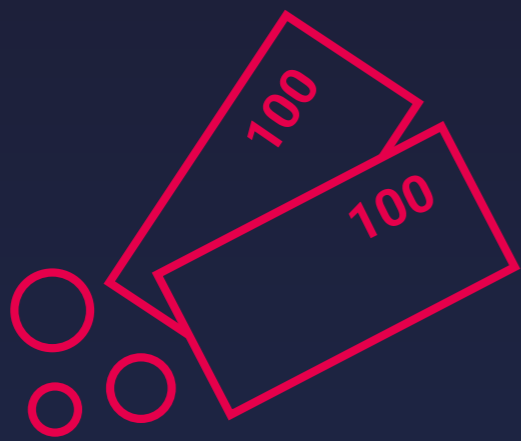




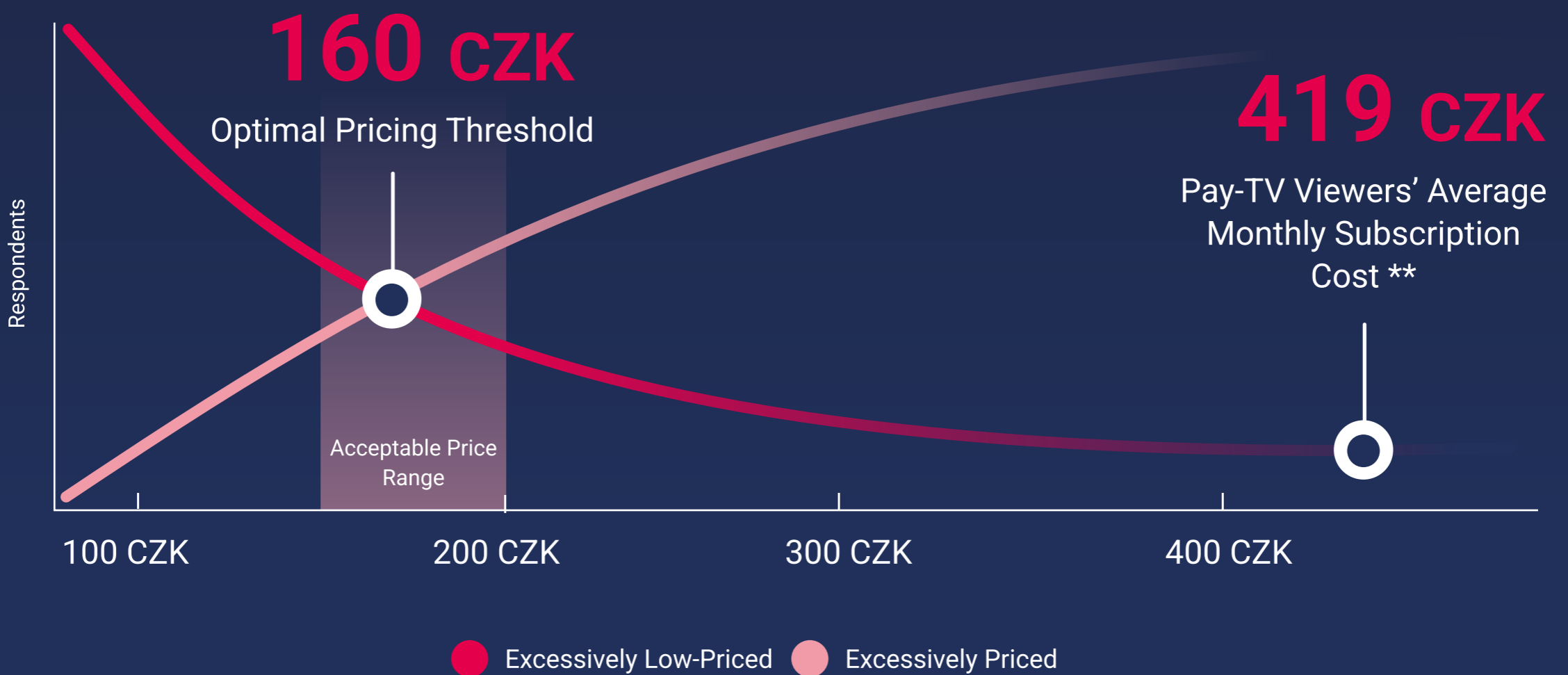
PERIOD
Q2-Q3 2024

How Much Would Current Free-To-Air TV Viewers Be Willing to Pay for a Switch to Pay-TV?



200 CZK

Maximum Pay-TV Subscription Fee That Free-To-Air Viewers Deem Reasonable *



* They Watch Free-To-Air TV Channels

** They Access TV via Satellite, Cable, or IPTV Operators and Make Payments Directly to Their Pay-TV Provider

DATA COLLECTION: ResOLUTION / Nielsen, April 2024, July 2024, October 2024, CAWI; RESPONDENTS: Czech National Panel, 6,024 Respondents, Online Population 15-69