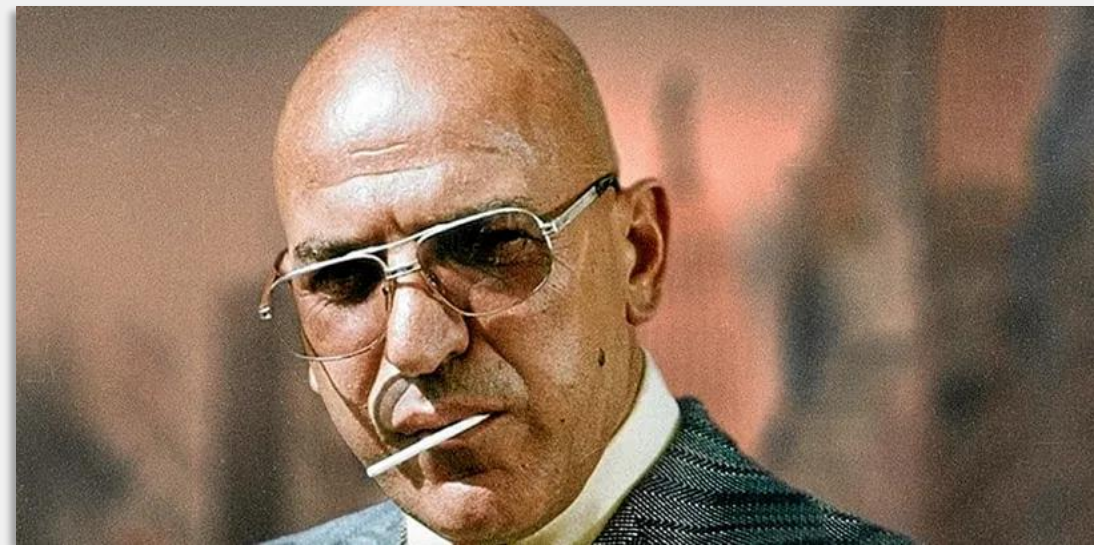


 | Televize Seznam

Mediakit 2026



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

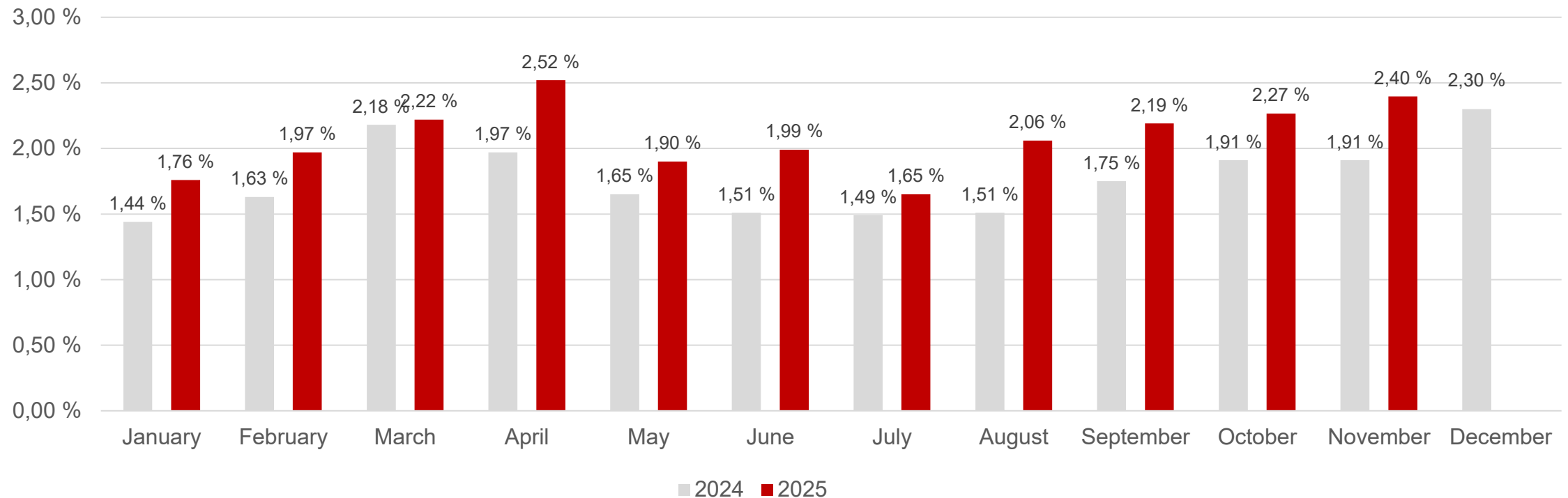
Televize Seznam broadcasts in the third area-wide multiplex (digital broadcast network) of the telecommunication operator České Radiokomunikace with transition to DVB-T2 in HD quality, thus covering 97% of households in the Czech Republic. It is also available with most satellite, cable and IPTV operators.



Audience share in target group 18–69 years



Share in % in TA A18-69



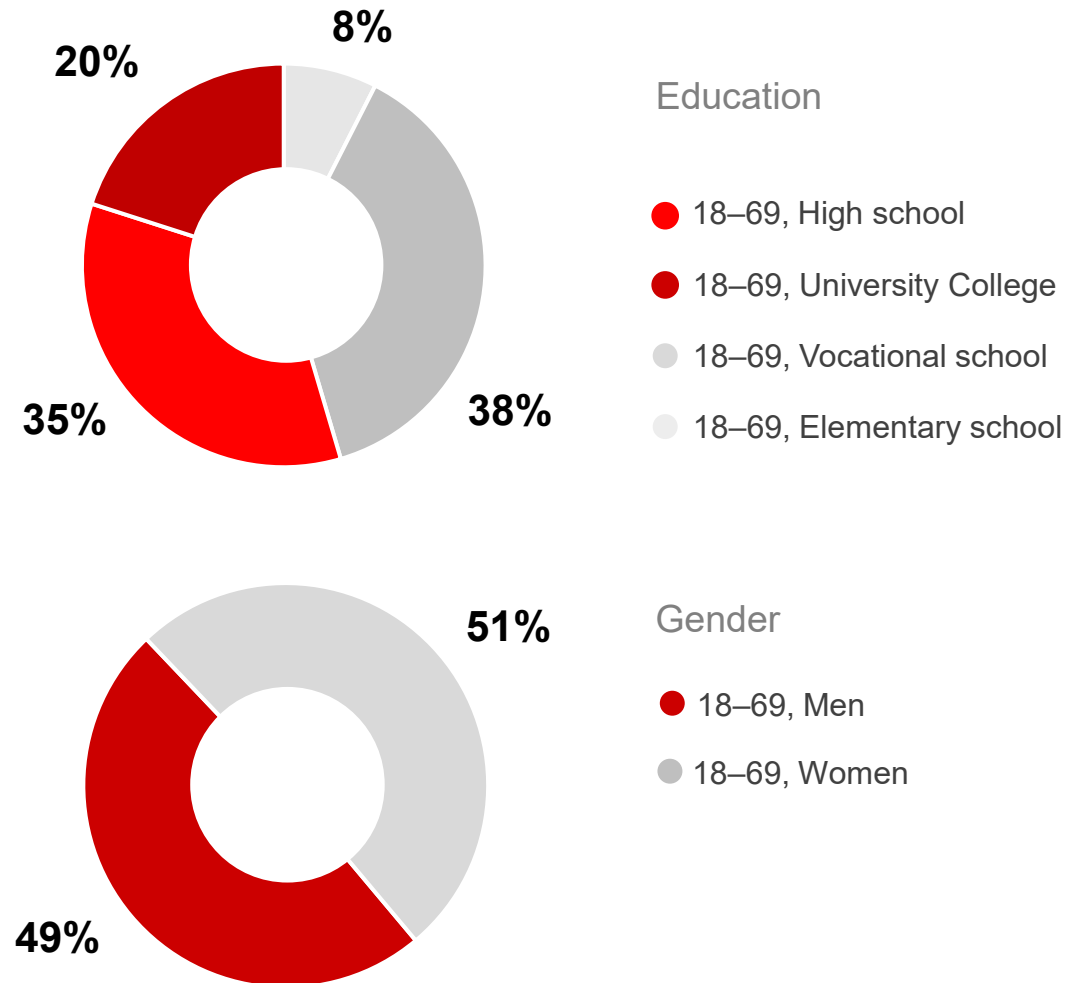
Source: ATO – Nielsen, January 1, 2024 – November 30, 2025, TG: 18-69 years, live + TS0–3 as of December 4, .2025



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



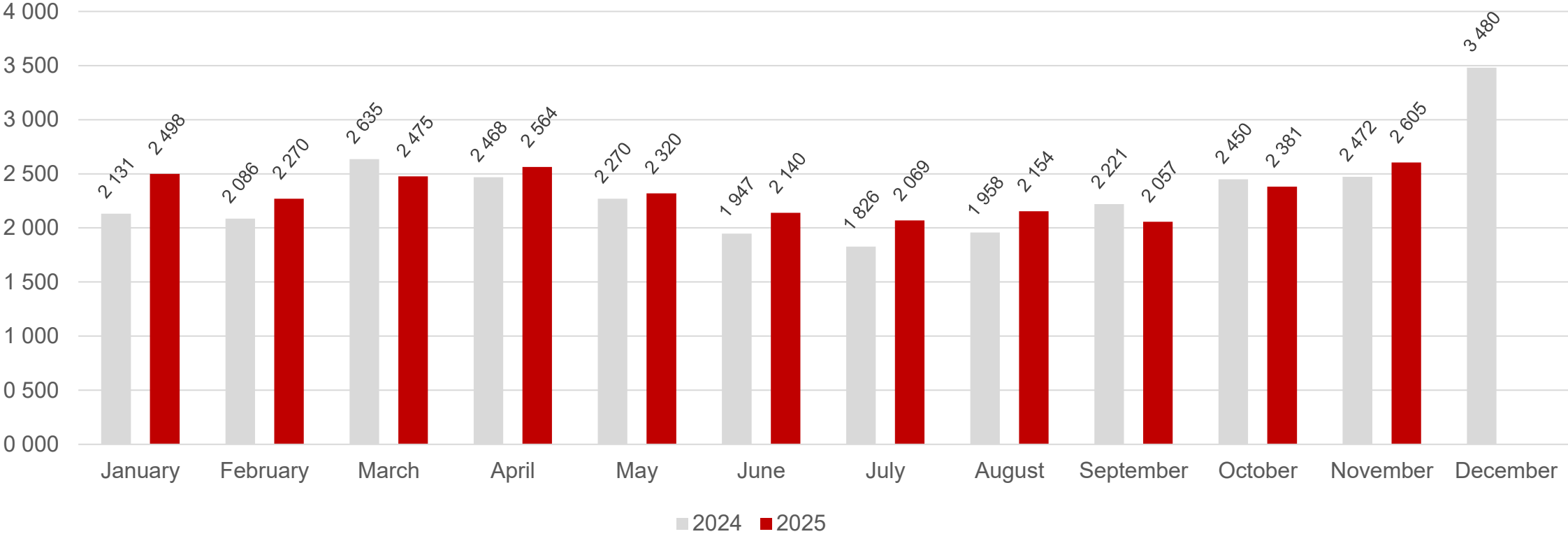
Sourcej: ATO – Nielsen, January 1, – October 29, 2025, TG: 18-69 years, live + TS0–3 data as of October 30, 2025, calculated from total reach in 000s.



Reach in target group 18–69



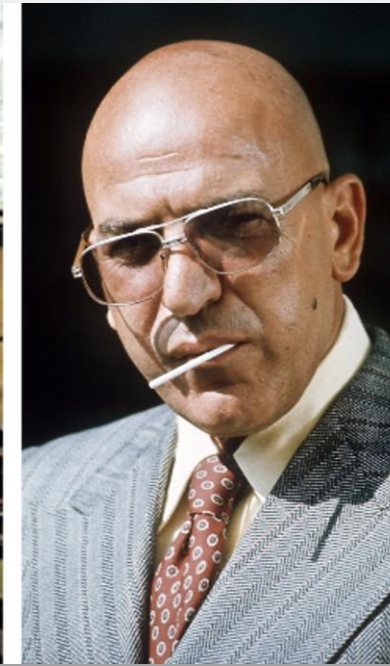
REACH 000 in TA18-69



Source: ATO – Nielsen, January 1, 2024 – November 30, 2025, TG: 18-69 years, live + TS0–3 as of December 4, .2025



Details on the channel's main shows



Czech crime dramas and comedies



Czech comedies

Airing: Every Thursday at 8:10 PM

Film series Básníci, Homolkovi, Jak utopit Dr. Mráčka, Adéla ještě nevečeřela, Tankový prapor, Černí baroni, S tebou mě baví svět, Léto s kovbojem, Sněženky a machři, etc.



Czech crime dramas

Airing: Every Tuesday at 8:10 PM

Detective films and series: Poklad byzantského kupce, Smrt talentovaného ševce, Černá punčocha, Smrt stopařek, Holka na zabití, Past na kachnu, Labyrint, Kriminálka Staré město etc.



Czech films and TV series



Czech classic films for nostalgics

Airing: Every Saturday at 2:30 PM

Plavecký mariáš, Holka nebo kluk, Falešná kočička, Funebrák, Katakomby, Mravnost nade vše, Nezlobte dědečka, etc.



Czech TV series

Airing: Every Wednesday at 8:10 PM

Sanitka 2, Nemocnice na kraji města – nové osudy, Ach ty vraždy, Kriminálka Staré Město, Labyrint, Chlapci a chlapi, etc.

Hollywood blockbusters and classic films



Hollywood stars

Airing: Every Sunday, 20:10

State of Play, 3 Days to Kill, White Light, The Final Countdown, Leon, The Ice Road, Smokin' Aces, Enemy at the Gate, Largo Winch III, etc.



Foreign TV series

Airing: Monday – Friday, Off prime time

Profilage, Law and Order: Criminal Intent, Maigret, JAG, The Professionals, etc.

KOJAK – Saturday 20:10



Foreign comedies



Foreign comedies - Monday

Airing: every Monday, 20:10

Popular comedies starring T. Hill and B. Spencer, the trilogy about the long-nosed brothers, the Simon and Matthew film series, etc.



Foreign comedies - Friday

Airing: every Friday, 20:10

French comedies starring J.P. Belmondo, L. de Funes, P. Richard, G. Depardieu, J. Renô, etc. Rookies Run Amok film series and Italian comedies starring P. Villaggio about accountant Fantozzi, School for Thieves, etc



Classic Advertising



Basic ratecard

30-second spot

Prime time (6:30 PM – 11:30 PM)	CZK 60 000
Off prime time (other broadcast times)	CZK 20 000



Extra charges: There is a 20% surcharge for selecting a break or position in a commercial break. The footage coefficient remains unchanged even if the corresponding footage is used by dividing it into several footage segments/spots (so-called tandem).

Spot Advertisement package

	30 s spot	Celkem	NET price / package
Prime time	4	60	CZK 300 000
Off prime time	12	180	
Total	16	240	

Spot length coefficients

10 s	0,50
15 s	0,77
20 s	0,90
25 s	1,10
30 s	1,15
35 s	1,35
40 s	1,55
45 s	1,70
50 s	1,90
55 s	2,10
60 s	2,30

Seasonal coefficients

January	0,90
February	1,25
March	1,35
April	1,40
May	1,45
June	1,45
July	0,90
August	1,20
September	1,55
October	1,55
November	1,55
December 1st to 23rd 2026	1,50
December 24th to 31st 2026	1,10

Prices are listed without VAT and are valid from January 2026.



Sponsorship



Program sponsor

Masters of Flip

In Masters of Flip, husband-and-wife, team Kortney and Dave Wilson, breathe new life into old, rundown Nashville homes. Even the most miserable-looking property can be transformed into an amazing home that every family would love to dream about.

When

Before Masters of Flip

During Masters of Flip

After Masters of Flip

Time

Mo–Fr: from 6:00 PM

Mo–Fr: from 6.30 PM

Mo–Fr: from 7:10 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 10s 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.



Program sponsor



**Profilage, Law and Order,
Maigret**

When
Mo–Fr OPT

**Garden Rescue and Space
Invaders**

Sa–Su PT

**Czech comedies and crime
stories, foreign films and TV
series**

Mo–Su PT

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 at 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.



 Program sponsor





obchod@televizeseznam.cz