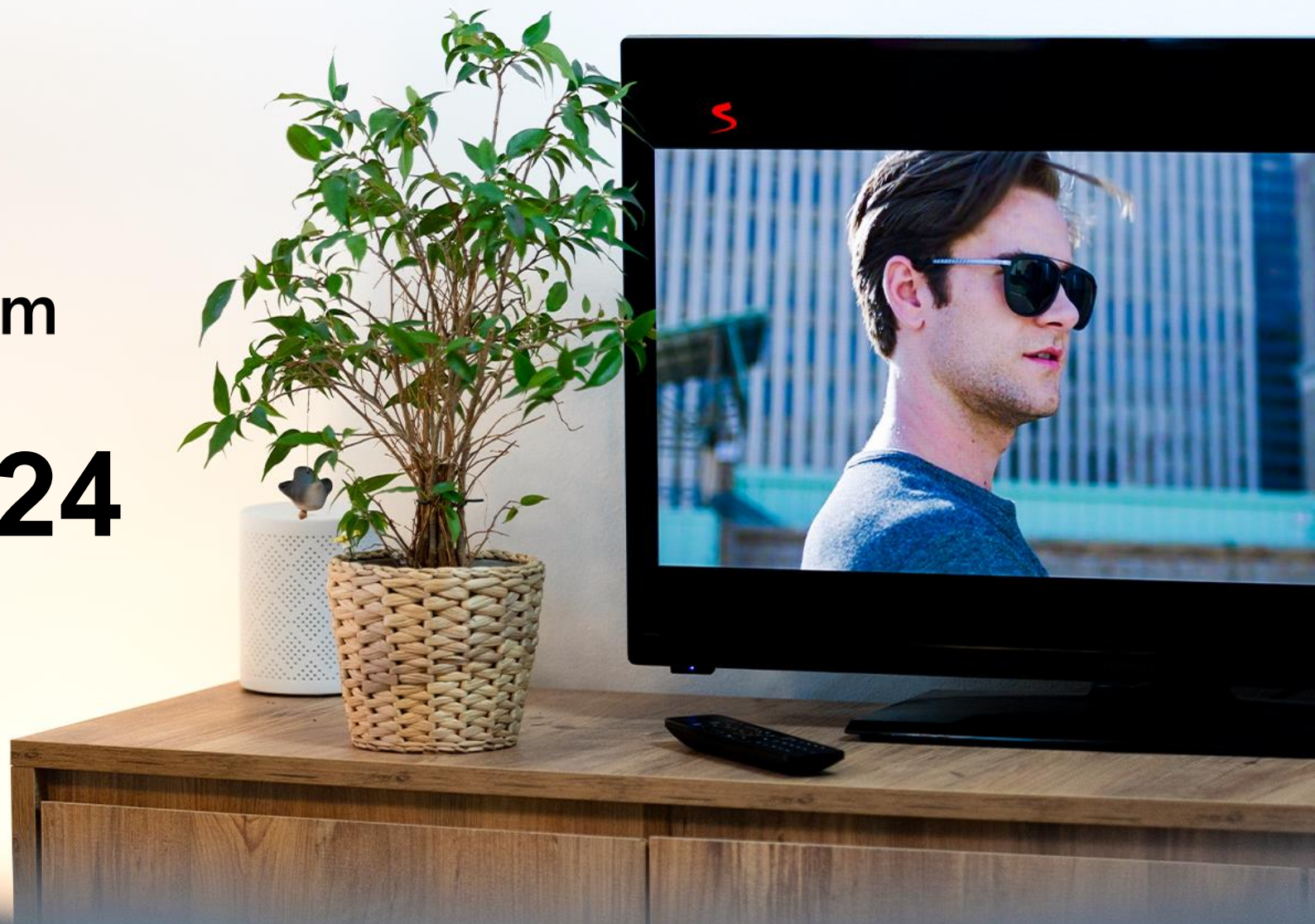


 | Televize Seznam

Mediakit 2024



Televize Seznam

Televize Seznam is a Czech commercial full-format television freely distributed in the Czech Republic broadcasting since 2018. The programme composition primarily targets viewers aged 18–69 and the schedule itself emphasises acquired works of home and foreign production.

The main pillars are Czech movies and series with popular Czech actors. In terms of genre, Televize Seznam focuses on a broad coverage of live action movies, movie broadcasts from various provenance, and also reality shows from the hobby segment, where it focuses on news from abroad. In recent years, viewers grew fond of the British show *Garden Rescue*. An essential part of the programme portfolio are also the detective series, which are considered evergreens among our viewers.



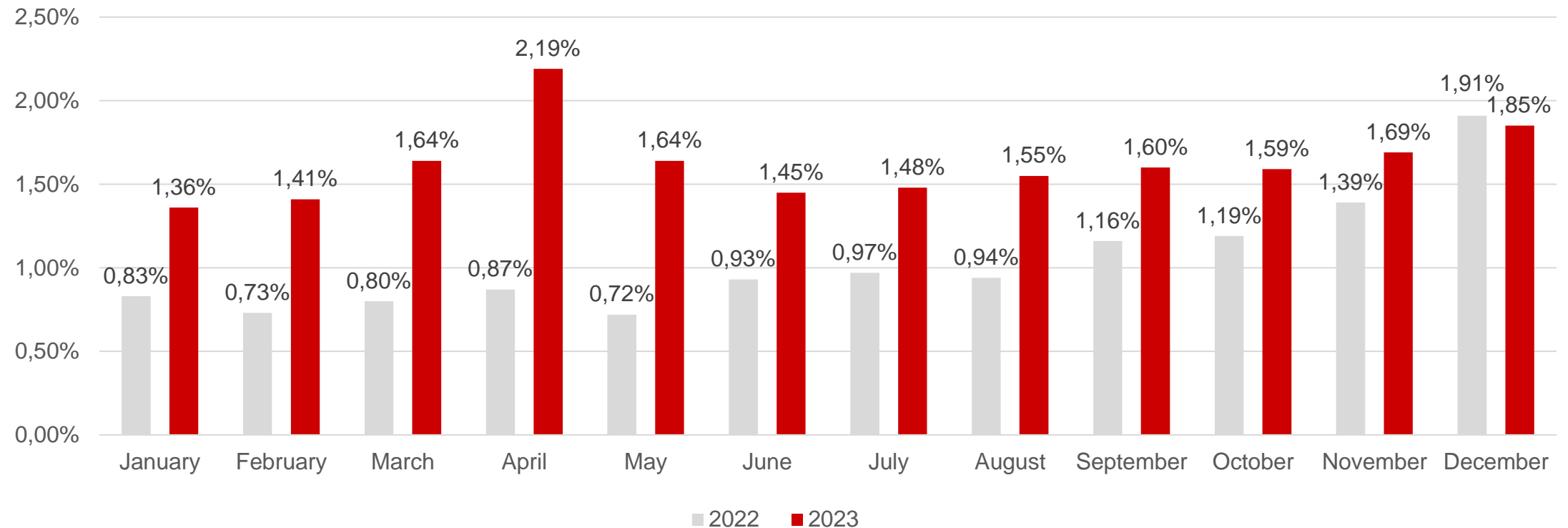
Coverage in the Czech Republic

Televize Seznam broadcasts in the third area-wide multiplex (digital broadcast network) of the telecommunication operator České Radiokomunikace with transition to DVB-T2 in HD quality, thus covering 97% of households in the Czech Republic. It is also available with most satellite, cable and IPTV operators.



Audience share in target group 18–69

Share D18–69



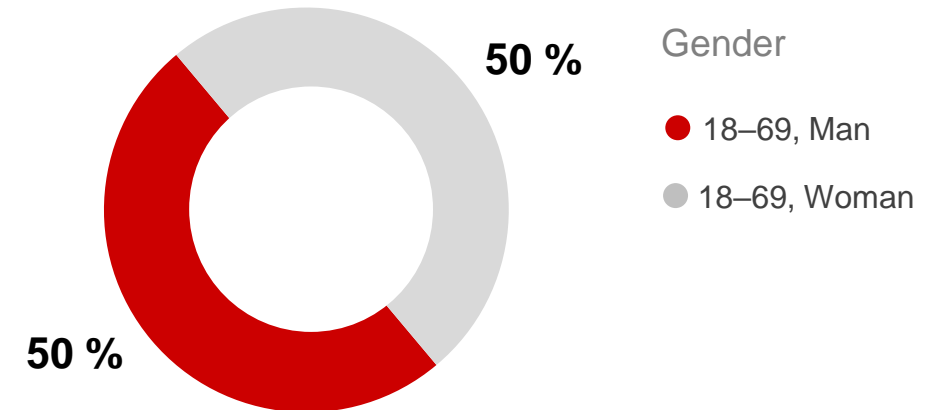
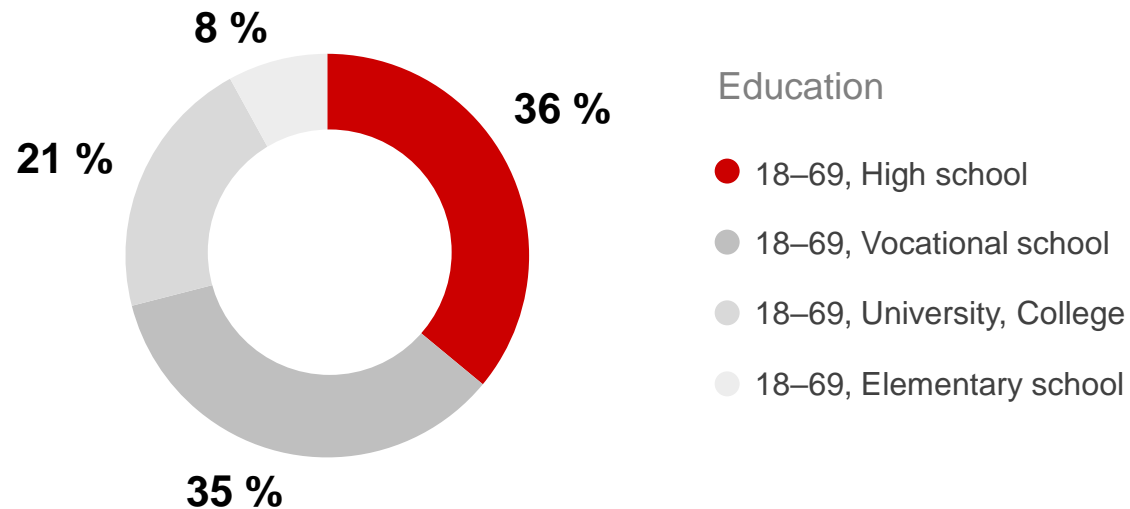
Source: ATO – Nielsen Admosphere, 1. 1. 2022–31. 12. 2023



Target group

The content of TV Seznam focuses on viewers aged 18 to 69, with university or high school education, economically active, living in medium-sized to larger cities.

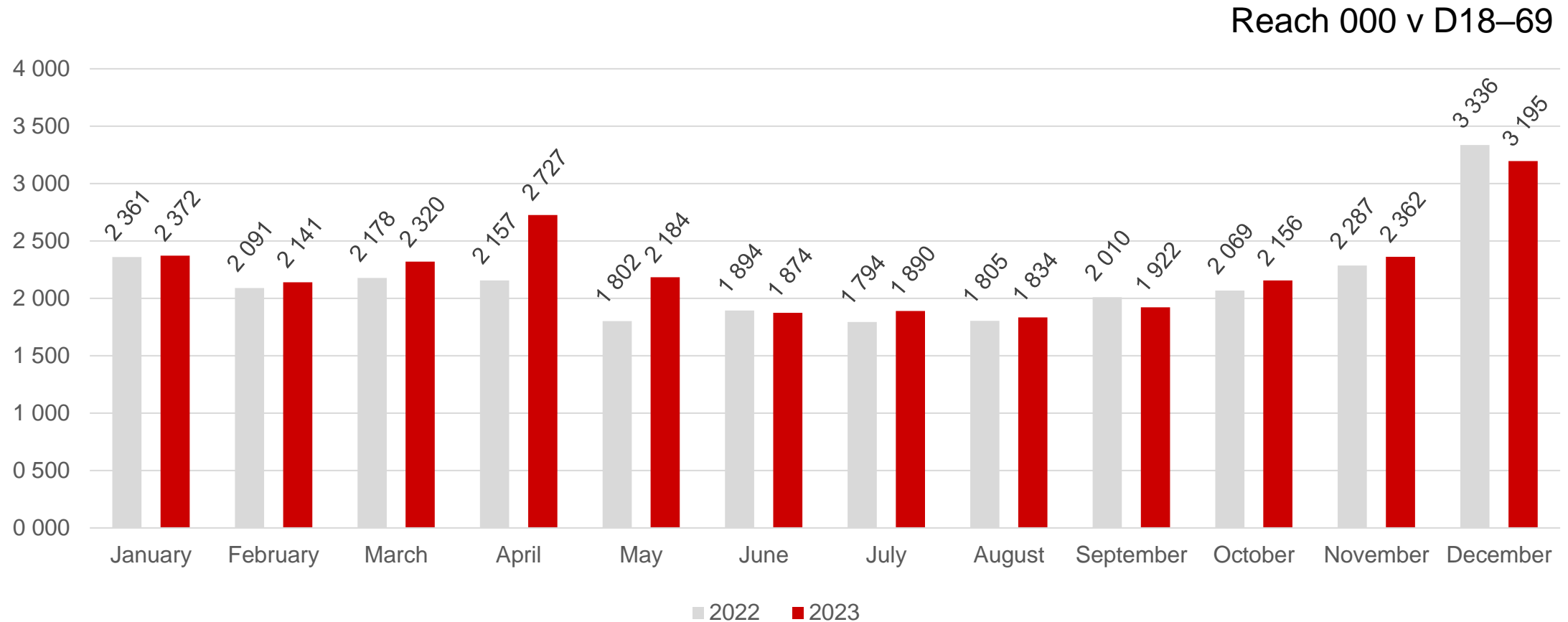
Televize Seznam reaches 2.7 milion viewers monthly in target group D18–69.



Source: ATO – Nielsen Admosphere, 1. 1. 2023–31. 12. 2023



Reach in target group 18–69



Source: ATO – Nielsen Admosphere, 1. 1. 2022–31. 12. 2023



Details on the channel's main shows

Entertainment and lifestyle

Shows: Garden Rescue, Backyard Builds, Worst to first, Making it Home with Kortney and Kenny

Czech series

Original Czech fiction production with the acting legends broadcasted every Wednesday and Saturday at PT.

Shows: About Animals and People, Second Breath, Cake Shop, Sons and Daughters of Jakub Sklář, Case for a Special Group, Lajna 1–3, Cases of Second Lieutenant Hanika, Traces of Crime, Funfair has arrived

Series

Shows: Murdoch Mysteries, Law & Order, Numb3rs, Pfarrer Braun, Inspector George Gently, Hudson & Rex, Schimanski

Movies

Czech movies: popular Czech movies broadcasted every Tuesday and Thursday at PT

Foreign movies: Hollywood blockbusters every Friday at PT



Classic Advertising



Basic pricelist

30-seconds spot

		Footage coefficients					
		10 s		30 s		50 s	
Prime time (17.30 – 23.30)	CZK 60,000	0.50		1.00		1.75	
		15 s	0.77	35 s	1.25	55 s	1.90
Off prime time (other broadcasting times)	CZK 20,000	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 23rd 2024	1.40
December 24th to 31st 2024	0.80

Spot advertisement package

Monthly Optimal

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



Extra charges: There is a 20% surcharge for selecting a show or position in the commercial break.

Prices are listed without VAT and are valid from January 1st, 2024.






Sponsoring

Sponsor of the programme

Before Garden Rescue

Experienced landscape architect Charlie Dimmock and award-winning landscape architects brothers David and Harry face off to see who can create the best design for gardens across the UK.


 **Mon–Sun: 18.10**

After Garden Rescue

Experienced landscape architect Charlie Dimmock and award-winning landscape architects brothers David and Harry face off to see who can create the best design for gardens across the UK.

 **Mon–Sun: 19.10**

During Murdoch Mysteries

 **Mon–Sun: 19.30**



Number SV/day	Number SV/week	Price/week
3 × 10"	15	CZK 75,000

Specifications

The message must include the text „Program Sponsor“ and state the company's business name and principal business activity. This is also possible in a voiceover.

One sponsor message of 10 s placed before the program and separated by jingles. Number of possible sponsors: 2

Prices are in CZK excluding VAT. The offer includes the 2018 General Terms and Conditions of Sale.




Sponsor of the show

**Garden Rescue, Backyard Builds
and afternoon crime series**

 **Mon–Sun: 6.00 – 17.30**

**Czech and foreign series and
movies**

 **Mon–Sun: 20.10 – 23.30**



Number SV/1 episode

Price/episode

Show at PT 2 × 10"

CZK 40,000

Show OPT 2 × 10"

CZK 20,000

Specifications

Two sponsor messages of 10 seconds each before and at the end of the show.

Number of possible sponsors of the show: 3

Extra charge for exclusivity: 100 %

Prices are in CZK without VAT. The offer includes the 2018 General Terms and Conditions of Sale.





obchod@televizeseznam.cz