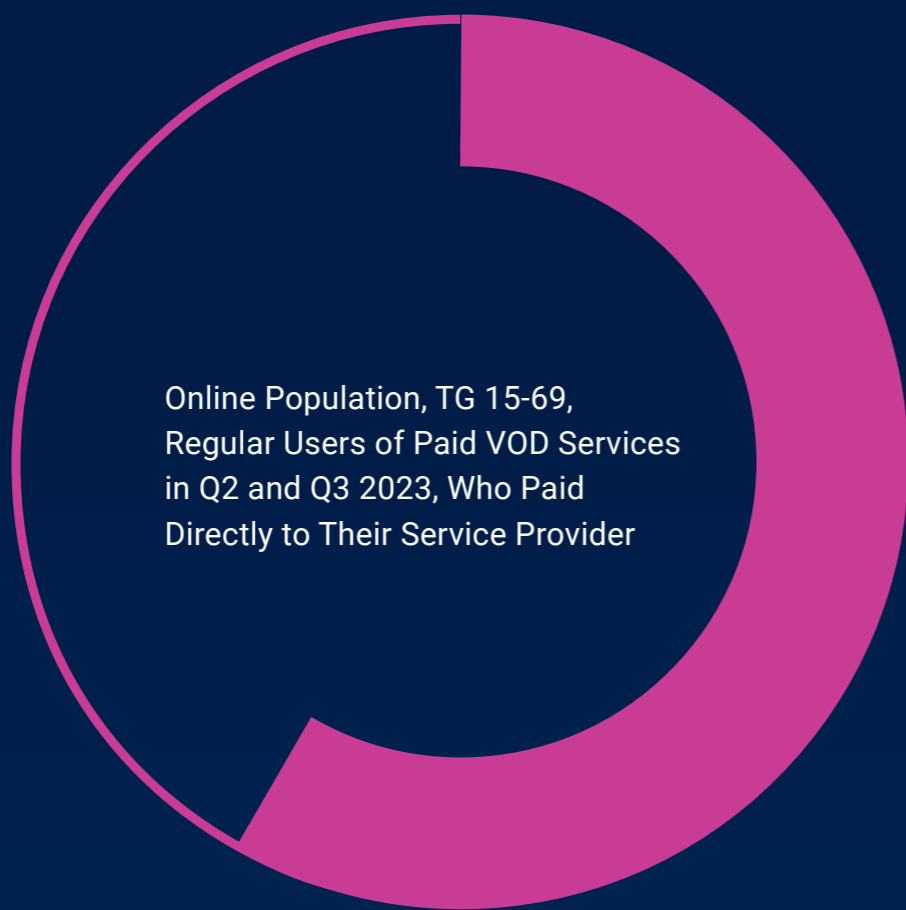




# Czech Viewers Do Not Generally Mind Ads in Paid VOD Services - However, They Do Expect a Discount in Return



58%

of Users of Paid VOD Services  
Would Continue Using Them  
Even if They Newly Included  
Advertisements

## However, Majority of Them Would, in Turn, Seek a Reduced Subscription Fee

41%



REQUIRES SUBSCRIPTION FEE TO BE  
DISCOUNTED BY AT LEAST 75%

41%



REQUIRES SUBSCRIPTION FEE TO BE  
DISCOUNTED BY AT LEAST 50%

18%



OTHERS (Require Subscription  
Fee to Be Discounted by at  
Least 25%, Alternatively Do Not  
Require a Discount)

DATA COLLECTION: Ressionation / Nielsen, July and October 2023, CAWI | RESPONDENTS: Czech National Panel, 4 175 Respondents, Online Population TG 15-69