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# How Many Czech and Slovak Viewers Do Subscribe to a Pay-TV Service and How Much Do They Pay



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## Standardised Report on Use of Pay-TV / Free TV in the Czech Republic and Slovakia

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How many viewers do subscribe to Pay-TV / Free TV services? Why do viewers prefer Pay-TV / Free TV? We've got the answers! Presented in a concise, intelligible, and consistent manner!

# How Can You Benefit From Our Atmedia Index?

Recent years have seen a growing number of Czech viewers who do watch TV through one of the Pay-TV operators. Atmedia Index will allow you to swiftly familiarise yourself with the current market situation and you'll be able to keep an eye on the expansion of trends. The viewers themselves will help you make decisions on fundamental elements of your operations in regard to your image, performance, and your brand success.

## Do you wish to be one step ahead of your competition?

Atmedia Index will portray you the Czech and Slovak viewers' reasons and motivation for subscribing to a Pay-TV service. Why do some viewers choose pay for their subscription while others prefer a free terrestrial broadcasting?

## Are you pondering over the change of your pricing policy?

Atmedia Index will provide you with a clear answer on how much are the viewers willing to pay for their television reception.

## Do you contemplate launching a new channel?

Atmedia Index will uncover the platforms through which the viewers usually access their Pay-TV service. Is it IPTV, cable, or satellite? We've got the data at hand!

## Would you like to review the audience potential?

Atmedia Index will tell you how many viewers do plan to start using the Pay-TV service in the near future and the maximum amount they are willing to pay for it.

## Or do you thirst to discover the reasons why viewers have not yet subscribed to any of the Pay-TV services?

Atmedia Index will also equip you with information on why viewers haven't subscribed to any Pay-TV service. It will also shed some light on their reasons and motivations for sticking with the free-to-air broadcasting, and factors that would convince them to start paying for the TV reception.

**... not to mention that you must already have other ideas how to get the most out of our data!**

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# Survey Research Metrics

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# Survey Research Methodology

Since the beginning of 2022, we've set out to conduct the Atmedia Index study every single quarter. On the whole, it is thence joined up by over 8 000 respondents in the Czech Republic and 6 000 respondents in Slovakia.

## SURVEY RESPONDENTS

### Czech National Panel & Slovak National Panel Projects



## DATA COLLECTION

### ResSOLUTION



## Survey Research Methodology in the Czech Republic and Slovakia in 2023:

### Over 8 000 Respondents

- 7 806 Respondents in the Czech Republic
- 5 875 Respondents in Slovakia
- TG 15–69 Online TV Population, Aware of Their TV Reception Type

### 4 Data Collection Waves

- Quarterly Recurrence
- Methodology: CAWI

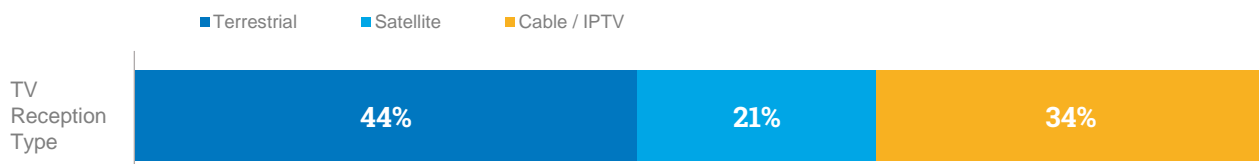
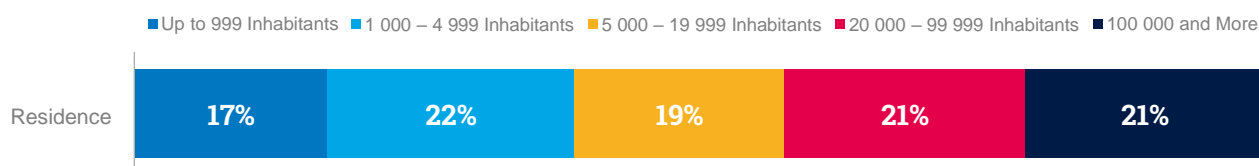
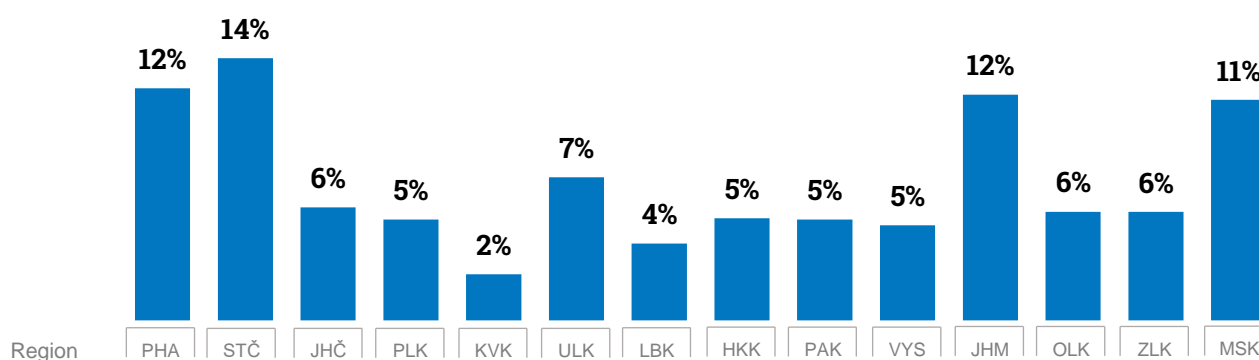
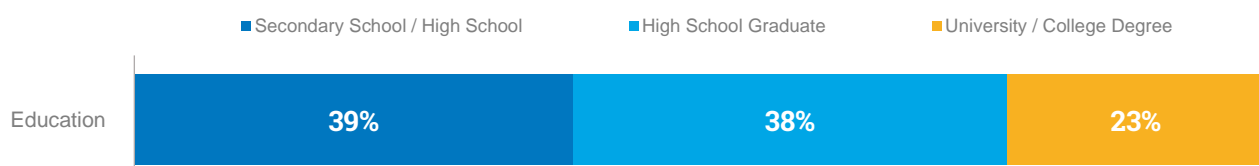
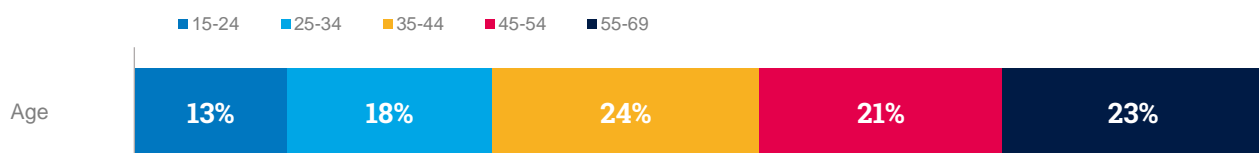
### 6 Elected Aspects

- Gender, Age, Education, Region, City Size Urban Population, and Primary Type of TV Reception

ZPRACOVÁNÍ VÝSLEDKŮ

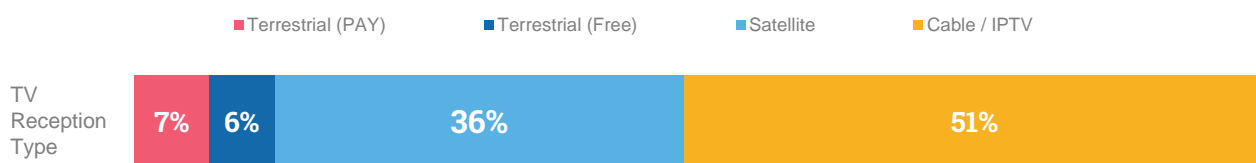
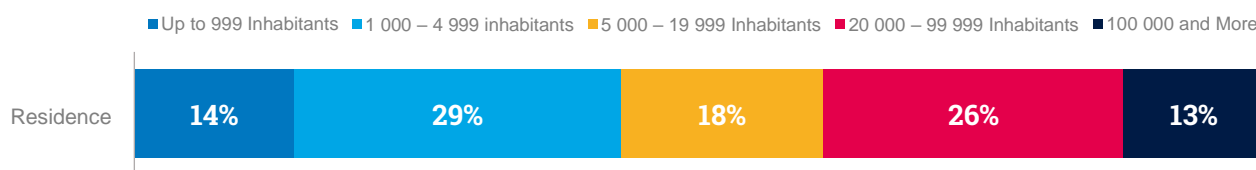
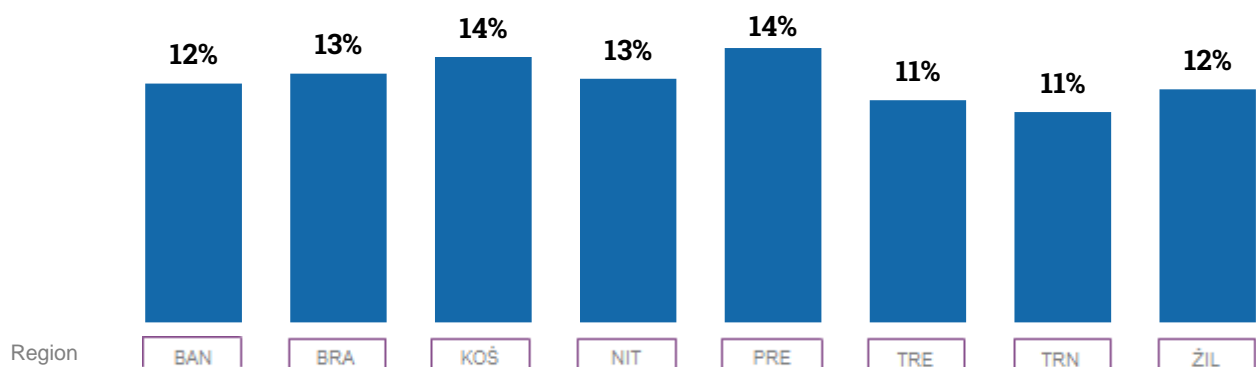
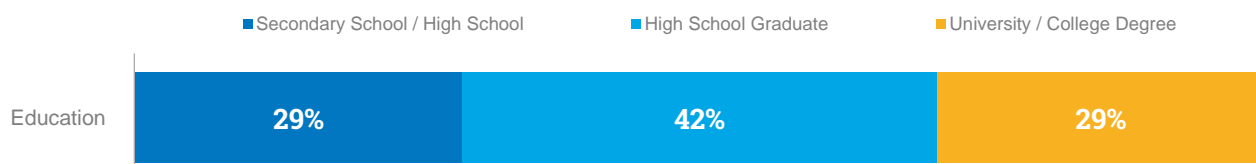
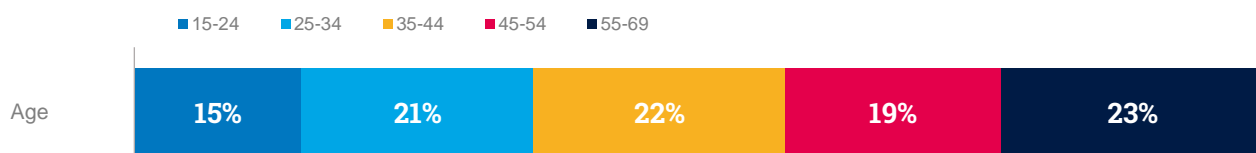
# Sample Characteristics (CZECH REPUBLIC: 2023)

Survey sample does represent the current classification of the Czech population – whether it is on the basis of gender, age, education, or place of residence.



# Sample Characteristics (SLOVAKIA: 2023)

Survey sample does represent the current classification of the Slovak population – whether it is on the basis of gender, age, education, or place of residence.





## Content & Price

### Use of Pay-TV & Free TV in the Czech Republic

- Comprehensive Report on Viewers' Use of **Pay-TV** and **Free TV**
- Data on Viewers' Proneness of Using Pay-TV Services in the Future

PRICE FOR YEARLONG RESULTS

**2 850 €**

### Use of Pay-TV & Free TV in Slovakia

- Comprehensive Report on Viewers' Use of **Pay-TV** and **Free TV**
- Data on Viewers' Proneness of Using Pay-TV Services in the Future

PRICE FOR YEARLONG RESULTS

**2 850 €**

### Use of Pay-TV and Free TV in the Czech Republic and Slovakia

- Comprehensive Report on Viewers' Use of **Pay-TV** and **Free TV**
- Data on Viewers' Proneness of Using Pay-TV Services in the Future

PRICE FOR YEARLONG RESULTS

**3 950 €**

We do systematically survey the Pay-TV / Free TV market every single quarter. Lay your hands on the data series and discover the Pay-TV / Free TV market trends!

Should you wish to order a long-period data, we can offer you a **discount!**

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# PAY-TV

How Many TV Viewers in the Czech Republic and  
Slovakia Do Subscribe to a Pay-TV Service?

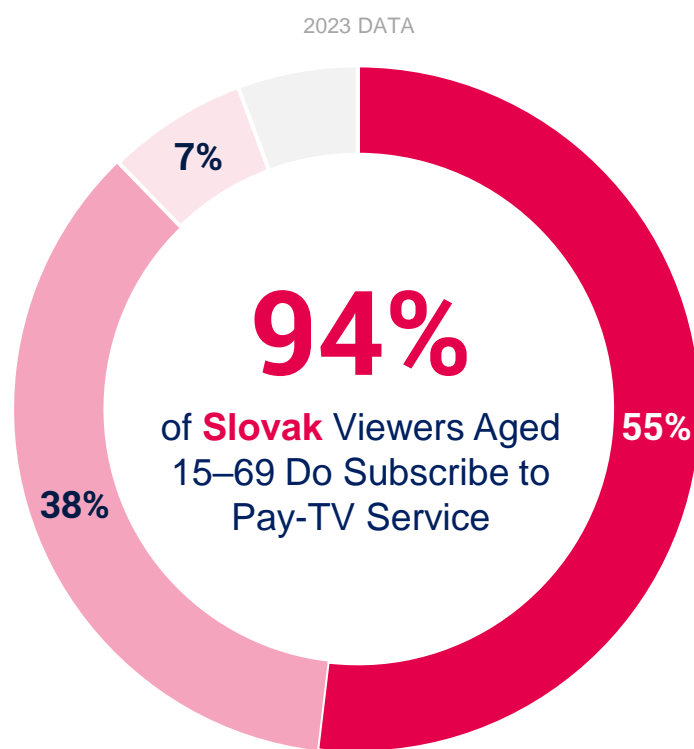
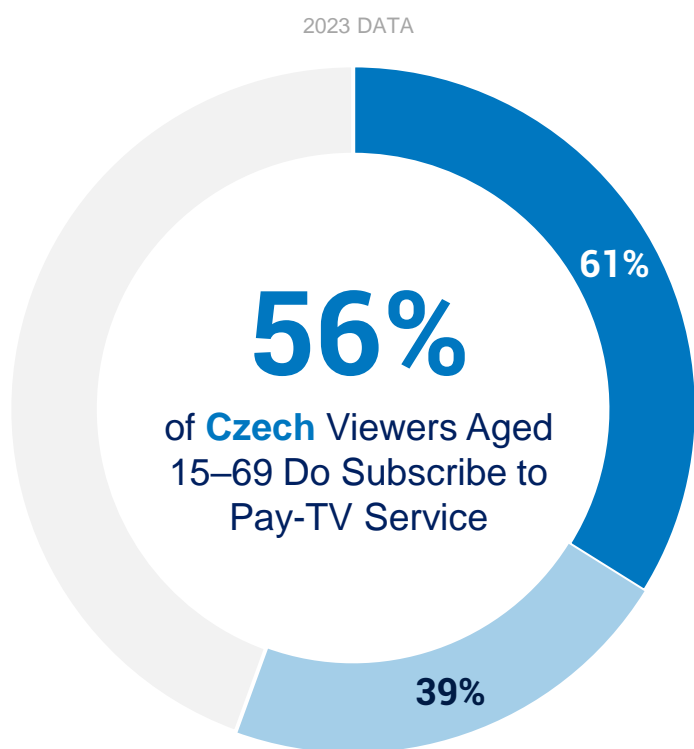
2023 RESULTS

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# How Many Czech and Slovak Viewers Do Subscribe to a Pay-TV Service and How Much Do They Pay?

In recent years, the number of Czech viewers subscribing to Pay-TV services has experienced a substantial surge. However, it does not reach the same high levels as in neighbouring Slovakia. How is the ratio between Pay-TV and Free TV evolving over the past few years? We'd be pleased to share that information with you!

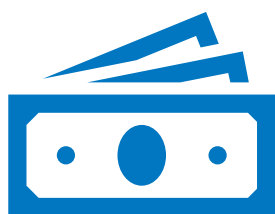


● ● IPTV / Cable TV      ● ● Satellite TV      ● Paid Terrestrial TV

We have been closely monitoring the trends since 2020. Should you wish to opt for a long-period data, we can offer you a discount! Don't hesitate and contact us at [marketing@atmedia.cz](mailto:marketing@atmedia.cz).

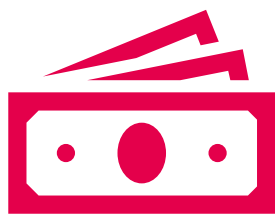
# How Much Do Czech and Slovak Viewers Pay for Their TV Viewing?

Our Atmedia Index research has revealed that Slovak viewers do pay approximately 40 CZK more per month for Pay-TV services than the Czechs. In the second half of last year, Slovak viewers spent an average of 18 € per month, which is equivalent to 435 CZK



## 394 CZK

Average Monthly Pay-TV  
Subscription Cost in **Czechia**



## 435 CZK (18 €)

Average Monthly Pay-TV  
Subscription Cost in **Slovakia**

Given the high inflation rate, the question arises as to whether Pay-TV operators will increase their prices and, if so, by how much.  
**With us, you can rely on a clear overview of the average price trends!**

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# What Information Can You Gather From Our Survey Research Study?

Sample Report for the Czech  
Pay-TV / FTA

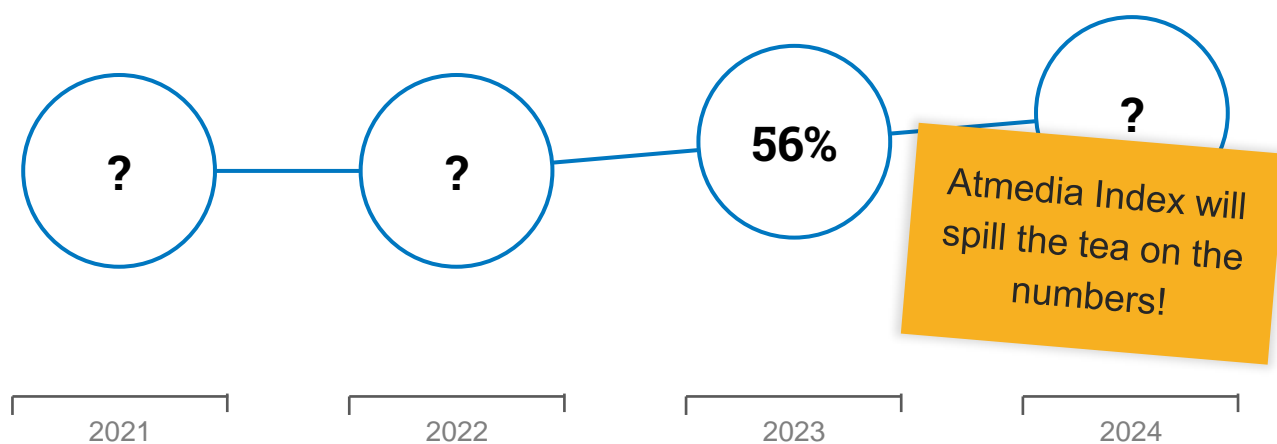
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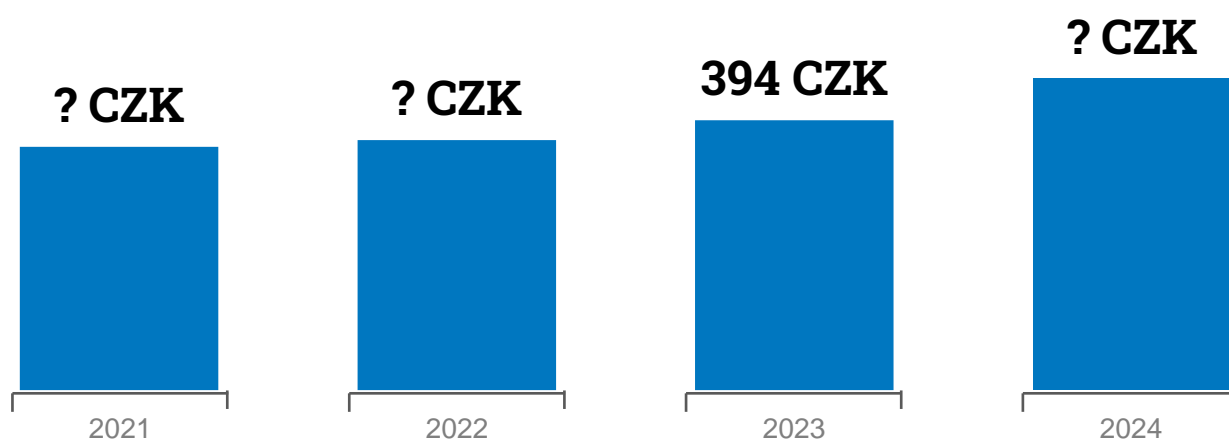
# We Do Have Insights Into the Direction in Which the Pay-TV Is Heading

We have been collecting data on viewers' behaviour since 2020. As a result, we are familiar with the trend the Pay-TV will follow. Do you wish to know the percentage of viewers who plan on subscribing to a Pay-TV service in 2023, and how much they'll be willing to pay for it? We've asked the viewers themselves!

PAY-TV SHARE EVOLUTION SINCE 2021



EVOLUTION OF PAY-TV OPERATORS' AVERAGE MONTHLY COST SINCE 2021

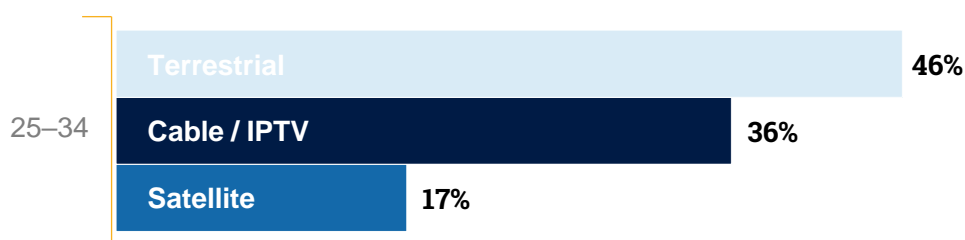


*Thanks to our Atmedia Index, you'll be up to speed on the current pricing situation!*

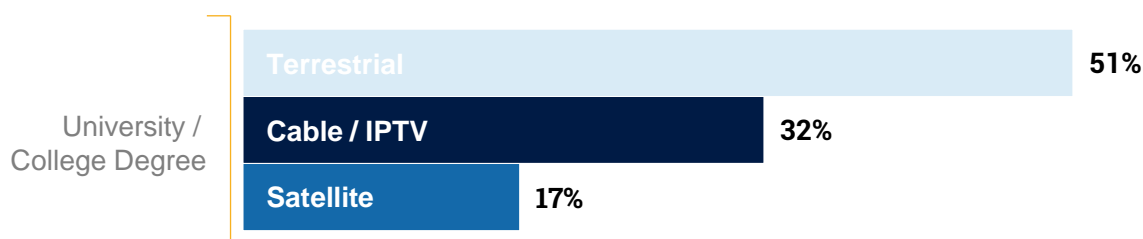
# We Do Know Our Pay-TV Audience

Atmedia Index study will provide you with the real scoop on the demographic composition of Pay-TV and Free TV viewers in both the Czech Republic and Slovakia. This will allow you to efficiently manage the signal distribution and tailor your advertising towards more high-value viewers

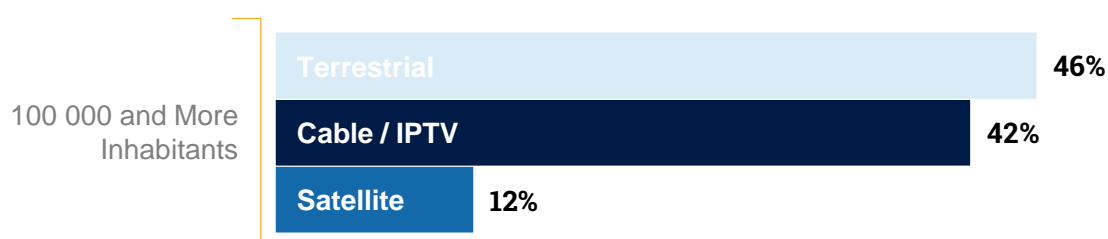
SHARE OF TV BROADCASTING PLATFORMS BY VIEWERS' AGE IN 2023



SHARE OF TV BROADCASTING PLATFORMS BY VIEWERS' EDUCATION IN 2023



SHARE OF TV BROADCASTING PLATFORMS BY VIEWERS' RESIDENTIAL AREA SIZE IN H2 2023



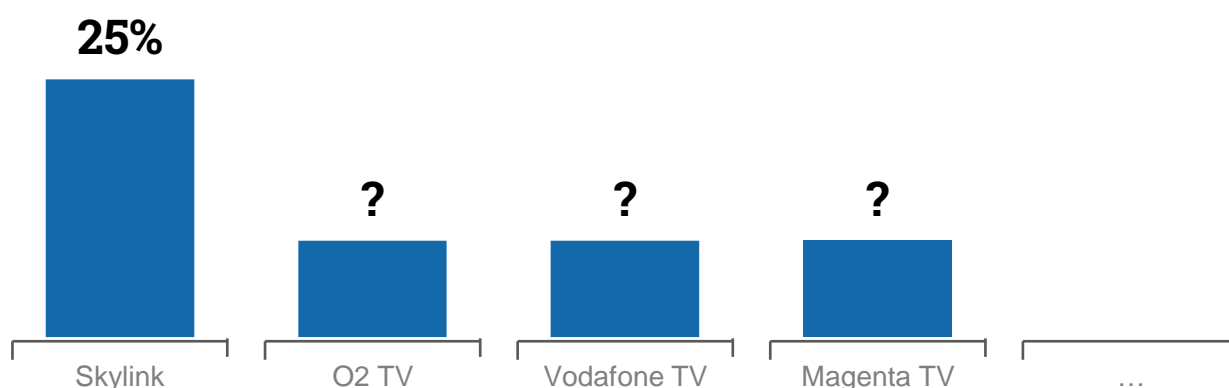
*By analysing the socio-economic distribution of both Pay-TV and Free TV viewers, you will obtain a complete picture of who, where, and how is the TV being consumed.*



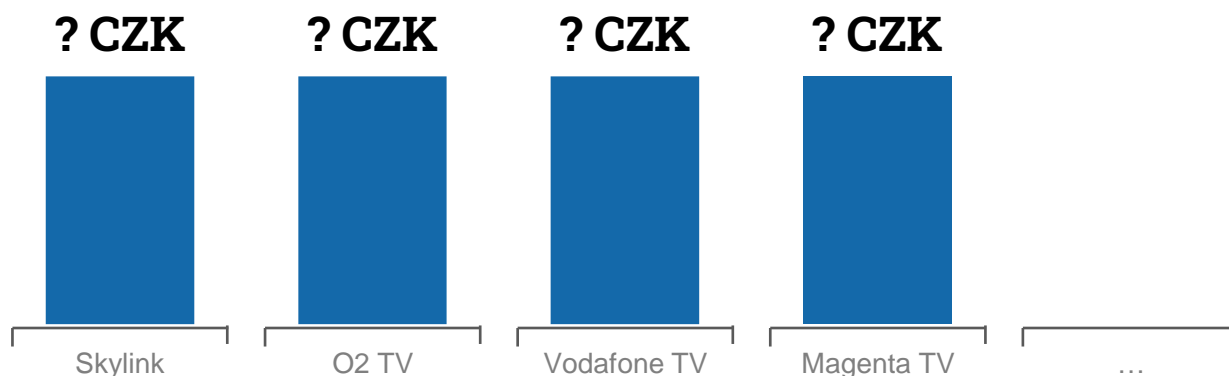
# We've Got the Scoop on the Major Market Players

Our study also pays attention to Pay-TV operators. We do have valuable information about the customer base of each operator, the pricing they do adhere to, as well as the variations in payment amounts across different Pay-TV operators.

SHARE OF SUBSCRIBERS OF INDIVIDUAL PAY-TV OPERATORS IN 2023



AVERAGE MONTHLY SUBSCRIPTION COST OF INDIVIDUAL PAY-TV OPERATORS IN 2023



*What is the average monthly payment that viewers make to a specific operator?  
We know the answer!*

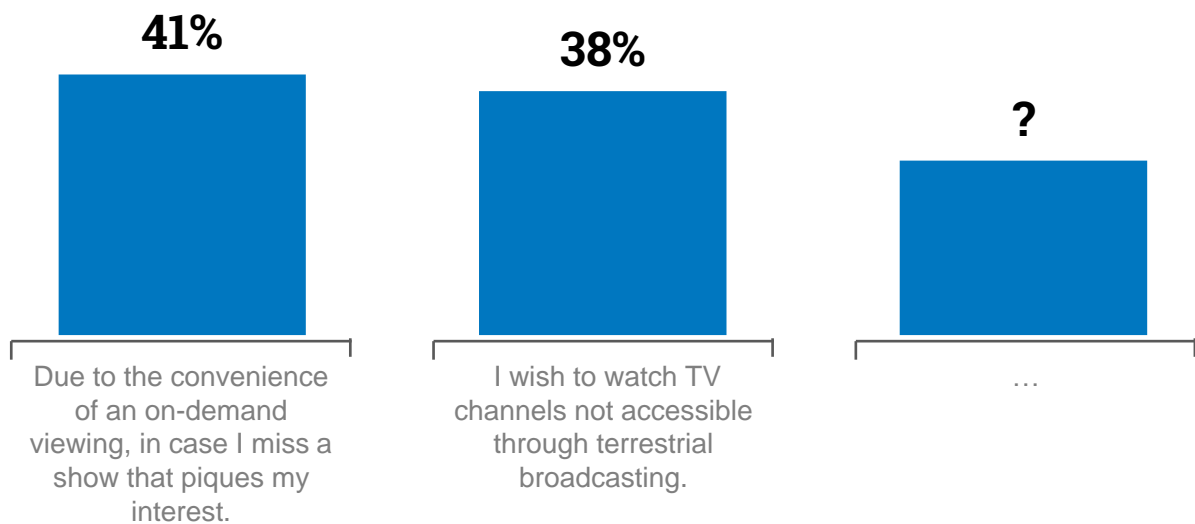




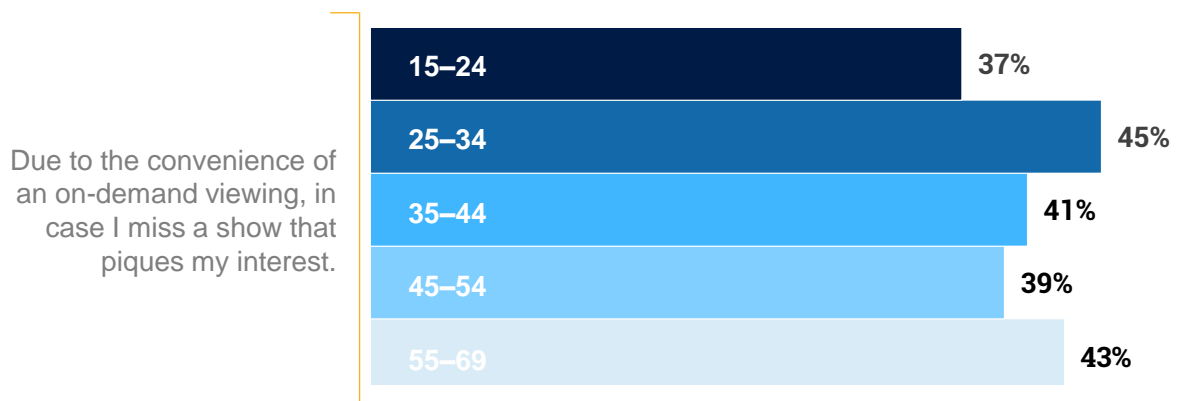
# We'll Tell You the Factors That Motivate Viewers Pay For Their TV

Why do viewers actually opt for Pay-TV services? Our study will offer you a comprehensive overview, covering reasons ranging from the less prominent to the most significant ones.

REASONS FOR SUBSCRIBING TO PAY-TV IN 2023



REASONS FOR SUBSCRIBING TO PAY-TV BY VIEWERS' AGE IN 2023

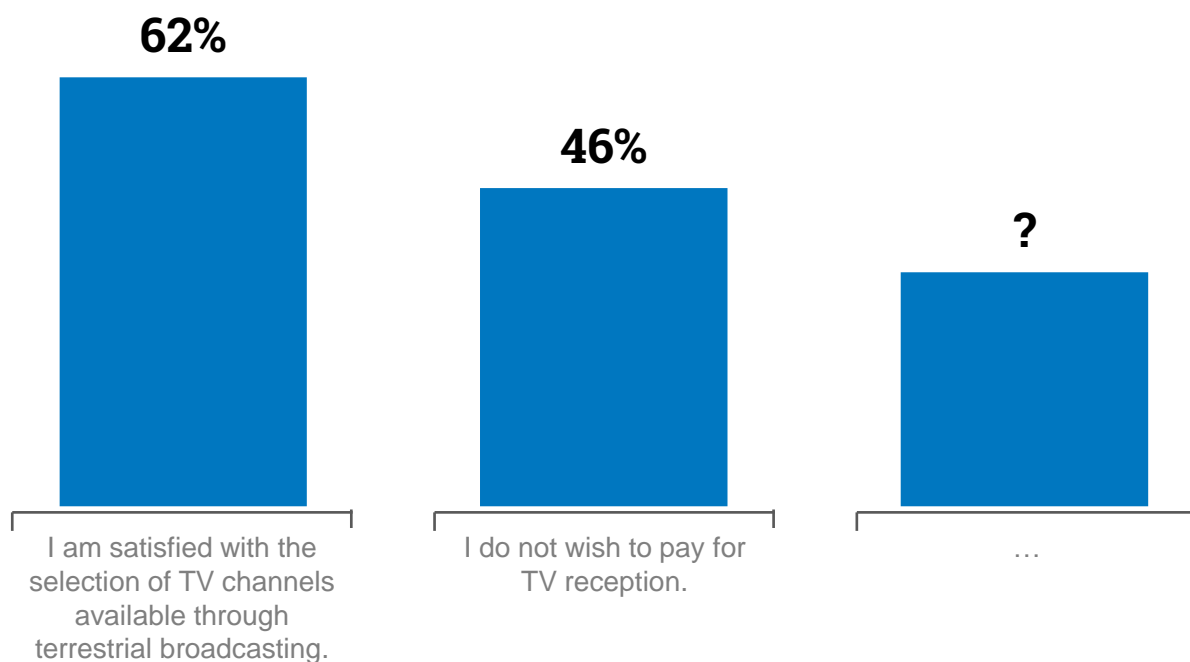


*The factors driving the Pay-TV subscription do differ across various age groups of viewers. What matters to younger viewers may not align with what matters to the older ones. We've got the answers!*

# And How About the Viewers Who Do Not Subscribe to a Pay-TV Service? We're clued in on their reasons!

Despite the increasing number of customers subscribing to Pay-TV operators in recent years, a considerable portion of viewers still do not pay for their TV reception and only watch channels accessible through digital terrestrial broadcasting. We're well informed about the reasons behind their decision as well as their willingness, if any, to start their Pay-TV subscription.

REASONS FOR NOT SUBSCRIBING TO A PAY-TV SERVICE IN 2023



*We've also got some insights into the number of viewers who do plan to start using Pay-TV in the future.*



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Are you interested in receiving regular updates on the use of **Pay-TV & Free TV** in Czechia or Slovakia? Our team shall readily compile the Atmedia Index just for you!

Get your hands on the findings of our unique survey research study and uncover the Czech and Slovak viewers' habits when it comes to Pay-TV and Free TV.

Should you wish to receive more information or our offer, please contact us at:

[marketing@atmedia.cz](mailto:marketing@atmedia.cz)

+420 602 429 501

**Atmedia Index Will Keep  
You Updated Every  
Single Quarter!**

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Or else, would you rather know more about the Czech and Slovak **Pay-VOD market**? Atmedia Index will give the game away!



## We Ask Czech and Slovak Viewers Directly!

- How many of them use the paid (SVOD) services?
- Which services do they use time and again?
- How much are they willing to pay for them?
- How much do they really pay on average?
- Why do they watch the VOD services?
- How often do they watch them?
- What devices do they watch them on?
- And immeasurably more beneficial information!

*We do now also collect data from Slovak viewers!*

**4 Data Collection Waves and a Detailed Bunch of Results?**

**That's Atmedia Index for VOD Platforms!**

# Your Partner in the World of Thematic TV Channels

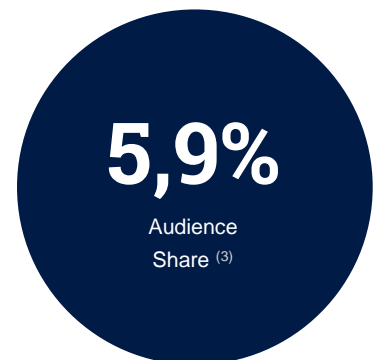
Atmedia is a media sales house of thematic TV channels, which has been active on the Czech market since 2008. Our company's focus primarily lies in selling TV advertising space, but we're also being a partner who does help the channels succeed on the Czech TV market

We're the guide in the world of thematic TV channels!

- ✓ We do sell **TV advertising space**.
- ✓ We do assist with **market research** and **analyses**.
- ✓ We do advise on **programme structure**.

*Last but not least! Our long-term goal has always been a development and strengthening of the thematic TV Channels market, as well as publishing interesting information about the TV market itself.*

*Should you wish to find out more, please visit our website [www.atmedia.cz](http://www.atmedia.cz).*



(1) ATO – Nielsen, Live + TS0–3, 2023, Advertiser, Atmedia (with Seznam.cz TV), Atmedia Analysis

(2) ATO – Nielsen, Live + TS0–3, 2023, Reach 000, TG 4+, Atmedia + AMC Networks + Seznam.cz TV

(3) ATO – Nielsen, Live + TS0–3, 2023, Share, TG 15–69, Atmedia + AMC Networks + Seznam.cz TV