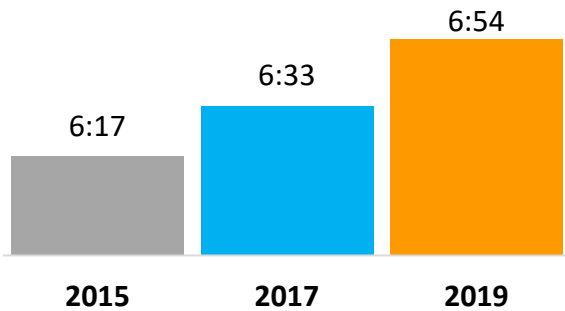


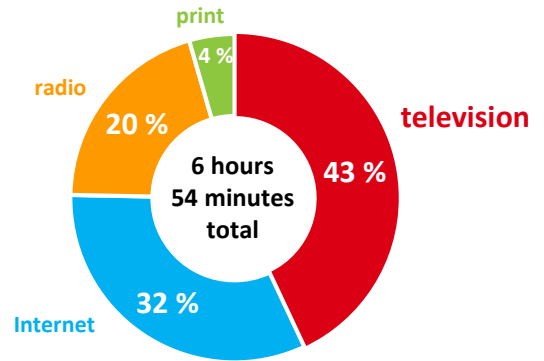
WHAT PEOPLEMETERS TELL US

TV is still number one among other media!

Media consumption* grows year by year...



...and TV is the strongest medium:



*Total time spent with media activities represented by the graph on the right

Source: ATO – Nielsen Admosphere, Establishment/Continual Survey 2019

DAILY AVERAGE ATS



Source: ATO – Nielsen Admosphere, live+TSO-3 for 15+

WHAT WE WATCHED MOST LAST YEAR

TOP SERIES 2019 (average number of viewers)

Česká televize	MOST!	1,7 mil. viewers
nova	Policie Modrava	1,3 mil. viewers
Prima	Černé vdovy	1,2 mil. viewers

TOP NEWS BROADCASTS 2019

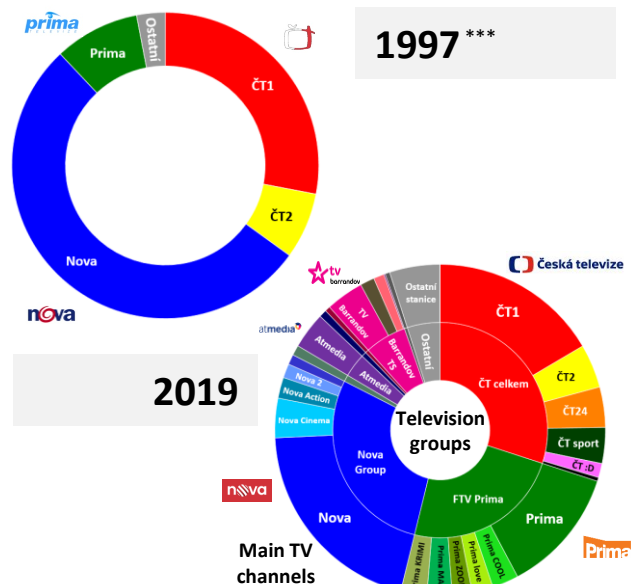
nova	Televizní noviny, 22 April	1,6 mil. viewers
Česká televize	Události, 3 February	1,3 mil. viewers**
Prima	Velké zprávy, 1 January	1 mil. viewers

** Total viewers of Události on ČT1 and ČT24 TV channels

Source: ATO – Nielsen Admosphere, live+TSO-3 for 15+, 1.1.–31.12.2019

A LOOK INTO HISTORY

SHARE OF TV CHANNELS



*** In 1997, the first electronic measurement of TV viewership started in the Czech Republic
Source: 1997: ATO – Taylor Nelson AGB Media Facts, live viewership for 15+, 2.6.–31.12.1997
2019: ATO – Nielsen Admosphere, live+TSO-3 for 15+, 1.1.–31.12.2019

PEOPLEMETERS CELEBRATE 23 YEARS OF EXISTENCE IN THE CR

Czech TV audience measurement that is carried out using the so-called peplemeters, is celebrating its 23rd birthday today. The beginning of use of this method can be tracked back to 1997. Since then it has developed greatly and today it represents one of the most advanced measurements in the world. The implementer of the research for the owner of the project, ATO (the Association of Television Organizations), is the research agency Nielsen Admosphere.

What do the measurement data tell us?

Thanks to the data of the peplemeter project we know that television is still the strongest medium. On average, people spend more time watching TV than listening to the radio, reading the newspapers or browsing the Internet. Last year, the daily ATS for TV was 3 hours and 42 minutes (in the category 15+).

At the time of the state of emergency that was declared because of the coronavirus pandemic, television became the main and most relevant source of information for Czech people. The viewership - of news broadcasts in particular - more than doubled compared to „normal“. „The measurement data show that television is still a very important part of our lives and that even today it can appeal to all generations. Moreover, in the last few weeks we could see that in times of crisis, its role gains even more significance,“ says the Chairwoman of the Board of Nielsen Admosphere, Tereza Šimečková.

A peek into history and last year's data

Compared to the year 1997, when the peplemeter measurement in the Czech Republic started, the spectrum of TV channels changed noticeably – back then we could choose only from four main stations, while today there are plenty of them. The programmes we like to watch have changed as well: for example, the most watched programme of 1997 was Miss desetiletí (a beauty pageant), and last year - 22 years later - it was the new fairy tale Princezna a půl království.

As for the largest television groups, TV series did very well in 2019. The most viewed series on Czech Television was MOST!, on Nova it was Policie Modrava and on Prima it was the series Černé vdovy.

The most watched TV series in time shift viewing (i.e. watched later than when it was broadcasted live) was MOST! (Czech Television), Temný kraj II (Prima) and Policie Modrava (Nova).

„According to the ATO instructions, from January 2018 the TV viewership on the Internet via digital devices like computers, tablets, smartphones or smart TVs with HbbTV is measured as well. This data are analyzed alongside the peplemeter data and they demonstrate changes in audience's habits. Even in the present digital era, peplemeter hasn't lost its key role,“ states the executive director of ATO, Vlasta Roškotová, adding that „the peplemeter measurement is still the largest and the most financially demanding media project in the Czech Republic.“