

 | Televize Seznam

Mediakit 2025



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.

Source: Paramount Pictures, ITV Studios, NFA, Bonton a.s., právní nástupce, NFA, Eurokim



Coverage in the Czech Republic

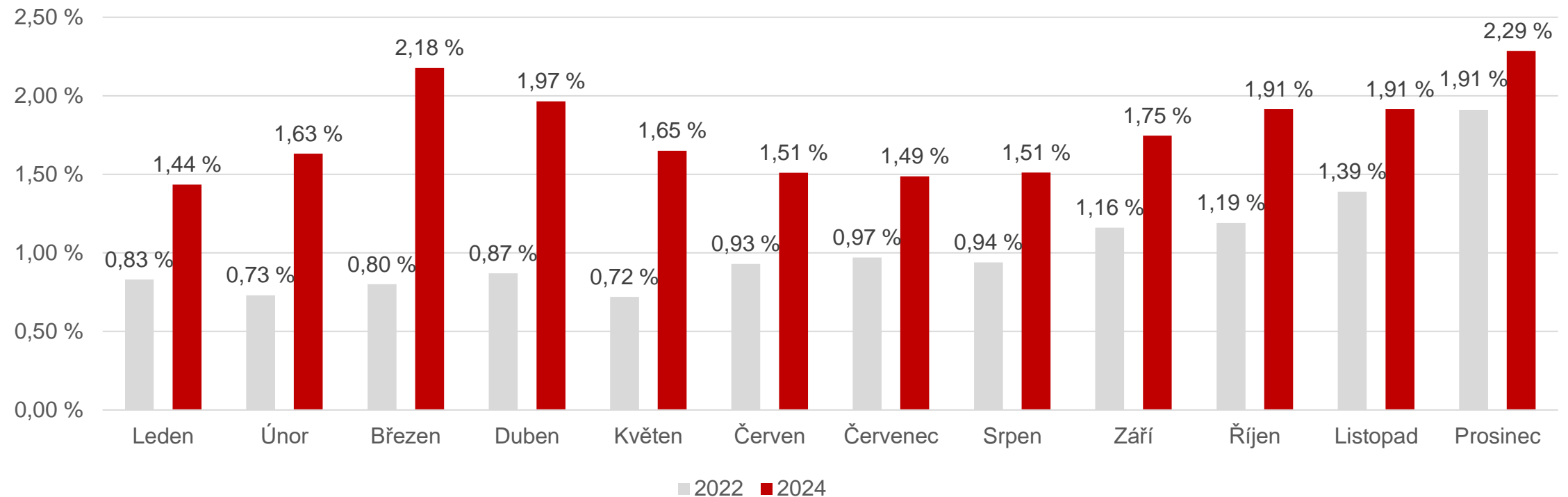
Televize Seznam broadcasts in the third area-wide multiplex (digital broadcast network) of the telecommunication operator České Radiokomunikace with transition to DVB-T2 in HD quality, thus covering 97% of households in the Czech Republic. It is also available with most satellite, cable and IPTV operators.



Audience share in target group 18–69



Share in % in CS A18–69



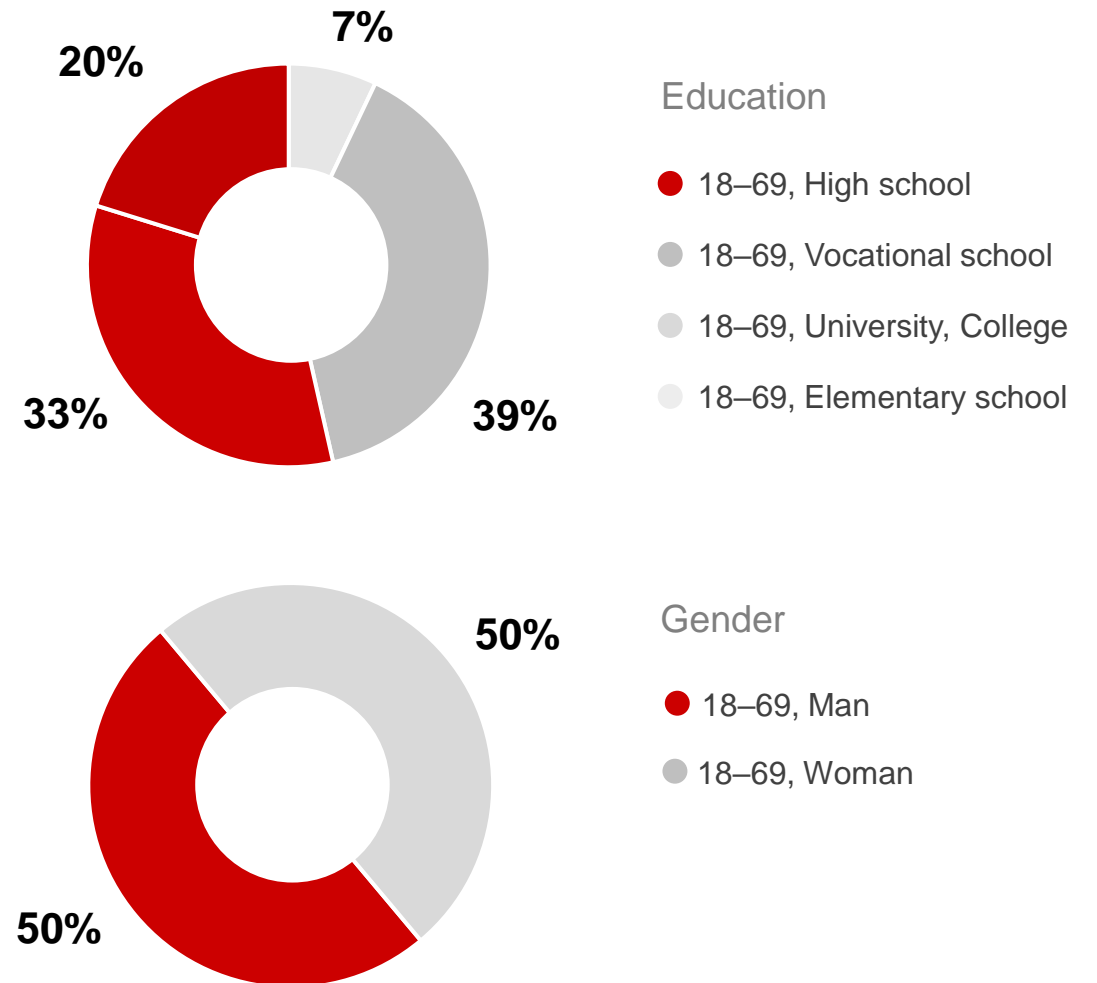
Source: ATO – Nielsen, 1.1.–31.12.2022, 1.1.–31.12.2024



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 over 2 million viewers every month in the 18–69 age group.



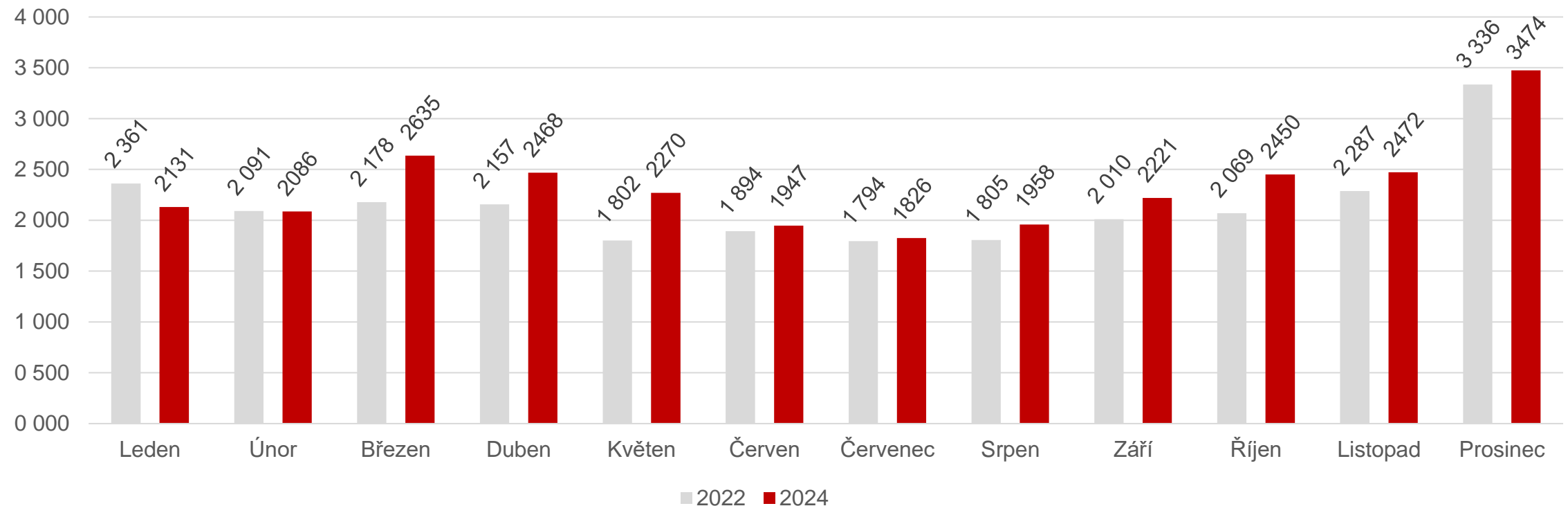
Source: ATO – Nielsen, 1.1.–31.12.2024; calculated from total reach in 000s.



Reach in target group 18–69



Reach 000 v D18–69



Zdroj: ATO – Nielsen, 1.1.–31.12.2022, 1.1.– 31.12.2024



Details on the channel's main shows



Czech crime dramas and comedies



Czech comedies

Airing: Every Thursday at 8:10 PM

Sun, Hay, Strawberries, Summer with a Cowboy, Tank Battalion, The Black Barons, Seclusion Near a Forest, Love from the Passage, What Kind of Soldier Is This?, The Elementary School etc.



Czech crime dramas

Airing: Every Tuesday at 8:10 PM

A Girl Fit to Be Killed, Duck Trap, Diagnosis: Death, One of Them Is the Murderer, In the Tracks of Blood etc.

Czech films and TV series



Czech classic films for nostalgics

Airing: Every Saturday at 3:00 PM

The Wedding Ring, The False Cat, Auntie, Girl or Boy, Swimming Marital Game, Morality Above All etc.



Czech TV series

Airing: Every Wednesday at 8:10 PM

Boys and Men, Ambulance, We All Must Go to School, In the Sign of Mercury, The Sons and Daughters of Jakub Sklář etc.

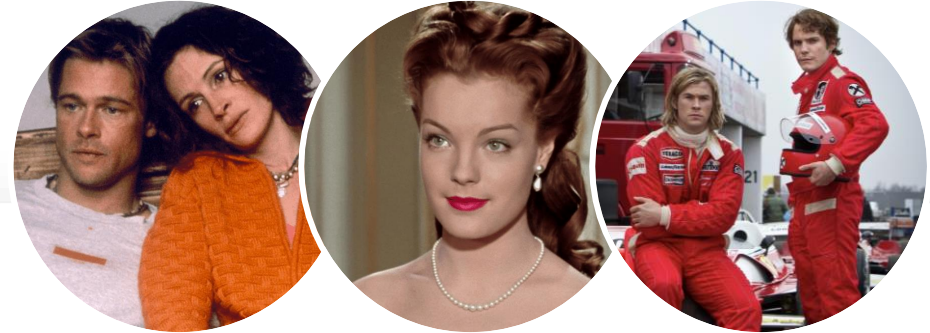
Hollywood blockbusters and classic films



Westerns

Airing: Every Monday at 8:10 PM

Winnetou – 1. Teil, Little Big Man, The Sons of Katie Elder, Il grande silenzio, The Hellfighters etc.



Hollywood stars

Airing: Every Saturday at 8:10 PM

Sissi trilogy, Rush, The Golden Child, The Mexican, Taxi 4, King Kong, The Way Back etc.

Foreign comedies and TV series



Foreign comedies

Airing: Every Friday at 8:10 PM

Il Ragioniere della Mafia (The Mafia Accountant 1,2,3), Nati con la camicia (Go for It), Miami Supercops, The Hangover etc.



Foreign TV series

Airing: Monday to Friday at 3:15 PM

JAG, a crime series set in the naval world

Airing: every Wednesday at 8:10 PM

Tatort: Schimanski

Airing: every Saturday at 8:10 PM

The Professionals and Dempsey and Makepeace

Classic Advertising



Basic pricelist

30-seconds spot

Prime time
(17.30 – 23.30) **CZK 60,000**

Off prime time
(ostatní vysílací časy) **CZK 20,000**



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

Spot advertisement package

Měsíční optimální

	30s spot	Total	NET cena balíčku
Prime time	4	60	CZK 250,000
Off prime time	12	180	
Celkem	16	240	

Footage coefficients

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

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 2025	1,40
December 24th to 31st 2025	0,80

Prices are listed without VAT and are valid from January 1st, 2025.



Sponsoring



Sponsor of the programme

Murdoch Mysteries

The series is based on detective novels by M. Jennings. The story is set in a Toronto police station at the end of the 19th century. It is a global hit featuring Yannick Bisson in the lead role.

When

Before Murdoch Mysteries

After Murdoch Mysteries

During Murdoch Mysteries

Time

Mon–Sun: from 7:10 PM

Mon–Sun: from 8:10 PM

Mon–Sun: from 8:30 PM



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.



Number SV/day 3 × 10“

Number SV/week 15

Price/week CZK 75,000

Prices are listed in CZK excluding VAT. The offer includes the 2018 Terms and Conditions.

Source: ITV Studios



Sponsor of the show



Tiny Houses, TV series JAG and Numb3rs

Garden Makeovers and Weekend House Transformations

Czech comedies and crime stories, foreign films and TV series

When

Mon–Fri

Sat–Sun

Mon–Sun

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%



Number SV/1 episode

Show at PT 2 × 10"

Show OPT 2 × 10"


Price/episode

CZK 40,000

CZK 20,000

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



 Sponsor of the show





obchod@televizeseznam.cz