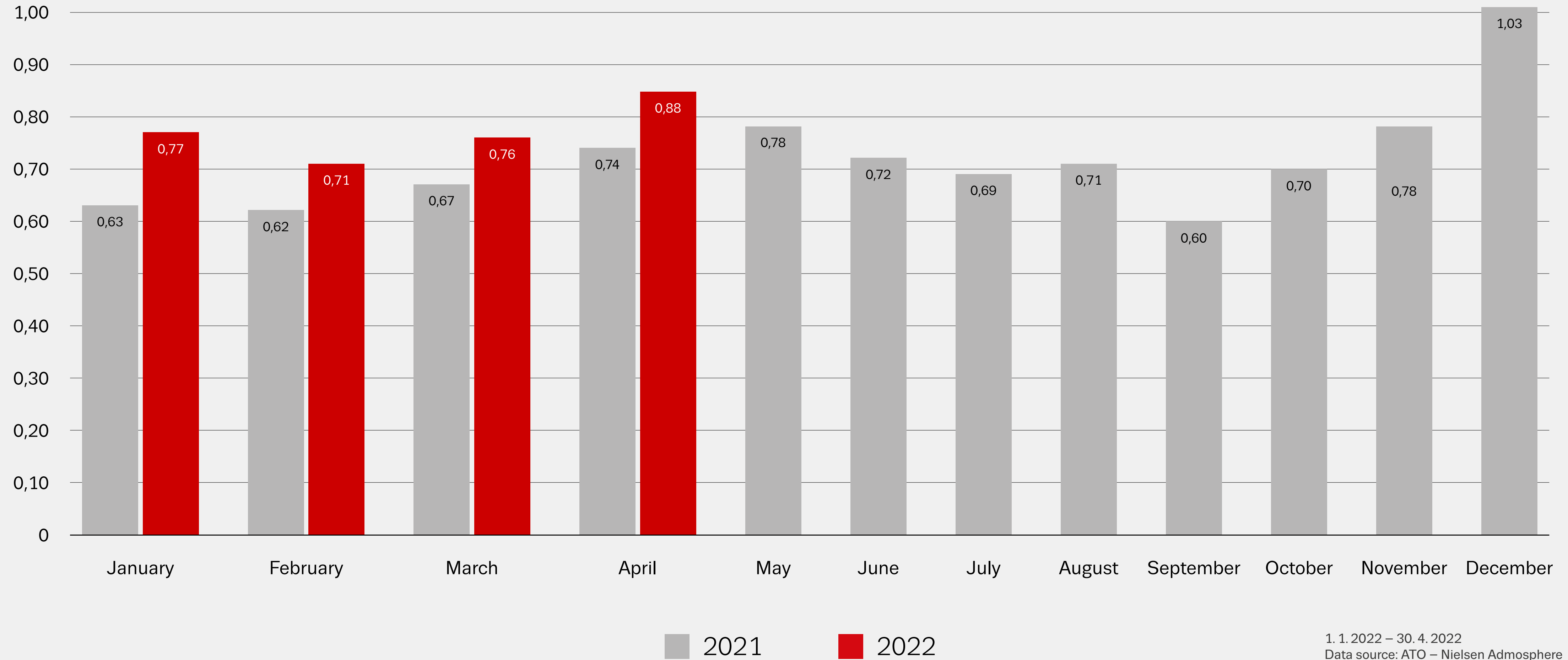
T-mobile TV

Kuki TV



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

Share D15+



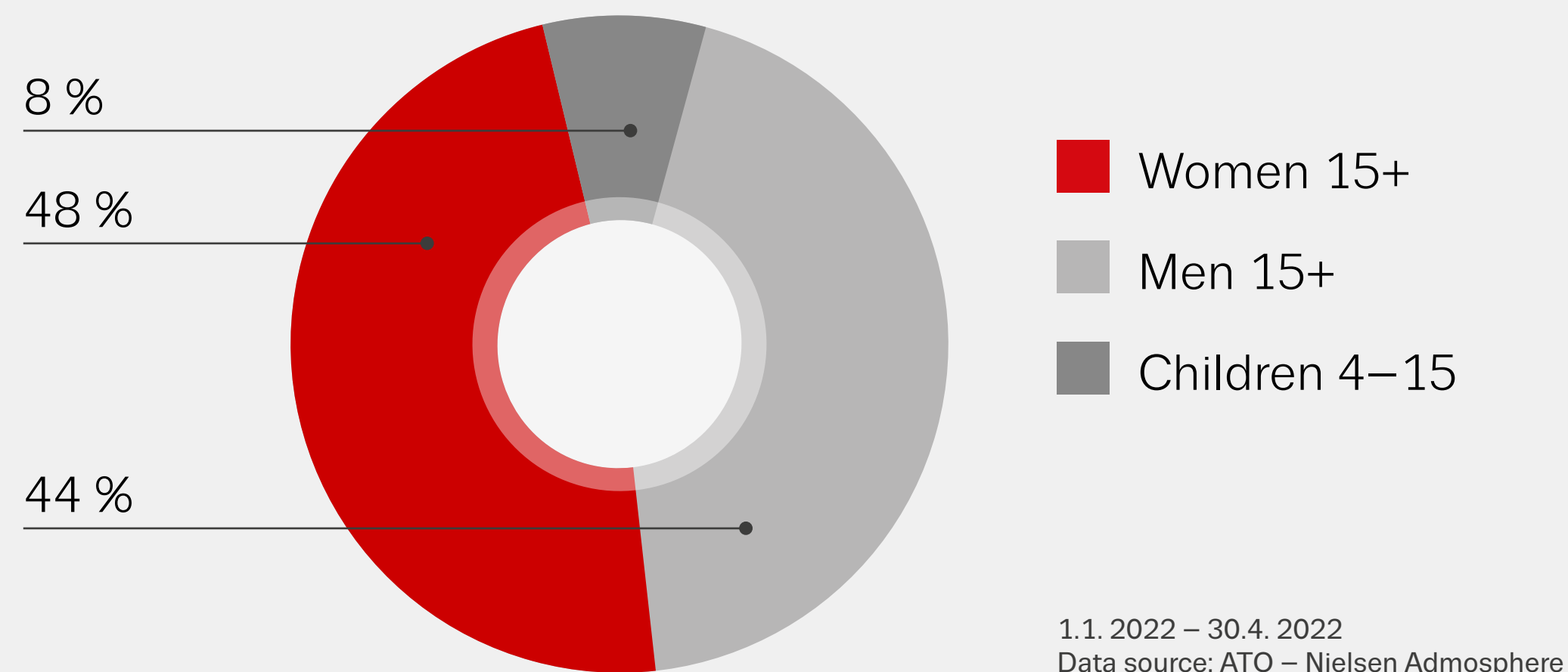
1. 1. 2022 – 30. 4. 2022
Data source: ATO – Nielsen Admosphere

Target group

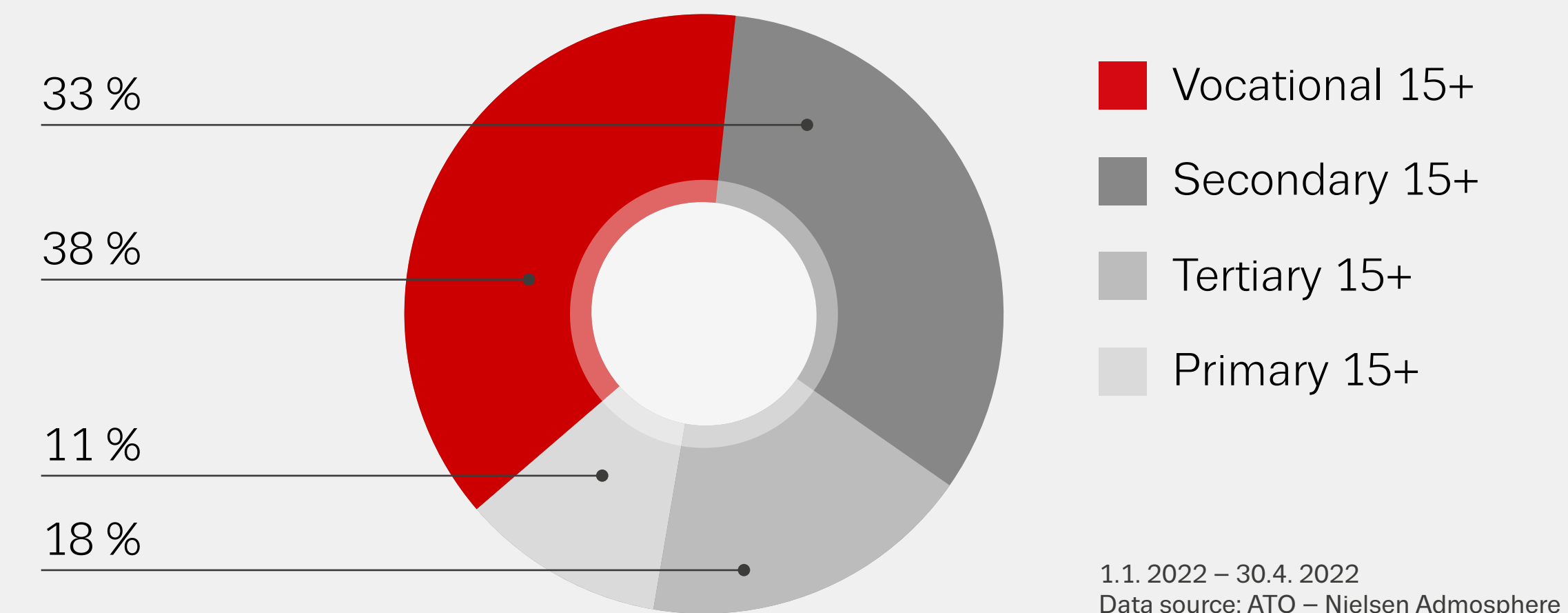
Televize Seznam focuses on viewers aged 25–55 with secondary or tertiary education, economically active and living in medium-sized and large cities and who are interested in economics, politics and social issues.

Televize Seznam monthly reaches 2.9 million viewers in the D15+ target group

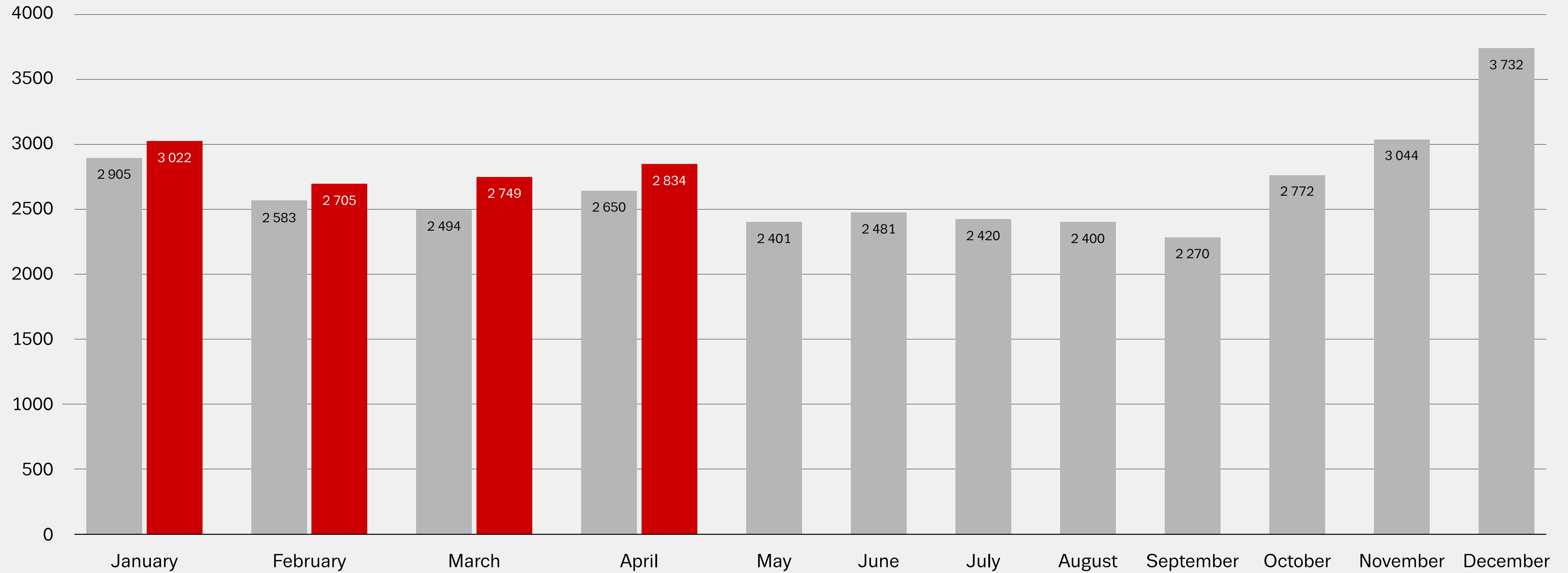
Gender breakdown of Televize Seznam viewers



Level of education of Televize Seznam viewers



Reach 000 v D15+



■ 2021 ■ 2022

1. 1. 2022 – 30. 4. 2022
Data source: ATO – Nielsen Admosphere

More about main programme segments

News

Main events of the day in context of current events.
Programmes: Evening News (Večerní zprávy), Sport

Journalism

Happy Monday (Šťastné pondělí) - satirical programme by Jindřich Šídlo about events of the past week that should not be forgotten.

Mysteries with Josef Klíma (Záhady Josefa Klímy) - an experienced reporter, his team and new leads in both live and cold cases.

Entertainment and lifestyle

Garden Transformations (Zahradní proměny) - experienced landscape architect Charlie Dimmock and award-winning landscape architects the David brothers and Harry face off against each other in a competition, to see who can create the best garden design.

My Places (Moje místa) - places where famous Czechs and Slovaks live. With a camera to the VIP backstage, where ordinary people do not look.

Movies and shows

Psych (Agentura jasno), Anger management (Kurz sebeovládání), Brooklyn 99, Murdoch Mysteries (Případy detektiva Murdocha), as well as Czech, foreign and family movies.

Children's shows

Foreign animated fairy tales not only for the little ones, but also for schoolchildren and their parents.

Family feature films

Turbo, Happy Family (Přišerákovi), Eldorado, Spy kids, Maya the Bee, etc.

Traditional advertising

Basic price list

Spot 30 sekund

Prime time
17.30–23.30 CZK 60,000

Off prime time
Other air time CZK 20,000

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		

Seasonal coefficients

January	0.80
February	0.95
March	1.30
April	1.40
May	1.40
June	1.40
July	1.40
August	1.05
September	1.45
October	1.45
November	1.45
December 1st to 24th 2022	1.40
December 25th to 31st 2022	0.80

Spot advertising package

Monthly Optimum

	30s spot/day	Total	NET price/month
Prime time	4	60	
Off prime time	12	180	CZK 250,000
Total	16	240	

Extra charges

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

Prices are without VAT, and are valid as of 1st June 2022.

Sponsoring

Sponsor of the programme

Before Večerní zprávy (The evening news)

The main events of the day put together and in context of the current day. Real news, not a magazine of interesting news from the world.

Mon–Fri • 18:28 • 30 minutes

After The evening news

The main events of the day put together and in context of the current day. Real news, not a magazine of interesting news from the world.

Mon–Fri • 18:59

During the sitcom

Brooklyn 99

Mon–Fri • 19:10 • 20 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

Happy Monday show, shows, Czech movies, animated movies and foreign movies

Mon–Sun • 20:00

Garden Transformations (Zahradní proměny), Half hour cooking (Půlhodinka vaření) and other shows

Mon - Sun 6:00 -17:30



Number of SM/1 episode	Number of episodes/week	Price/episode
Show in PT 2x10"	2	CZK 40,000
Show in OPT 2x10"		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.



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