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Czech Television Yearbook

2000



ČESKÁ TELEVIZE

**ČT1 and ČT2 - Twenty-four hours of public service broadcasting
a day on two channels in the last calendar year**

7,552 hours of first-run programming
3,790 hours of drama programmes
2,499 hours of news
2,376 hours of documentaries
2,273 hours of current affairs
1,232 hours of entertainment programmes
1,153 hours of sport

65.1% of in-house programmes
53.8% of foreign programmes from Europe
38.3% of programmes enabling viewing by the
hard of hearing

TABLE OF CONTENTS

Czech Television Yearbook

01

**Over the TV landscape
of the Czech Republic** 4

02

Czech Television in 2000 10

03

2000 in brief 12

07

Czech Television viewers 42

Peplemeter readings 42

Average audience share
of Czech Television 42

Highest news ratings 43

Most significant news live broadcasts
and recordings 43

Ratings of the main current affairs
programmes 44

Highest documentary ratings 44

Highest drama series ratings 45

Highest film ratings 45

Highest TV drama ratings 45

Highest entertainment series ratings 46

Highest one-off entertainment
programme ratings 46

Highest ratings of programmes
presenting theatre, classical music,
and literary performances 46

07

Ratings of selected educational
programmes 47

Ratings of religious series 47

Ratings of one-off religious
programmes 47

Highest drama series ratings
for children 47

Highest ratings of one-off programmes
for children 48

Highest ratings of bedtime story series 48

Ratings of sports news programmes 48

Highest ratings of live sports
broadcasts 48

Czech Television sociological research
Programmes with highest viewer
satisfaction 50

Sociodemographic viewer profile 51

**Response to programmes:
letters and telephone calls** 52

08

Awards for Czech Television 54

Selected prizes awarded
in the Czech Republic 54

Selected prizes awarded abroad 56

04

Organizational and personnel structure	16
Organizational chart	16
Selected positions	18
Overview of organizational changes	20
Number and distribution of employees	22

05

Czech Television Council	26
Members of the Czech Television Council in 2000/2001	26

06

Programming	28
Czech Television broadcasting in figures	29
Extended services for viewers	36
Teletext	36
Service for the hard of hearing	38
Internet	40

09

Czech Television's non-programming activities	58
Support of activities beneficial to the public	58
International events organized by Czech Television	59
Golden Prague international television festival	60
Conference: 'Czech Television - A Public Matter'	61

10

Development of the technical base	62
Czech Television signal transmission	64

11

Financial and commercial activities	66
Financial performance	66
Television licence fees	77
Telexport	81

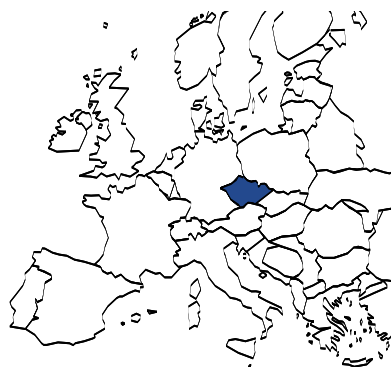
12

Auditor's report on the financial statements	84
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13

Czech Television Act	90
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Over the TV landscape of the Czech Republic in 2000



Number of television households:¹	3,791,000
Number of registered television sets:²	
• natural persons: ³	3,207,124
• legal persons	
and natural persons – entrepreneurs:	166,858
• total:	3,373,982

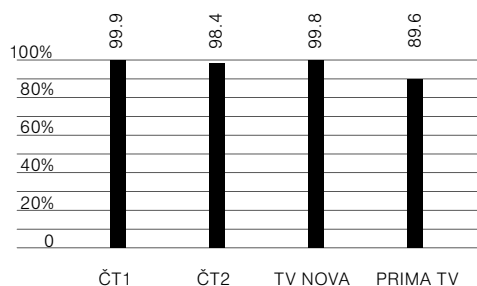
¹ Source: Taylor Nelson Sofres Media – ATO; figure current as at 31 December 2000

² Figure current as at 31 December 2000

³ Not including licence-fee payers exempt from the payment for social reasons

⁴ Source: Taylor Nelson Sofres Media – ATO; figure current as at 31 December 2000

Signal penetration of national TV channels in the fourth quarter of 2000

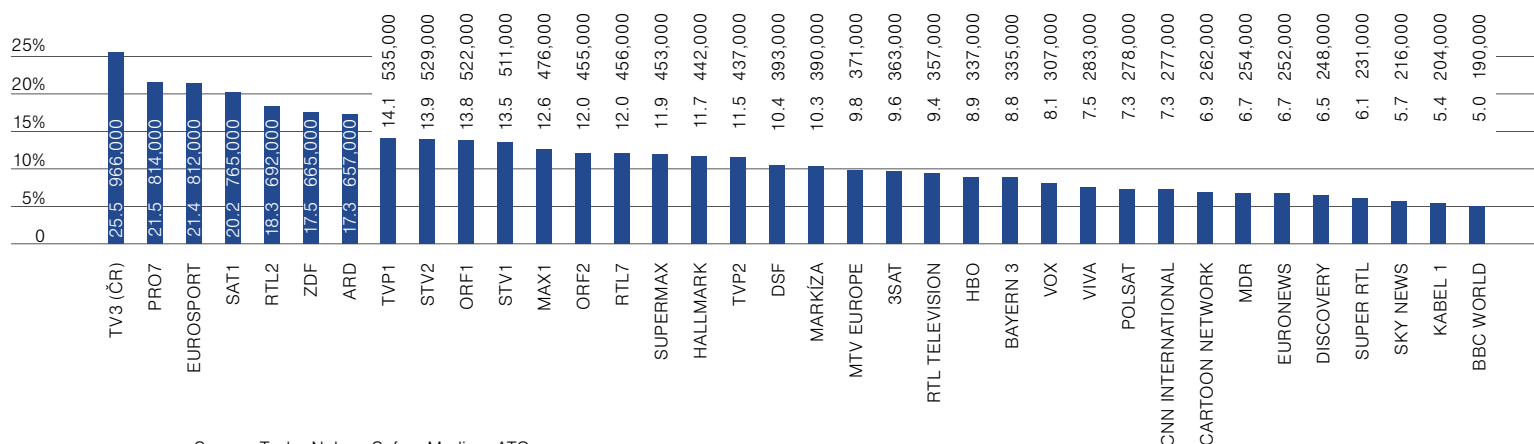


Source: Taylor Nelson Sofres Media – ATO
100% of TV households = 3,791,000

Note: Figures on signal penetration are the results of a sociological survey (they express viewers' opinions on the individual channels available to them, and as such are not based on technically precise measurements of signal quality)

Signal penetration of other TV channels in the Czech Republic in the fourth quarter of 2000

(availability in 5%+ of TV households)



Source: Taylor Nelson Sofres Media – ATO
100% of TV households = 3,791,000

Daily average amount of time spent watching television – viewers aged 15 or over (in minutes)

Period	Total time spent watching television	Time spent watching Czech Television	Time spent watching ČT1	Time spent watching ČT2
3rd quarter 1997	188	65	52	13
4th quarter 1997	242	87	70	17
1997 average (second half-year)	215	76	61	15
1st quarter 1998	248	90	71	19
2nd quarter 1998	194	66	50	16
3rd quarter 1998	179	57	45	12
4th quarter 1998	233	75	59	16
1998 average	213	72	56	16
1st quarter 1999	230	73	56	17
2nd quarter 1999	183	54	42	12
3rd quarter 1999	163	52	41	11
4th quarter 1999	214	75	59	16
1999 average	197	64	50	14
1st quarter 2000	218	71	54	17
2nd quarter 2000	170	53	40	13
3rd quarter 2000	174	57	41	16
4th quarter 2000	214	63	50	13
2000 average	194	61	46	15

Source: Taylor Nelson Sofres Media – ATO

The daily average amount of time adults spend watching television is gradually decreasing every year. Even so, they still devote 3.2 hours to television.

Daily average amount of time spent watching television – men and women (in minutes)

Period	Total time spent watching television		Time spent watching Czech Television		Time spent watching ČT1		Time spent watching ČT2	
	Men	Women	Men	Women	Men	Women	Men	Women
3rd quarter 1997	176	199	62	68	47	57	15	11
4th quarter 1997	229	254	84	90	65	74	19	16
1997 average (second half-year)	202	224	73	79	56	65	17	14
1st quarter 1998	239	256	93	88	71	71	22	17
2nd quarter 1998	190	198	69	62	50	50	19	12
3rd quarter 1998	168	188	57	57	44	46	13	11
4th quarter 1998	221	243	74	76	56	62	18	14
1998 average	204	221	73	70	55	57	18	13
1st quarter 1999	215	244	72	74	52	60	20	14
2nd quarter 1999	167	198	51	56	37	46	14	10
3rd quarter 1999	147	176	51	55	37	46	14	9
4th quarter 1999	196	230	74	76	55	64	19	12
1999 average	181	212	62	65	45	54	17	11
1st quarter 2000	203	232	72	71	50	58	22	13
2nd quarter 2000	158	181	54	51	38	42	16	9
3rd quarter 2000	160	187	57	55	38	42	19	12
4th quarter 2000	199	229	62	64	46	54	16	10
2000 average	180	207	61	60	43	49	18	11

Source: Taylor Nelson Sofres Media – ATO

Women are more passionate viewers than men. For example, in the past two years they have been spending an average of half an hour a day more than men watching television. It is also worth mentioning the relationship the sexes have to Czech Television. In 2000, men spent roughly a third of their total viewing time on Czech Television, while

the figure for women was 29%. Therefore, men devoted one minute a day more than women to Czech Television; broken down by channel, women watched ČT1 for six minutes a day longer than men, but men watched ČT2 for seven minutes a day longer than women.

Daily average amount of time spent watching television – children aged 4–14 (in minutes)

Period	Total time spent watching television	Time spent watching Czech Television	Time spent watching ČT1	Time spent watching ČT2
3rd quarter 1997	127	35	30	5
4th quarter 1997	182	54	47	7
1997 average (second half-year)	155	45	39	6
1st quarter 1998	170	50	41	9
2nd quarter 1998	128	35	29	6
3rd quarter 1998	127	32	28	4
4th quarter 1998	171	56	49	7
1998 average	150	43	37	6
1st quarter 1999	154	43	35	8
2nd quarter 1999	116	34	29	5
3rd quarter 1999	109	33	28	5
4th quarter 1999	148	50	42	8
1999 average	132	40	34	6
1st quarter 2000	134	43	35	8
2nd quarter 2000	106	32	27	5
3rd quarter 2000	112	32	26	6
4th quarter 2000	142	43	37	6
2000 average	124	38	32	6

Source: Taylor Nelson Sofres Media – ATO

The long-term trend is for children (in the age category 4-14) to watch television by an average of an hour less a day than adults. Like adults, the amount of time they spend in front of the television depends on the season – they are more avid during the autumn and winter months.

Quite logically, the time spent watching television is shorter than the time spent using television, as it does not include other areas of television application, especially teletext and video.

As far as teletext is concerned, almost two thirds of households with television sets offering a teletext facility (i.e. approximately 1,266,000) referred to this service at least once a week at the end of 2000. It is worth noting that 13.7% (i.e. 267,000) households did not use teletext at all, even though their televisions were fitted to receive it. This is all the more remarkable when we consider that in the previous year the proportion of such households was exactly 1% less.

Frequency of teletext use in households capable of receiving this facility in the fourth quarter of 2000

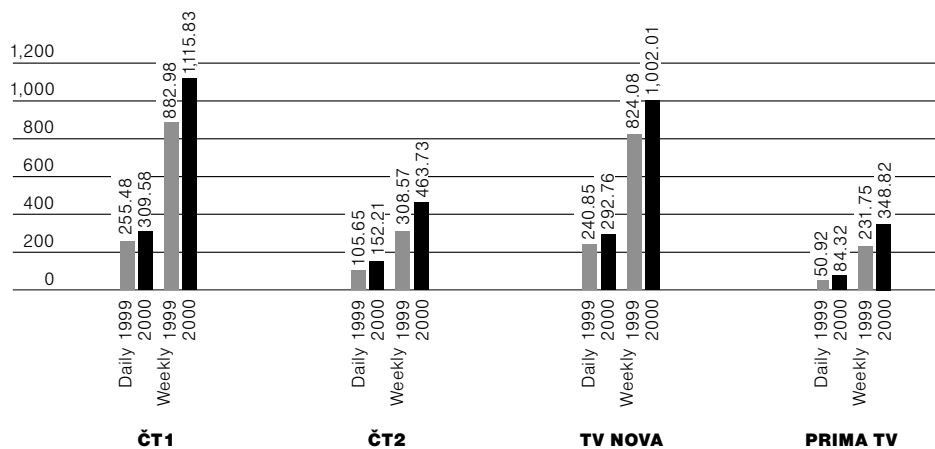
Period	Every day	Several times a week	Once a week	Once a fortnight	Once a month	Less often	Never
2000	21.9%	23.7%	19.3%	5.1%	4.9%	11.5%	13.7%

Source: Taylor Nelson Sofres Media – ATO

100% of households with teletext = 51.5% of TV households = 1,915,000 of TV households

Note: roughly every fourth household used the teletext service of closed captioning.

Average cumulated teletext reach in 1999 and 2000 (viewers in thousands)



Source: Taylor Nelson Sofres Media – ATO

From the point of view of ČT, it is important that in both 1999 and 2000 teletext on ČT1 was accessed more than TV NOVA's teletext service, and that the preference for

teletext on ČT2 was greater than the interest registered in PRIMA TV's teletext.

Frequency of video viewing in video-equipped households in the fourth quarter of 2000

Period	Every day	Several times a week	Once a week	Once a fortnight	Once a month	Less often	Never
2000	7.7%	28.6%	27.6%	13.0%	10.1%	11.3%	1.7%

Source: Taylor Nelson Sofres Media - ATO

100% of video-equipped households = 44.0% of TV households = 1,667,000 of TV households

At the end of 2000, there were 6.5% fewer households equipped with video (i.e. approximately 248,000) than households equipped with a teletext facility. In this respect, it is worth noting that 63.9% (i.e. 1,065,000) of households

with video used this technology at least once a week, which is about 201,000 fewer than those who use teletext at least once a week.

Average time spent watching video in video-equipped households in the fourth quarter of 2000

Period	Up to 30 minutes	30-60 minutes	1-2 hours	More than 2 hours
2000	1.2%	13.9%	68.8%	16.1%

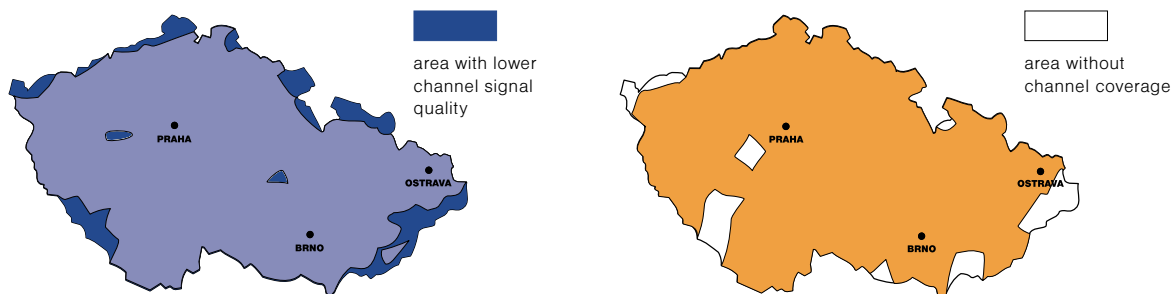
Source: Taylor Nelson Sofres Media - ATO

100% of households with video = 44.0% of TV households = 1,667,000 of TV households

Most households equipped with video (84.9% = 1,142,000) use their video equipment for an average of one or more hours. This suggests that video commonly serves as a home cinema.

Czech Television in 2000

Czech Republic territory penetration of the ČT1 and ČT2 signals



Established: on 1 January 1992 under Act No. 483/1991, the Czech Television Act, amended by Act Nos. 36/1993, 253/1994, 301/1995, and 39/2001.

Organizational units: Czech Television Prague, Brno Television Studio, Ostrava Television Studio

Status: public-service television station

Channels: two national channels – ČT1 and ČT2

Financing: A television licence fee set by law (Act No. 252/1994, on Radio and Television Licence Fees, amended by Act No. 135/1997) and business activities stipulated by law (Section 11 of Act No. 483/1991, the Czech Television Act, in the wording of later regulations). The licence fee is collected through the Czech Post Office. The current fee is CZK 75 a month; households pay a single all-inclusive fee, while businesses pay for each television set.

Statutory body: Director General, appointed by the Czech Television Council for a six-year term

12 December 2000 – Dušan Chmeliček recalled

20 December 2000 – Jiří Hodač appointed

11 January 2001 – Jiří Hodač resigns

as of 9 February 2001 – Jiří Balvín caretaker Director General (elected under special procedure by the Czech Parliament's Chamber of Deputies)

Supervisory body: until 2001, the nine-member Czech Television Council elected by the Chamber of Deputies for a five-year term. The amended Czech Television Act expanded the number of Council members to 15 and their term of office to six years, with one third of members replaced every two years.

12–13 January 2001 – the third Czech Television Council is recalled by the Chamber of Deputies

25 May 2001 – the fourth Czech Television Council is elected by the Chamber of Deputies

30 May 2001 – the new Council starts working

Number of employees

	1993	1994	1995	1996	1997	1998	1999	2000
Average number of employees	4,039	3,919	3,564	3,234	3,170	3,087	2,892	2,851
Index	100	97	88	80	78	76	74	71

Czech Television membership of international organizations in 2000

EBU – European Broadcasting Union

DVB – Digital Video Broadcasting

EuroNews

Eurosport

EGTA – European Group of Television Advertising

IMZ – International Music Centre

SMPTE – Society of Motion Picture and Television
Engineers

PBI – Public Broadcasting International

CIRCOM – European Association of Regional Television
Studios

Summary of key events in 2000 and at the beginning of 2001

January

1 January – Czech Television joins in with the global live broadcast of *Today 2000*, tracking how different countries welcome in the year 2000; this is the largest, most complex international television broadcast ever in the history of television broadcasting

1 January – smooth switch of all television and information technology to the year 2000 with no interruption in

programme transmission and production - Y2K bug successfully thwarted

1 January – almost 1.9 million viewers tune in for the traditional President's New Year Address at 1 p.m. on ČT1

February

1 February – Dušan Chmelíček becomes Czech Television's new Director General

1 February – A1 cutting room opens to process the DVCAM format film used in current affairs programme production

1 February – new PV-2 digital four-camera outside broadcasting vehicle replaces the outmoded PV-16 van used by Czech Television for the past 14 years

1 February – financial accounting, asset management, controlling, billing, programme planning, and a system base are put into full operation as part of the programme to expand the SAP R/3 information system

13 February – Jan Hřebejk's *Divided We Fall*, co-produced by Czech Television, joins four other Oscar nominees in the foreign language category for 2000

15 February – Phobos sound processor applied to the transmission path to eliminate problems with modulating signals from various sources

22 February – Czech Television Director General meets President Václav Havel

24 February – Czech Television Director General signs a new contract with Czech Television's media agency IP Prague spol. s r.o. (now ARBOMedia); the contract enters into effect on 1 January 2001 and is due to expire on 31 December 2005

March

Stage One of the implementation of the SAP R/3 integrated information system is completed on production of a hand-over report (containing a list of unresolved operating features), and work on Stage Two begins

15 March – trial operations of live Internet broadcasting for news programmes begin

22 March – Czech Television Director General meets EuroNews President José Villa Abello

April

6 April – Czech Television Director General attends the official opening of the One World Festival

May

3 May – Czech Television holds a seminar on 'Concealed Advertising', with widespread attendance by media experts

12 May – ČT2 screens a live broadcast of the opening concert at Prague Spring 2000, the international music festival

13 May – ČT2 broadcasts the UEFA Cup Final live from Copenhagen (Arsenal versus Galatasaray)

15 May – contract with Deutsche Telekom on Copernicus satellite transponder hire for the distribution of ČT programmes

22 May – Director General Decision No. 21 sets up the Compliance Department to screen the observance of generally binding legal regulations concerning ČT operations and the observance of internal regulations, financial discipline and financial expenditure, orderly management, and the protection of ČT property

23 May – advertisement of the first round of the tender to provide ČT signal distribution and contribution

24 May – ČT2 screens the 1999/2000 Champions League Final live (Valencia versus Real Madrid)

June

4–7 June – Czech Television hosts the Golden Prague International Television Festival

10 June – ČT1 screens a live broadcast of the official opening and first match of the European Football Championship (Belgium versus Sweden)

22 June – ČT1 runs a live broadcast of an evening of music with the New York Philharmonic, one of the top orchestras in the world, from Municipal House's Smetana Hall as part of the project Prague - European City of Culture 2000

July

1 July – ČT1 screens *Music Without Frontiers - EURO 2000 Concert*, a live broadcast of a concert from Rotterdam on the eve of the European Championship Final

2 July – ČT1 broadcasts the European Championship Final (Italy versus France) and the official end of the competition live

15 July – live broadcast on ČT1 of the gala awards ceremony at the Karlovy Vary International Film Festival 2000; the evening was hosted by Marek Eben

August

23 August – advertisement of second round of the tender for the provision of ČT signal distribution and

contribution services following an evaluation of preliminary bids

September

1 September – new graphic system used to present the *Weather* programme

13 September – 1 October – the most extensive 24-hour coverage ever of the Summer Olympics, held in Sydney, entailing live broadcasts and news updates on ČT2

22 September – end of the tender for signal distribution and contribution, won by Czech Telecom

October

1 October – new film scanner Spirit Data Cine put into use

1 October – new Leitch-server based news service digital system put into trial operation at Ostrava Television Studio

November

12 November – ČT1 carries three broadcasts of *Election Studio*, covering the Senate and regional elections in 2000

13 November – live broadcast on ČT2 of the *Post-Election Debate with Party Leaders*, hosted by Daniela Drtinová and Bohumil Klepetko

15 November – forewarned technical problems with Copernicus satellite, replacement broadcasting via the Eutelsat II-F4 satellite, need to convert all broadcasting

centres and television cable bases to be able to receive the signal from this satellite, installation of mobile satellite station at the Kavčí Hory complex to ensure simultaneous operation

19 November – ČT1 broadcasts three editions of *Election Studio*, devoted to the second round of the election to the Czech Senate

24–25 November – Czech Television holds the conference 'ČT – A Public Matter'

December

1 December – ČT starts broadcasting news and current affairs programmes via satellite without encoding, allowing for unrestricted reception abroad

6–8 December – Ostrava Television Studio holds a Working Review of Non-Central Television Studios Operated by the Visegrad Four; the seminar is attended by representatives of TVP Kraków, TVP Rzeszów (Poland), STV Košice, STV Banská Bystrica (Slovakia), MTV Miskolc, MTV Szeged (Hungary), and ČT Brno and ČT Ostrava (Czech Republic)

12 December – the Czech Television Council recalls Dušan Chmeliček and advertises a competition to replace him as Director General

20 December – after interviews with six short-listed candidates selected from 33 applicants, the ČT Council appoints Jiří Hodač new Director General of Czech Television; Hodač had previously been head of the News Department at ČT before leaving on 11 August 2000

2001

January

3 January – the Czech Government approves an amendment to the Czech Television Act

5–6 January – the Chamber of Deputies (the lower house of the Czech Parliament) holds a special session to discuss the ČT Council's report on the current situation at Czech Television; its final resolution is to invite Jiří Hodač to resign, or to have him recalled by the ČT Council; the MPs state that Czech Television is not fulfilling its mission

11 January – Jiří Hodač resigns

12–13 January – the Chamber of Deputies holds another special session to discuss the situation at Czech Television and the amendment to the Czech Television Act; under a second resolution declaring that Czech Television is not meeting its mission, the MPs recall the ČT Council with immediate effect and pass sweeping changes in the Czech Television Act; the Chamber of Deputies also assumes the powers of the ČT Council, including the appointment of a caretaker Director General

17 January – a special session of the Czech Senate to debate the amendment to the Czech Television Act fails to approve the wording of the Act as presented by the Chamber of Deputies and strips it down to the provision that allows the Chamber of Deputies to take over the powers of the recalled ČT Council temporarily and elect a caretaker Director General

23 January – the Chamber of Deputies rejects the Senate's proposals and passes the amendment to the Czech Television Act in the form it approved on 13 January; the President of the Czech Republic signs the Act on the same day

25 January – the amended Czech Television Act enters into force on promulgation in the Collection of Laws; the deadline for proposing candidates for the position of caretaker Director General of Czech Television is set as 6 p.m. on Monday 29 January; Members of Parliament and parliamentary clubs are allowed to make proposals

29 January – the Chamber of Deputies shortlists seven candidates for the position of caretaker Director General

February

9 February – as part of a special session of the Chamber of Deputies, a public hearing is conducted of the candidates for the post of caretaker Director of Czech

Television; Jiří Balvín is elected caretaker Director in the first round of the ballot

Organizational and personnel structure in 2000

Organizational chart in force at the end of 2000

Director General

Brno Television Studio

Studio Director's Departments
 TS Production Centre
 – News Department
 – Creative Groups (6)
 – Programming and Broadcasting Coordination
 – Production Personnel
 Technical Operations
 Finance and Information System
 Internal Services

Ostrava Television Studio

Studio Director's Departments
 TS Production Centre
 – News Department
 – News Department Olomouc (1 September - 31 December)
 – Creative Groups (5)
 – Sports Department
 – Broadcasting Coordination
 – Public Relations and Self Promotion
 – Production Personnel and Economics
 – Programme Archive
 Technical Operations
 Finance and Administration

Programming Department

Dramaturgy
 Programme Planning and Coordination
 Audience Research
 Programme Archive

News Centre

News Department
 Domestic and Economic News
 Foreign News
 Weather
 Early-Morning Broadcasting
 Regional News
 Heads of Publication
 Current Affairs Department
 Reporting Programmes
 Discussion Programmes
 Sports Department
 Production
 Live International Broadcasts
 News Centre Production Department
 Prague and Regional News Department Production
 Economics
 Image Documentation Centre

**Production Centre
for Creative Programming**

Creative Groups (10)
Economics

**Production Centre for Current
Affairs and Documentaries**

Creative Groups (5)
Economics

Production Centre for Acquisitions

Creative Groups (3)
Sales and Licensing
Economics, Information System, and Records of Acquisitions

Production and Engineering

Chief Engineer
Economics
Central Control Office
Fire Prevention
Film Technology
Set Design
Broadcasting Technology
Post-Production
Lighting
Outside Broadcasting Technology
Joint Technology
Transportation
Television Technology Engineering
News Centre Technology
Production Services
Information System
Production Personnel Services
Production Workers

Economics

TV Licence Fees
Planning
Financing
Accounts
Purchasing
Internal Services
Telexport

Legal Department

Relations with Copyright Organizations

Human Resources

Wages
Personnel
Work and Wages
Training Centre

Public Relations and Promotion

Press Department
Graphic Design
Teletext
PR Services
ČT Internet
Self Promotion

Secretariat to the Director General

Auditing

Selected positions in 2000**Czech Television Director General**

Jakub Puchalský resigned on 15 December 1999, remaining in his post until 31 January 2000
Dušan Chmelíček (1 February 2000 to 19 December 2000)

Jiří Hodač (as of 20 December 2000)

Head of the Secretariat of the Director General

Jiří Kučera

Programming Department**Director of Programming:**

Václav Čapek (as of 1 February 2000)

News Centre (as of 1 August 2000)**News Director:**

Jiří Hodač (17 April to 14 August 2000)
Jiří Vondráček (14 August to 20 December 2000 - caretaker)
Jana Bobošíková (as of 24 December 2000)

News Department**Editor-in-Chief:**

Zdeněk Šámal (until 18 June 2000)
Bohumil Klepetko (as of 17 July 2000)

Sports Department**Editor-in-Chief:**

Jiří Baumruk (until 14 February 2000)
Jaromír Bosák (as of 15 February 2000)

Current Affairs Department (as of 17 May 2000)**Editor-in-Chief:**

Martin Mrnka (as of 17 July 2000)

Production Centre for Creative Programming**Chief Producer:**

Jaroslav Kučera (until 15 October 2000)
Karel Kochman (as of 16 October 2000)

Production Centre for Current Affairs and Documentaries**Chief Producer:**

Alena Müllerová (until 31 March 2000)
Damián Kaušitz (as of 3 April 2000)

Production Centre for Acquisitions**Chief Producer:**

Jan Rubeš

Production and Engineering

Director:

Vít Novotný

Economics

Financial Director:

Michal Kralert (until 29 February 2000)

Ladislav Paluska (as of 11 February 2000)

Legal Department

Head of Department:

Dušan Chmelíček (until 31 January 2000)

Vladimíra Vocetková (as of 1 February 2000)

Public Relations and International Relations (as of 1 July 2000 Public Relations and Promotion)

Head of Department:

Renata Elhenická (until 11 March 2000)

Jaroslava Sedláčková (13 March to 24 December 2000)

Human Resources

Head of Department:

Michal Kříž

Strategic Development (until 31 January 2000)

Head of Department:

Dušan Chmelíček (until 31 January)

Brno Television Studio

Director:

Zdeněk Drahoš

Ostrava Television Studio

Director:

Miloslav Petronec

Overview of organizational changes effective in 2000

ČT Prague

Effect and method of announcement	Scope and type of change
<p>1 January 2000 Director General Decision No. 36/1999</p>	<p>News Department Graphic Design Centre transferred to the News Centre Technology Department</p>
<p>14 January 2000 Director General Decision No. 4/2000</p>	<p>publication of Czech Television Corporation Manual</p>
<p>1 March 2000 Director General Decision No. 7/2000</p>	<p>Strategic Development disbanded and its divisions transferred as follows:</p> <p>Human Resources under the direct control of the Director General</p> <p>Public Relations and International Relations and ČT Internet under the control of the Head of the Secretariat of the Director General</p> <p>Information System under the control of the Production and Engineering Director</p>
<p>1 April 2000 Director General Decision No. 12/2000</p>	<p>Visual Presentation and ČT Internet transferred to Public Relations and International Relations</p>
<p>17 April 2000 Director General Decision No. 15/2000</p>	<p>position of News Director established</p>
<p>1 May 2000 Director General Decision No. 17/2000</p>	<p>Sports Department transferred to the control of the News Director</p>
<p>17 May 2000 Director General Decision No. 19/2000</p>	<p>Current Affairs Department set up, controlled by the News Director</p>
<p>26 May 2000 Director General Decision No. 22/2000</p>	<p>Production Centre for Creative Programming Creative Group No. 25 is closed down</p> <p>Creative Group No. 29 and Creative Group No. 30 are established</p>
<p>1 June 2000 Director General Decision No. 21/2000</p>	<p>Auditing is set up, under the direct control of the Director General</p>

1 July 2000

Director General Decision No. 24/2000

Secretariat to the Director General

Public Relations and International Relations discontinued
 Public Relations and Promotion established, under the direct control of the Director General

Programming

Teletext transferred to Public Relations and Promotion

Human Resources

Employee Department discontinued
 new departments established: Personnel, Wages, Work and Wages

Production and Engineering

production operations at Hradec Králové halted

1 August 2000

Director General Decision No. 26/2000

name change: News Department becomes News Centre
 News Centre Production Department set up, under direct control of the News Director

1 November 2000

Director General Decision No. 36/2000

Production Centre for Creative Programming

Creative Group No. 31 set up, covering competitions and small drama styles of entertainment programmes

Brno Television Studio**Effect and method of announcement Scope and type of change****1 January 2000**

Television Studio Director Measure No. 11/1999 Creative Group Nos. 32 and 37 merged into new Group No. 32

1 September 2000

News Department in Zlín undergoes organizational change from ČT Prague to the News Department at Brno Television Studio

Ostrava Television Studio**Effect and method of announcement Scope and type of change****1 September 2000**

News Department in Olomouc undergoes organizational change from ČT Prague to the News Department at Ostrava Television Studio

1 October 2000

Television Studio Director Measure No. 12/2000 name of Creative Group No. 45 Štvrťna Vladimír – Poštulka Martin is changed to Štvrťna Vladimír – Bílá Hana

Number and distribution of employees

ČT Prague

Department of the Director General

Director General	1
Secretariat	9
	10

Legal Department **14**

Human Resources **27**

Human Resources

Director of Programming	1
Secretariat and Dramaturgy	5
Programme Planning and Coordination	35
Audience Research	22
Programme Archive	54
	117

News Centre

News Director	1
Editor-in-Chief	3
News Centre Producer	1
Deputy Editors-in-Chief	4
Deputy News Centre Producer	1
Secretariats	28
Head of Publication	7
Domestic and Economic News	24
Foreign News	31
Regional News	12
Early-Morning Broadcasting	6
Weather	4
Prague Production	72
Regional News Office Production	13
Documentation Image Centre	12
News Centre Economics	7
Current Affairs Department	16
Sports Department	24
	266

Production Centre for Creative Programming

Chief Producer	1
Secretariat	10
Creative Group 7	6
Creative Group 10	5
Creative Group 15	3
Creative Group 18	9
Creative Group 19	7
Creative Group 26	7
Creative Group 27	4
Creative Group 29	5
Creative Group 30	11
Creative Group 31	2
	70

Production Centre for Current Affairs and

Documentaries

Chief Producer	1
Secretariat	9
Creative Group 12	13
Creative Group 13	21
Creative Group 14	8
Creative Group 17	10
Creative Group 28	4
	66

Production Centre for Acquisitions

Chief Producer	1
Secretariat	6
Sales and Licensing	5
Creative Group 21	12
Creative Group 22	5
Creative Group 23	2
	31

Public Relations and Promotion

Head of PR and Promotion	1
Secretariat	3
Press Department	13
PR Services	7
ČT Internet	5
Graphic Design and Self Promotion	17
Teletext	17
	63

Production and Engineering

Director of Production and Engineering	1
Secretariat and Chief Engineer	2
Economics	4
Central Control Office	17
Fire Prevention	4
Film Technology	83
Set Design	239
Broadcasting Technology	87
Post-Production	171
Lighting	79
Outside Broadcasting Technology	110
Joint Technology	126
Transportation	69
Television Technology Engineering	85
News Centre Technology	202
Production Services	2
Information Science	58
Production Personnel Services	20
Production Workers	102
	1,461

As at 31 December 2000, ČT Prague had 2,379 registered employees. This figure was 21 employees higher than at the end of 1999. During the year, 220 employees terminated their employment with ČT Prague and 237 new employees joined the corporation. This growth can mainly be put down to the creation of the new Current Affairs Department. The greatest movement of employees was registered among production and engineering staff: 14 storekeepers, 11 builders, and 7 porters were replaced. At the end of the year, 34 employees from the News Department either handed in their notice or were released. These labour-law steps were later held to be null and void by a court and are not included in the statistics.

Finance

Finance Director	1
Secretariat	6
TV Licence Fees	10
Planning	11
Financing	16
Purchasing	20
Accounts	33
Internal Services	143
Telexport	13
	253

Czech Television Council **1**

Czech Television in Prague – total **2,379**

Brno Television Studio

Studio Director's Departments

TS Director	1
Secretariat	2
Automated Information System	5
Employee and Legal Department	8
	16

TS Production Centre

Chief Producer	1
Secretariat	4
Production Dispatchers	2
Programming and Broadcasting Coordination (of which Programme Archive 8)	11
Production Personnel	65
News Department	16
Creative Group 31	2
Creative Group 32	9
Creative Group 33	4
Creative Group 34	5
Creative Group 35	4
Creative Group 36	3
	126

Technical Operations

Head of Technical Operations	1
Secretariat + Economics	2
Technical Coordination	3
Audiovisual Technology	34
Outside Broadcasting Technology	16
Engineering	2
Set Design	47
	105

Finance and Information System

Head of Finance and Information System	1
Sales	1
Information System	11
Transportation	5
	18

Internal Services

Head of Internal Services	1
Economic Management	9
Supplies	2
Health and Safety at Work + Fire Prevention	1
	13

Brno Television Studio – total

278

As at 31 December 2000, Brno Television Studio had 278 registered employees. This figure was 2 employees higher than at the end of 1999. During the year, 26 employees terminated their employment, of which 8 on the last day of the year. By type of work, the largest group comprised editing-scripting (6 employees), then production assistants (4 employees), and news editors (3 employees). In 2000, 20 new employees joined the studio, most taken on as news editors (4 employees) and production assistants (2 employees).

Ostrava Television Studio

Studio Director's Departments

Director	1
Secretariat and Legal Department	2
Automated Information System	6
Human Resources	4

13

Finance and Administration

Head of Finance and Administration	1
Information System	9
Sales	1
Economic Management	7

18

TS Production Centre

TS Chief Producer	1
TS Chief Producer Departments	2
Broadcasting Coordination	5
Public Relations a Self Promotion	2
Financing and Economics	4
Production Personnel	64
News Department	21
News Department Olomoucc	2
Creative Group 213	4
Creative Group 216	8
Creative Group 217	4
Creative Group 223	3
Creative Group 226	3
Programme Archive	3

126

Technical Operations

Head of Technical Operations	1
Secretariat, Chief Engineer, Economist, Power Engineer	5
Television Operations	39
Engineering and Services	15
Set Design	26
Transportation	7

93

Ostrava Television Studio – total

250

As at 31 December 2000, Ostrava Television Studio had 250 registered employees. This figure was 3 employees higher than at the end of 1999. During the year, 41 employees terminated their employment, of which 27 on the last day of the year. By type of work, the largest group comprised cameramen (7), assistant cameramen (7), sound engineers (7), and editing-scripting (5). In 2000, 22 new employees joined the studio, most taken on for editing-scripting (7).

Czech Television Council

Under Act No. 483/1991, the Czech Television Act, in the wording of later regulations, the Czech Television Council is the body exercising the public's right to inspect Czech Television's operations.

Council membership is a public function and the conditions of this position are set out in the above-mentioned Act. Council members are elected and recalled by the Chamber of Deputies. Proposed Council member candidates are presented to the lower house of Parliament by a broad group of organizations and associations, in which political parties play no hand. The Council elects a Chairperson from its midst, whom it may also recall. The latest amendment to the Act in January 2001 increased the number of Council members from nine to fifteen, and extended their term of office by one year to six years, so that a third of members could be replaced every two years.

The Council's powers include: appointing and recalling the Director General of Czech Television and, at his proposal, the directors of the television studios, approving the budget and final accounts of Czech Television and inspecting the adherence to the ČT budget, approving, at the proposal of the Director General, the Statutes of Czech Television, presenting the Czech Television Code to the Chamber of Deputies for approval, approving the Director General's proposals for the establishment or discontinuance of

television studios, making decisions on complaints regarding the Director General, overseeing the fulfilment of public-service tasks in the sphere of television broadcasting, and the fulfilment of principles issuing from the Czech Television Code, approving long-term plans for the programming, technical, and economic development of ČT, appointing a supervisory board, and setting the wages of the Director General.

The Council is accountable to the Chamber of Deputies, to which it presents the Annual Report on Czech Television Activities and the Annual Report on Czech Television Financial Performance.

The Council manages its own budget; the costs of Council operations are covered out of a separate expenditure item in the Czech Television budget. The Council's activities are governed by rules of procedure, and its meetings are open to the public. Under the law, the minutes from Council meetings must be published in a manner allowing for remote access, which has been achieved by opening separate Council pages within the Czech Television website.

For more details see the Appendix to this publication, page 90, the Czech Television Act. For Council contact details, see the Contacts in this publication.

Members of the Czech Television Council in 2000/2001

Czech Television now has its fourth Czech Television Council since its establishment in 1992. In 2000, two new Councils took turns at the helm.

Second Czech Television Council:

Jan Jirák
Alena Kinclová
Vladislav Kučík
Václav Erben
Pavel Kabzan
Juraj Podkonický
Miloš Rejchrt
František Schildberger
Jiří Zajíc

Chairman
Deputy Chairwoman
Deputy Chairman

resigned from his post 2 February 2000
resigned from Council 2 February 2000
elected Council Chairman 2 February 2000
resigned from Council 2 February 2000

elected Council Deputy Chairman 2 February 2000
elected by the Chamber of Deputies 25 January 2000
resigned from Council 2 February 2000
elected Council Deputy Chairman 2 February 2000

The remaining six members of the Council were recalled by the Chamber of Deputies on 10 March 2000 following two statements that Czech Television was not fulfilling the mission required of it by law.

Third Czech Television Council:

Miroslav Mareš	Chairman	elected by the Chamber of Deputies 13 April 2000
Václav Erben	First Deputy Chairman	elected by the Chamber of Deputies 13 April 2000
Pavel Kabzan	Second Deputy Chairman	elected by the Chamber of Deputies 13 April 2000
Jana Dědečková		elected by the Chamber of Deputies 13 April 2000
Petr Hájek		elected by the Chamber of Deputies 13 April 2000
Jiří Kratochvíl		elected by the Chamber of Deputies 26 May 2000
Marcella Marboe-Hrabincová		elected by the Chamber of Deputies 11 July 2000
František Mikš		elected by the Chamber of Deputies 13 April 2000
Miloš Rejchrt		elected by the Chamber of Deputies 13 April 2000

The third Czech Television Council was recalled by the Chamber of Deputies, following a first and second statement that Czech Television was not fulfilling the mission required of it by law, at special sessions of Parliament on 5–6 January and 12–13 January 2001.

Fourth Czech Television Council:

This, the latest Czech Television Council, was elected by the Chamber of Deputies on 25 May 2001 and started operating on 30 May 2001.

Jan Mrzena	Chairman
Zdena Hůlová	First Deputy Chairwoman
Bohumil Fanta	Second Deputy Chairman
Helena Fibingerová	
Zdeněk Forman	
Milan Horálek	
Svatopluk Karásek	
Milan Knižák	
Erazim Kohák	
Petr Kučera	
Ladislav Miler	
Jiří Presl	
Jana Šilerová	
Lucie Weisssová	
Pavel Žáček	

Czech Television Council Supervisory Board:

Jiří Korb	Chairman
Jiří Pártl	Deputy Chairman
Ivan Dvořák	
Hana Kučerová	
Miroslav Tajč	

Programming

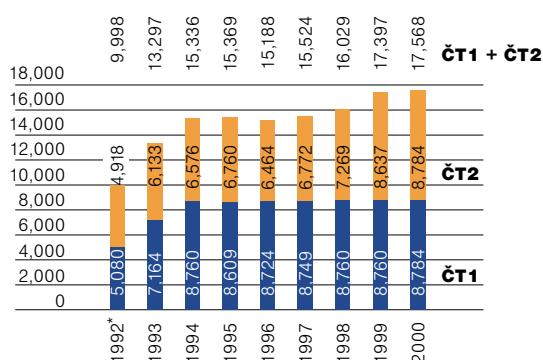
The Czech Television programming range in 2000 was provided by the News Department, Sports Department, Production Centre for Creative Programming, Production Centre for Current Affairs and Documentaries, Production Centre for Acquisitions, the Production Centre at Brno Television Studio and the Production Centre at Ostrava Television Studio. The Programming Department was in charge of overall strategy.

Czech Television broadcasting in figures in 2000

With round-the-clock broadcasting being introduced to ČT1 on 1 September 1997, the only way open to expand Czech Television's total broadcasting hours further was to increase the broadcasting time on ČT2. As a result, the share of this channel's broadcasting in total broadcasting time went up from almost 44% in 1997, to more than 45% in 1998, until it

reached 50% in 2000, i.e. half of the total numbers of hours broadcast by Czech Television. The total broadcasting time of 17,568 hours was achieved because 2000 was a leap year, and this figure cannot now be repeated until 2004.

Total broadcasting time 1992–2000 (hours)



Year	ČT1 Daily average	ČT2 Daily average	ČT1 + ČT2 Daily average
1992*	13.9	11.5	25.4
1993	19.6	16.8	36.4
1994	24.0	18.0	42.0
1995	23.6	18.5	42.1
1996	23.8	17.7	41.5
1997	23.9	18.6	42.5
1998	24.0	19.9	43.9
1999	24.0	23.7	47.7
2000	24.0	24.0	48.0

Source: ČT – Audience Research

* year Czech Television established

Note: 1992, 1996, and 2000 were leap years (i.e. they had 366 days).

The following table reveals how broadcasting time developed in the individual quarters of 2000:

Czech Television total broadcasting time in the individual quarters of 2000 (hours)

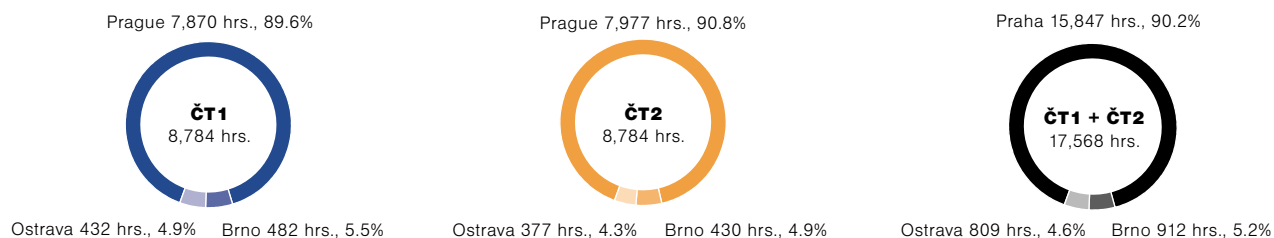
Quarter	ČT1		ČT2		ČT1 + ČT2	
	Total	Daily average	Total	Daily average	Total	Daily average
I.	2,184	24.0	2,184	24.0	4,368	48.0
II.	2,184	24.0	2,184	24.0	4,368	48.0
III.	2,208	24.0	2,208	24.0	4,416	48.0
IV.	2,208	24.0	2,208	24.0	4,416	48.0
Year 2000	8,784	24.0	8,784	24.0	17,568	48.0

Source: ČT – Audience Research

The share enjoyed by the studios in Brno and Ostrava in 2000 registered a palpable rise. These two studios together contributed 1,339 hours to Czech Television's total

broadcasting time in 1997, 1,542 hours in 1998, 1,581 in 1999, and 1,721 hours in 2000 (i.e. 140 hours more than in 1999).

Share of the studios in total broadcasting time in 2000

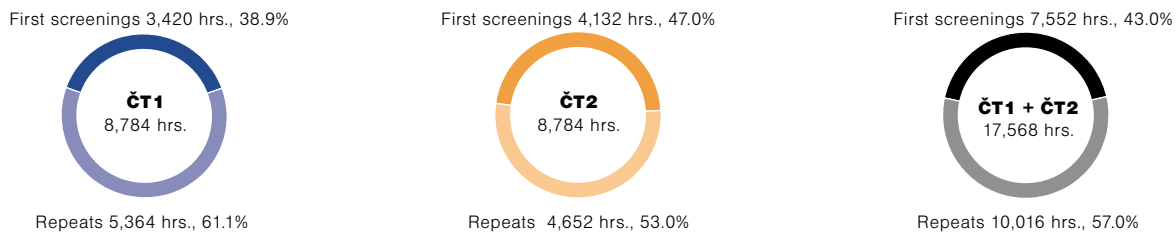


Source: ČT - Audience Research

As the broadcasting time went up, the ratio of repeats to first screenings in Czech Television broadcasting was 1 : 0.9. When broadcasting was expanded to full 24 hour

coverage on both channels on 1 February 1999, repeats were even more predominant: a ratio of 1 : 0.7 in 1999 and 1 : 0.75 in 2000.

Share of first screenings and repeats in 2000



Source: ČT - Audience Research

In the order of the top five represented programme types in Czech Television broadcasting, only first place and fifth place remained the same in 2000 as in the previous year. Top spot again went to **drama and literary programmes** (despite a drop of 1.3% they still accounted for more than a fifth of all broadcasting hours). **News programmes** came in second (growth of 1.9%), pushing **current affairs** down two places to fourth (with a fall of 2.2%) behind third-placed **documentaries** (with a rise of 1.3%), which went up from fourth in 1999. **Informative programmes** ended fifth, as in 1999, despite a fall in volume by 1.1%.

Entertainment, with a share in broadcasting time of 7.0% (growth of 0.9%) remained sixth, followed by **sport** in seventh place, which improved two places with a rise of 1.2% (because of the Summer Olympics and the European Football Championship).

Music and entertainment programmes (despite registering growth of 0.2% to 5.7%) dropped one place, and were followed, as in 1999, by **education and awareness programmes** (in the face of a 0.6% drop to 4.9%).

Programme types placing tenth to thirteenth were the same as in the past three years, over which time their shares in total broadcasting time hardly changed: **music programmes** (tenth place, with a fall of 1.4% year-on-year to 1.9%), **advertising** (eleventh, rising 0.1% on 1999 to 1.0%), **religion** (twelfth place, dropping 0.1% over the year to 0.6%), and **supplementary** programmes (thirteenth, unchanged at 0.4%).

Order of programme types according to their share in Czech Television broadcasting

1999 (ČT1 + ČT2)			2000 (ČT1 + ČT2)		
Programme type	Share in broadcasting time (%)	Order	Programme type	Share in broadcasting time (%)	
Drama and literature	23.0	1.	Drama and literature	21.7	
Current affairs	14.2	2.	News	14.2	
News	12.3	3.	Documentaries	13.5	
Documentaries	12.2	4.	Current affairs	13.0	
Information	10.6	5.	Information	9.5	
Entertainment	6.1	6.	Entertainment	7.0	
Music and entertainment	5.5	7.	Sport	6.6	
Education and awareness	5.4	8.	Music and entertainment	5.7	
Sport	5.4	9.	Education and awareness	4.9	
Music	3.3	10.	Music	1.9	
Advertising	0.9	11.	Advertising	1.0	
Religion	0.7	12.	Religion	0.6	
Supplementary	0.4	13.	Supplementary	0.4	

Source: ČT – Audience Research

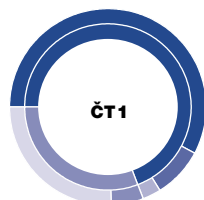
Share of programme types in Czech Television broadcasting time in 2000 (hours)

Programmes	ČT1			ČT2			ČT1 + ČT2	
	First screenings	Repeats	Total	First screenings	Repeats	Total	Total	%
Information	744.60	385.10	1,129.70	25.50	519.30	544.80	1,674.50	9.50
News	510.00	18.60	528.60	1,516.10	454.30	1,970.40	2,499.00	14.20
Current affairs	580.60	752.10	1,332.70	253.10	687.30	940.40	2,273.10	13.00
Documentaries	252.90	515.10	768.00	571.00	1,036.80	1,607.80	2,375.80	13.50
Sport	33.60	116.50	150.10	911.50	90.90	1,002.40	1,152.50	6.60
Education	48.30	83.40	131.70	45.50	366.40	411.90	543.60	3.10
Awareness	15.70	115.10	130.80	70.50	120.30	190.80	321.60	1.80
Entertainment	317.60	558.90	876.50	110.00	245.80	355.80	1,232.30	7.00
Music and entertainment	69.80	331.40	401.20	286.60	320.10	606.70	1,007.90	5.70
Music	7.00	83.30	90.30	66.40	179.00	245.40	335.70	1.90
Drama	800.50	2,177.70	2,978.20	263.00	548.70	811.70	3,789.90	21.70
Literature	0.00	1.00	1.00	3.30	0.00	3.30	4.30	0.00
Religion	38.50	23.20	61.70	8.50	42.20	50.70	112.40	0.60
Supplementary	0.90	33.60	34.50	1.00	36.80	37.80	72.30	0.40
Advertising	0.00	169.00	169.00	0.00	4.10	4.10	173.10	1.00
Total	3,420.00	5,364.00	8,784.00	4,132.00	4,652.00	8,784.00	17,568.00	100.00

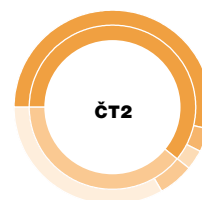
Source: ČT – Audience Research

Note: Of the 1,152.5 hours of sports programmes, 65.8 hours were devoted to the European Football Championship and 373.1 hours to live broadcasts and recordings from the Summer Olympics in Sydney.

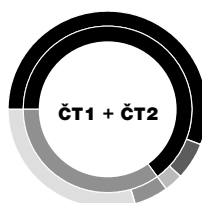
Origin of programmes broadcast by Czech Television in 2000



In-house production	6,091 hrs.	69.3%
ČT in-house productions	5,090 hrs.	57.9%
ČT programmes to order	733 hrs.	8.3%
ČT co-productions	268 hrs.	3.1%
Acquisitions	2,693 hrs.	30.7%
Domestic acquisitions	445 hrs.	5.1%
Foreign acquisitions	2,248 hrs.	25.6%



In-house production	5,340 hrs.	60.8%
ČT in-house productions	4,703 hrs.	53.5%
ČT programmes to order	339 hrs.	3.9%
ČT co-productions	298 hrs.	3.4%
Acquisitions	3,444 hrs.	39.2%
Domestic acquisitions	520 hrs.	5.9%
Foreign acquisitions	2,924 hrs.	33.3%

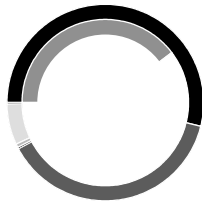


In-house production	11,431 hrs.	65.1%
ČT in-house productions	9,793 hrs.	55.8%
ČT programmes to order	1,072 hrs.	6.1%
ČT co-productions	566 hrs.	3.2%
Acquisitions	6,137 hrs.	34.9%
Domestic acquisitions	965 hrs.	5.5%
Foreign acquisitions	5,172 hrs.	29.4%

Source: ČT - Audience Research

The share of in-house programmes in Czech Television's total broadcasting time fell slightly year-on-year in 2000 (by 2.4%), to be replaced by acquisitions - both domestic (growth of 0.8%) and foreign (an increase of 1.6%).

Areas of origin of the foreign programmes broadcast by Czech Television in 2000



		% of foreign programmes	% of broadcasting time
Europe	2,784 hrs.	53.8%	15.9%
EU members	2,054 hrs.	39.7%	11.7%
North America	1,990 hrs.	38.5%	11.3%
Latin America	4 hrs.	0.1%	0.0%
Asia	38 hrs.	0.7%	0.2%
Australia and Oceania	352 hrs.	6.8%	2.0%
Africa	4 hrs.	0.1%	0.0%

Source: ČT - Audience Research

In 2000, the foreign programmes broadcast by Czech Television again came primarily from Europe: of the total

5,172 hours of foreign programmes, 2,784 hours of programmes were produced in Europe.

Country of origin of foreign programmes broadcast by Czech Television in 2000

Country	Share (hours)	% of foreign programmes	% of broadcasting time
Australia	344	6.7	2.0
China	9	0.2	0.0
France	413	8.0	2.4
Italy	136	2.6	0.8
Japan	15	0.3	0.1
Canada	207	4.0	1.2
Hungary	42	0.8	0.2
Poland	11	0.2	0.0
Austria	13	0.3	0.1
Russia (CIN)	74	1.4	0.4
Slovakia	130	2.5	0.7
Germany	304	5.9	1.7
Spain	65	1.3	0.4
Sweden	44	0.9	0.3
USA	1,782	34.5	10.1
United Kingdom	847	16.4	4.8
Euronews	405	7.7	2.3
Other	331	6.3	1.9
Total	5,172	100.0	29.4

Source: ČT - Audience Research

Looking at the individual countries, in the past few years Czech Television has focused on four main sources of foreign acquisitions - the USA, the United Kingdom, France, and the international news service EuroNews. In 2000,

Australia placed fifth, followed by Germany, Canada, Italy, and Slovakia. These countries all contributed over a hundred hours to Czech Television broadcasting by volume of programmes.

Foreign programmes from EU Member States broadcast by Czech Television in 2000 (hours)

Country	ČT1			ČT2			ČT1 + ČT2		
	First screenings	Repeats	Total	First screenings	Repeats	Total	First screenings	Repeats	Total
Belgium	12	24	36	38	5	43	50	29	79
Denmark	0	0	0	12	3	15	12	3	15
Finland	0	0	0	12	23	35	12	23	35
France	39	118	157	89	167	256	128	285	413
Ireland	3	2	5	7	4	11	10	6	16
Italy	21	87	108	20	8	28	41	95	136
Luxembourg	0	0	0	0	0	0	0	0	0
Netherlands	9	5	14	32	5	37	41	10	51
Portugal	0	23	23	3	0	3	3	23	26
Austria	0	0	0	13	0	13	13	0	13
Greece	0	10	10	0	0	0	0	10	10
Germany	40	44	84	84	136	220	124	180	304
Spain	5	12	17	15	33	48	20	45	65
Sweden	6	12	18	14	12	26	20	24	44
United Kingdom	169	176	345	177	325	502	346	501	847
Total	292	513	817	516	721	1 237	820	1,234	2,054

Source: ČT - Audience Research

The volume of programmes from EU Member States in Czech Television broadcasting in 2000 came to a total of

2,054 hours. This is equivalent to 11.7% of total broadcasting hours and 39.7% of the volume of all foreign acquisitions.

Extended services for viewers

Czech Television's main activity under the law is to provide a public service by producing and distributing television programmes throughout the Czech Republic. However, since its establishment in 1992, Czech Television has been striving to introduce and improve other, supplementary services for viewers. In this respect, it started broadcasting teletext in January 1992, began offering closed captioning for the hard

of hearing in July 1992, and in October 1996 the first information became available for Internet users on the corporation's official website. In addition, since 1997 the signal for both channels has been complemented by stereo- duo sound accompaniment and VPS coding, used to manage recording by home video recorders (for more information see Distribution of the Czech Television Signal, on p. 64).

ČT1 – Teletext ČT

ČT2 – Expres

The provision of teletext services is explicitly established in the latest amendment of the Czech Television Act (see Czech Television Act on p. 90). Czech Television broadcasts two forms of teletext – the broadly conceived Teletext ČT on ČT1, with over 1,600 pages, and Expres teletext on ČT2, which carries approximately 300 pages of the most sought-after information, i.e. mainly news, sport, weather, and latest ČT programme guides.

Czech Television's teletext service is now a programme profiled information medium. In the competitive environment of several Czech teletext services, it focuses primarily on the provision of up-to-date information. Therefore speed and quality of information are the two key criteria determining the future development of ČT Teletext.

Teletext pages are updated daily, including weekends and public holidays, and when required during the night, in line

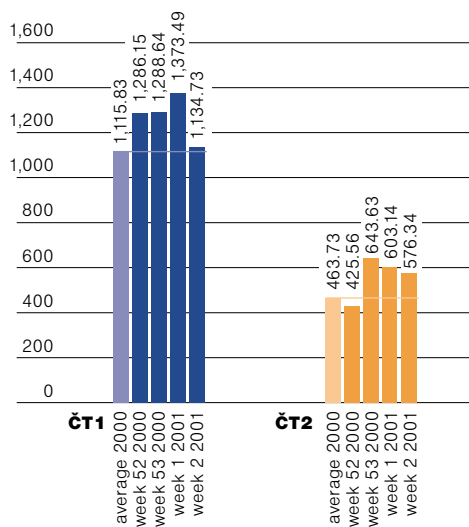
with latest developments. In several cases information is broadcast in real time. Regular improvements to the current range, faster information updates, and searches for new information sources are leading to a stable rise in readers. As a result, ČT Teletext enjoys the highest long-term viewing figures of all the Czech teletext services.

Czech Television's teletext pages can be received via television sets equipped with teletext reception, or via the Internet from <http://www.czech-tv.cz/teletext>, in the form of SMS messages, or by means of WAP mobile technology.

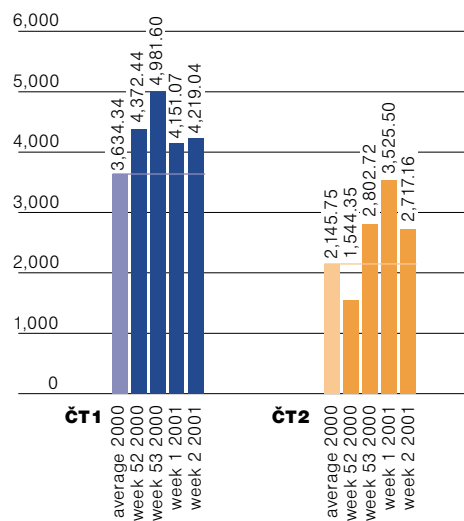
At the end of 2000 and the beginning of 2001, ČT Teletext met with an exceptionally positive viewer response. Viewers mainly appreciated the objectiveness and balance of its news and the speed at which new reports appeared on the teletext pages. This was also reflected in higher ratings.

Average Teletext ČT viewing figures in 2000 and at the turn of the year (viewers in thousands)

Weekly cumulated viewing figures



Number of times teletext accessed



Source: Taylor Nelson Sofres Media – ATO

For the frequency of teletext viewing in general within the Czech Republic, and the viewing figures for all domestic teletext services in 1999 and 2000 (see Over the TV landscape of the Czech Republic in 2000, p. 8).

Service for the hard of hearing

Czech Television is the only television station on the Czech media stage to offer, in line with its mission, a service long term for the minority viewer group of the hard of hearing, whereby it broadcasts closed captioning (teletext page 888), on-screen captioning, programmes interpreted into sign language, and the maximum possible amount of graphic information. Special teletext pages are also devoted to the hard of hearing. In the first five years of its existence, Czech Television developed this service as a voluntary com-

mitment. As of July 1997, it has been governed by the amended Radio and Television Broadcasting Act, which set it the obligation of making 25% of programmes available to the hard of hearing. Czech Television has always exceeded this quota. The latest Czech Television Act makes it compulsory to offer captioning or simultaneous interpretation into sign language for at least 70% of broadcast programmes (see the Appendix to this publication on p. 90, the Czech Television Act).

Broadcasting for the hard of hearing in 2000

	First screenings	Repeats	Total	% of broadcast programmes
ČT1				
Total programmes broadcast	8,680	7,456	16,136	100.0
Total programmes for the hard of hearing	3,533	3,329	6,862	42.5
of which				
• teletext	0	0	0	0.0
• closed captioning	3,509	3,270	6,779	42.0
• on-screen captioning	24	59	83	0.5
• no words	0	0	0	0.0
ČT2				
Total programmes broadcast	5,157	8,102	13,259	100.0
Total programmes for the hard of hearing	1,323	3,073	4,396	33.1
of which				
• teletext	0	0	0	0.0
• closed captioning	1,171	2,849	4,020	30.3
• on-screen captioning	151	221	372	2.8
• no words	1	3	4	0.0
ČT1 + ČT2				
Total programmes broadcast	13,837	15,558	29,395	100.0
Total programmes for the hard of hearing	4,856	6,402	11,258	38.3
of which				
• teletext	0	0	0	0.0
• closed captioning	4,680	6,119	10,799	36.7
• on-screen captioning	175	280	455	1.6
• no words	1	3	4	0.0

Source: ČT - Audience Research

Internet

The web pages of Czech Television increased so much over the first three years of its existence (to around 4,500 pages), that in 2000 a better arranged structure and new unifying graphics had to be drawn up. The principles of the current website breakdown are based on institutional pages (Statutes, Code, Strategy, Legislation, Publications, Advertising, History, etc.), informative pages (Virtual Tours of Czech Television, Technology, People from Czech Television, TV Licence Fee Guide, Media Partners, Audience Research), the pages of individual programmes (more attractive ways of taking part in discussion forums and on-line voting), specialized pages (feature films, special Czech Television projects, special Internet projects), 'automatic' programmes (ČT TV Guide, Teletext, Internet broadcasting via www.ct1.cz), and news pages (updated in line with the editing system of the Czech Television News Department).

Broadcasting the news over the Internet started out as a huge breakthrough in April 2000. The most significant ČT Internet project in 2000 was the Big Beat pages. This is an

Internet presentation of two series of documentaries of the same name; working in association with the serial producers, we created a unique event: an Internet encyclopedia mapping out the Czech music scene from the 1950s up to the present. A major event for Czech Television's website was the Olympics in Sydney – an on-line results service was available twenty-four hours a day, as was information on Olympic events and, in particular, on Czech athletes.

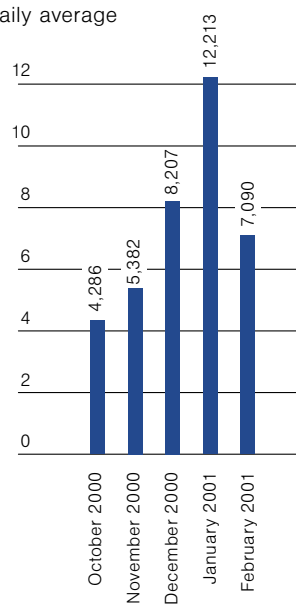
At the turn of the year both versions of Czech Television's news programmes were being broadcast over the Internet. As a result, the corporation's web pages enjoyed a higher number of hits – an average of 8,275 unique accesses a day. The highest number of visits was recorded on 27 December 2000, with 33,842 hits; *Events* alone attracted over 2,000 users.

In 2000, Czech Television's website formed new information space, a kind of 'third channel' for Czech Television, a new means of communicating with the viewer.

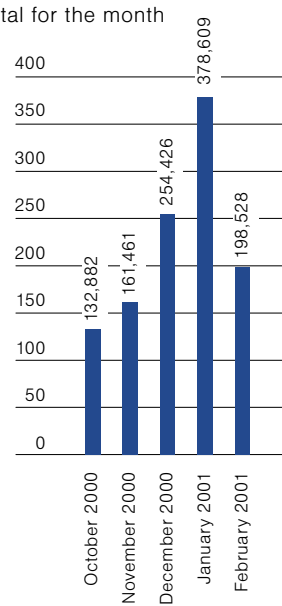
Interest in the Czech Television website in the fourth quarter of 2000 and at the turn of the year

Unique hits ('000)

Daily average



Total for the month



Source: <http://www.czech-tv.cz/www/> (Webalizer)

Czech Television viewers

In 2000, as in previous years, Czech Television had information available to it (either ongoing or one-off figures) on audience response to its broadcasting.

Peplemeter readings

In the Czech Republic, viewing figures have been tracked electronically with peplemeters since 1 June 1997. This service is provided to the Association of Television Organizations (ATO), of which Czech Television is a founding member, by Taylor Nelson Sofres Media under a licence valid until April 2002.

Peplemeter readings are conducted in a minimum of 600 households that are designed to be a representative cross-section of the Czech population from the age of four up, taking into account sex, age, level of education, socioeconomic status, size of town, and region. Also included in this selection procedure is size of household, number of television sets in the household, method of television signal reception, opportunity of receiving individual channels, and the declared intensity of television watching.

Viewing figures are measured electronically every second of broadcasting time for the individual channels, and the rating per second is used as the basis to calculate viewing figures per minute. This is used to derive ratings over longer

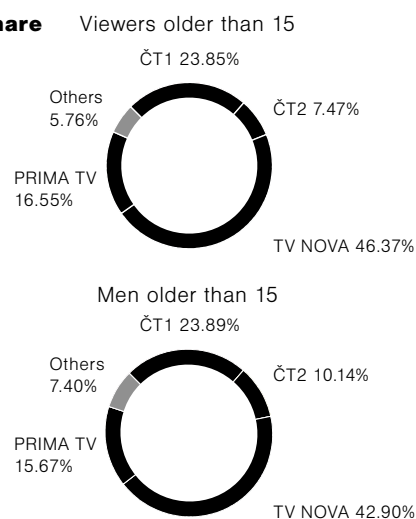
time periods (such as time slots, days, weeks, months, etc.) and ratings for specific programmes. The viewing figure for a given programme is the average rating of all the minutes over which the programme was broadcast.

Other information is also forthcoming from the electronic metering of viewing figures. The most common is:

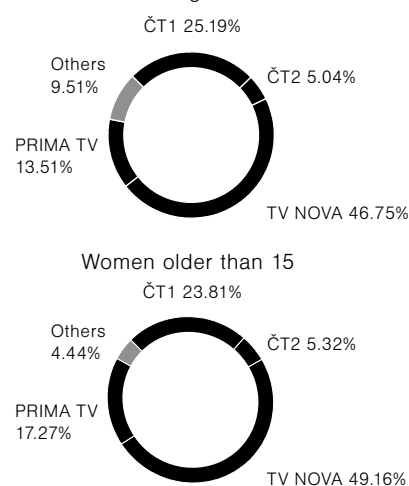
- information on the **audience share**, expressed as a percentage of viewers in front of a television set at a given time or during the broadcasting of a specific programme
- information on the **reach**, or number of viewers watching the offerings of a specific channel for at least three minutes in a row at a given time
- information on **loyalty** (or the proportion a programme – or part of the day – is watched by the average viewer of that programme – part of the day – defined as a person watching a specific channel for at least three minutes in a row)
- information on the **number of viewing minutes** spent on a specific channel or television in general on a daily, weekly, or other average

Average audience share of Czech Television in 2000

24-hour share

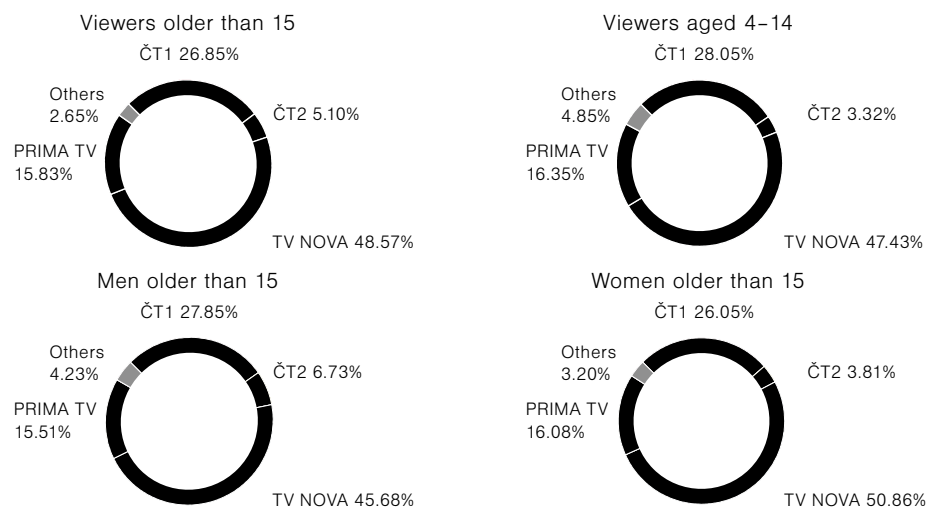


Viewers aged 4–14



Source: Taylor Nelson Sofres Media – ATO

Evening share (7 p.m. – 10 p.m.)



Source: Taylor Nelson Sofres Media – ATO

Highest news ratings



	Channel	Days	Time	Adults 15+		Men		Women	
				Rating (%)	Audience share (%)	Rating (%)	Audience share (%)	Rating (%)	Audience share (%)
Events 365x	1	Mon – Sun	19.15	14.7	37.71	15.2	42.85	14.3	33.95
Evening News 247x	1	Mon – Fri	18.00	9.0	35.43	8.2	41.08	9.7	33.19
Events Plus 253x	1	Mon – Fri	22.05	5.2	16.61	5.1	17.39	5.2	16.07
"21" 262x	2	Mon-Fri+Sun	21.00	2.3	5.33	2.3	5.94	2.3	4.77

Source: Taylor Nelson Sofres Media – ATO

Most significant news live broadcasts and recordings



	Channel	Days	Date	Time	Adults 15+		Men		Women	
					Rating (%)	Audience share (%)	Rating (%)	Audience share (%)	Rating (%)	Audience share (%)
New Year Speech by the President of the Republic	1	Sat	1 Jan	13.00	22.4	63.00	22.8	65.00	22.0	61.00
Czech State Holiday – live broadcast from Prague Castle	1	Sat	28 Oct	20.01	5.7	12.00	4.9	11.00	6.6	12.00
Official Gathering to Mark the 150 th Anniversary of the Birth of T. G. Masaryk	1	Tue	7 Mar	17.25	4.0	13.00	3.5	15.00	4.4	12.00
Urbi et orbi	1	Mon	25 Dec	11.56	3.8	13.00	3.9	13.00	3.8	13.00
Parting with Emil Zátopek at the National Theatre in Prague	2	Wed	6 Dec	10.55	3.7	42.00	2.6	48.00	4.7	39.00
Urbi et orbi	1	Sun	23 Apr	12.00	2.6	18.00	2.7	17.00	2.5	19.00
Official Gathering to Celebrate 28 October at the Pantheon, National Museum	1	Sat	28 Oct	12.06	2.1	14.00	1.9	16.00	2.3	13.00
Address by the American Secretary of State Madeleine Albright to the Czech Parliament	1	Tue	7 Mar	10.04	1.5	26.00	1.6	41.00	1.4	18.00
Official Opening of the Annual Meetings of the IMF and World Bank at the Congress Palace, Prague	1	Tue	26 Sep	09.55	1.1	15.00	1.2	21.00	1.0	12.00

Source: Taylor Nelson Sofres Media – ATO

Ratings of the main current affairs programmes on ČT1



	Days	Time	Adults 15+		Men		Women	
			Rating (%)	Audience share (%)	Rating (%)	Audience share (%)	Rating (%)	Audience share (%)
Book of Recipes for the House and Garden 26x	Sun	12.35	11.6	48.77	10.2	42.69	12.9	54.54
Facts 49x	Mon	21.30	8.9	22.50	8.4	23.29	9.3	21.78
Twilight Ghost 46x	Wed, Thu, Tue	21.30	8.5	21.47	7.2	19.69	9.7	23.28
Here and Now 255x	Mon - Fri	19.38	7.5	17.66	7.7	19.49	7.4	16.25
It Happened 48x	Sun	21.30	7.5	16.30	7.1	16.40	7.9	16.28

Source: Taylor Nelson Sofres Media - ATO

Ratings of the main current affairs programmes on ČT2



	Days	Time	Adults 15+		Men		Women	
			Rating (%)	Audience share (%)	Rating (%)	Audience share (%)	Rating (%)	Audience share (%)
Snowing 7x	Tue	21.50	1.5	5.14	1.5	5.43	1.6	5.00
I'm Still Here 9x	Sun, Wed	21.30	1.3	3.22	1.1	3.00	1.5	3.22
Eye To Eye 10x	Sun, Wed	21.30	1.3	2.79	1.1	2.60	1.5	3.18
Bat Club 8x	Tue	21.50	1.2	4.23	1.2	4.23	1.2	3.85
Rendezvous with Jan Burian 9x	Sun, Wed	21.30	1.2	2.89	1.2	3.22	1.3	2.66

Source: Taylor Nelson Sofres Media - ATO

Highest documentary ratings on ČT1 (length at least 20 minutes)



	Days	Date	Time	Adults 15+		Men		Women	
				Rating (%)	Audience share (%)	Rating (%)	Audience share (%)	Rating (%)	Audience share (%)
A Time of the Titans (in Walking with Dinosaurs)	Tue	7 Nov	20.02	22.1	41.00	23.7	47.00	20.7	37.00
New Blood (in Walking with Dinosaurs)	Tue	31 Oct	20.04	20.8	39.00	22.5	46.00	19.1	33.00
Giants of the Skies (in Walking with Dinosaurs)	Tue	21 Nov	20.03	18.4	34.00	20.4	41.00	16.5	29.00
Breaking the Magician's Code (3)	Mon	21 Aug	21.01	16.7	41.00	16.7	46.00	16.6	37.00
Breaking the Magician's Code (4)	Mon	14 Aug	21.02	16.3	41.00	16.6	45.00	16.0	38.00

Source: Taylor Nelson Sofres Media - ATO

Highest documentary ratings on ČT2 (length at least 20 minutes)



	Days	Date	Time	Adults 15+		Men		Women	
				Rating (%)	Audience share (%)	Rating (%)	Audience share (%)	Rating (%)	Audience share (%)
Titanic - Beyond the Legend	Thu	12 Oct	20.00	7.8	16.00	7.8	17.00	7.7	14.00
High Stakes of the Russian Mafia	Tue	11 Jan	20.00	6.5	13.00	7.1	15.00	6.0	11.00
High Stakes of the Russian Mafia	Tue	25 Jan	20.00	6.0	11.00	6.8	13.00	5.0	9.00
The Last of the Czars	Thu	30 Nov	20.00	5.7	11.00	5.9	13.00	5.6	10.00
Blue Vortex	Sun	13 Feb	17.05	5.4	19.00	5.5	21.00	5.4	17.00

Source: Taylor Nelson Sofres Media - ATO

Highest drama series ratings



	Days	Time	Adults 15+		Men		Women	
			Rating (%)	Audience share (%)	Rating (%)	Audience share (%)	Rating (%)	Audience share (%)
The Herbich Hotel 13x	Mon	20.04	24.3	44.77	19.4	40.23	28.8	47.93
Thirty Cases of Major Zeman 18x	Thu	20.10	23.0	46.43	22.7	49.07	23.3	44.49
The Seven of Spades Ranch 14x	Fri	20.30	20.4	41.36	16.6	38.93	23.8	43.29
There Were Five Of Us 6x	Mon	20.04	15.1	36.17	14.2	38.67	16.0	34.33
There Was Once a House 5x	Thu	20.05	15.1	35.39	12.8	32.85	17.2	37.73

Source: Taylor Nelson Sofres Media – ATO

Highest film ratings (length at least 75 minutes)



	Channel	Days	Date	Time	Country	Adults 15+		Men		Women	
						Rating (%)	Audience share (%)	Rating (%)	Audience share (%)	Rating (%)	Audience share (%)
Cosy Dens	1	Tue	26 Dec	20.05	CZ	44.8	67.00	40.9	65.00	48.1	68.00
How To Send Daddy to Reform School	1	Fri	8 Sep	20.31	CZ	29.4	63.00	23.5	60.00	34.9	66.00
Want a Divorce, Got a Divorce	1	Fri	28 Jan	20.31	CZ	26.4	52.00	24.1	55.00	28.6	50.00
Sekal Has to Die	1	Sat	1 Jan	20.01	CZ	25.9	43.00	26.2	43.00	25.6	44.00
The Falcon King	1	Sun	24 Dec	19.35	CZ/SK	25.9	43.00	26.7	44.00	25.1	42.00

Source: Taylor Nelson Sofres Media – ATO

Highest TV drama ratings (length at least 30 minutes)



	Channel	Days	Date	Time	Adults 15+		Men		Women	
					Rating (%)	Audience share (%)	Rating (%)	Audience share (%)	Rating (%)	Audience share (%)
Mrs Piper Intervenes	1	Sun	13 Feb	20.04	21.3	37.00	17.8	34.00	24.5	40.00
Hate	1	Sun	16 Jan	20.02	18.5	33.00	16.3	31.00	20.4	34.00
From the Life of an Adolescent	1	Sun	26 Mar	20.04	18.4	34.00	15.4	30.00	21.2	37.00
The Big Case	1	Sun	2 Jan	20.01	17.2	30.00	15.6	27.00	18.6	31.00
At the Mansion	1	Sun	9 Jan	20.02	17.1	28.00	13.3	24.00	20.6	31.00

Source: Taylor Nelson Sofres Media – ATO

Highest entertainment series ratings



	Channel	Days	Time	Adults 15+		Men		Women	
				Rating (%)	Audience share (%)	Rating (%)	Audience share (%)	Rating (%)	Audience share (%)
So Don't Hesitate and Shoot – Special 5x	1	Sat	20.04	21.0	41.56	19.9	42.69	22.0	40.42
I Don't Dance with Politicians 10x	1	Sat	20.03	20.7	40.90	19.5	42.41	21.7	39.79
So Don't Hesitate and Shoot! 46x	1	Fri	20.02	18.3	42.17	16.6	43.77	19.8	41.21
Bolek's Specialities* 6x	1	Sun, Wed	20.03	16.3	32.46	14.6	31.33	17.8	33.27
Candid Camera 6x	1	Fri	20.01	15.7	34.63	15.2	38.13	16.1	32.14

* The seventh edition of Bolek's Specialities fell on 27 December 2000, the day the ČT signal was turned off; the rating was 1.5%, the audience share was 3%, i.e. a mere fraction of the normal figure

Source: Taylor Nelson Sofres Media – ATO

Highest one-off entertainment programme ratings (rating of at least 12%)



	Channel	Days	Date	Time	Adults 15+		Men		Women	
					Rating (%)	Audience share (%)	Rating (%)	Audience share (%)	Rating (%)	Audience share (%)
TýTý Awards	1	Sat	12 Feb	20.02	32.5	57.00	26.9	53.00	37.7	60.00
Happy and Merry Donutil	1	Sat	29 Jan	20.02	27.9	52.00	25.7	51.00	29.9	54.00
Czech Lion '99	1	Sat	4 Mar	20.02	21.9	39.00	18.7	34.00	24.8	44.00
Why Shouldn't We Have Fun	1	Sat	2 Dec	20.01	19.5	35.00	18.7	37.00	20.3	34.00
This Round's Mine	1	Sun	31 Dec	17.48	19.1	39.00	17.5	39.00	20.5	40.00

Source: Taylor Nelson Sofres Media – ATO

Highest ratings of programmes presenting theatre, classical music, and literary performances



	Channel	Days	Date	Time	Adults 15+		Men		Women	
					Rating (%)	Audience share (%)	Rating (%)	Audience share (%)	Rating (%)	Audience share (%)
A Moment of Music: Antonín Dvořák	1	Sat	1 Jan	13.21	13.8	40	13.9	40	13.8	39
Karel Gott and Eva Urbanová at the Lucerna	1	Sun	24 Dec	21.19	11.1	18	10.8	19	11.5	18
Advent Concerts (1)	1	Sun	26 Nov	18.08	8.4	21	6.7	20	9.9	23
Velehrad 2000	1	Thu	6 Jul	21.05	7.3	19	4.9	13	9.5	23
Advent Concerts (3)	1	Sun	10 Dec	18.06	7.2	19	5.4	16	8.8	22

Source: Taylor Nelson Sofres Media – ATO

Ratings of selected educational programmes



	Channel	Days	Time	Adults 15+		Men		Women	
				Rating (%)	Audience share (%)	Rating (%)	Audience share (%)	Rating (%)	Audience share (%)
Dictation 3x	1	Wed	20.01	7.6	20.66	6.7	21.00	8.5	20.33
Health Guide 21x	1	Sun	11.00	5.5	28.67	4.8	28.05	6.1	30.30
Managing Your Health 28x	1	Sun	13.10	4.2	22.53	3.4	21.16	4.8	25.50
Descendants of the Famous 18x	1	Sun	17.00	4.2	19.90	3.0	15.09	5.2	23.90
Calendar 49x	1	Sun	10.30	3.9	24.28	3.9	29.58	3.8	20.90

Source: Taylor Nelson Sofres Media – ATO

Ratings of religious series



	Channel	Days	Time	Adults 15+		Men		Women	
				Rating (%)	Audience share (%)	Rating (%)	Audience share (%)	Rating (%)	Audience share (%)
A Word on the Sabbath 53x	1	Sun	17.50	4.1	15.59	3.2	13.50	4.9	17.32
Paths of Faith 24x	1	Sun	15.01	2.3	12.87	1.6	8.74	2.9	17.18
Christian Magazine 26x	1	Sun	15.01	2.2	12.73	1.5	8.62	2.8	16.71

Source: Taylor Nelson Sofres Media – ATO

Ratings of one-off religious programmes



	Channel	Days	Date	Time	Adults 15+		Men		Women	
					Rating (%)	Audience share (%)	Rating (%)	Audience share (%)	Rating (%)	Audience share (%)
New Year Ecumenical Gathering	1	Sat	1 Jan	18.06	7.4	19	5.9	15	8.9	22
Urbi et orbi	1	Mon	25 Dec	11.56	3.8	13	3.9	13	3.8	13
Urbi et orbi	1	Sun	23 Apr	12.00	2.6	18	2.7	17	2.5	19
Divine Service	1	Wed	5 Jul	10.30	2.4	20	1.2	12	3.5	26
Midnight Mass	1	Sun	24 Dec	24.00	2.2	14	2.1	13	2.3	16

Source: Taylor Nelson Sofres Media – ATO

Highest drama series ratings for children (length at least 20 minutes)



	Channel	Days	Date	Time	Adults 15+		Men		Women	
					Rating (%)	Audience share (%)	Rating (%)	Audience share (%)	Rating (%)	Audience share (%)
Legacy to the Future 13x	1	Sun	9 Jan – 2 Apr	9.30	26.4	67.27	36.8	75.79	14.6	51.01
Marvellous Adventures 13x	1	Sun	9 Apr – 2 Jul	9.30	16.6	55.90	22.3	65.52	10.2	41.22
The Visitors 15x	1	Wed	13 Sep – 20 Dec	18.30	12.5	49.49	15.0	63.73	9.7	35.87
Bubu and Filip 6x	1	Wed	5 Jan – 9 Feb	18.30	11.2	38.67	14.2	49.67	7.9	26.67
The Simpsons X. 50x	1	Tue	4 Jan – 19 Dec	18.12	9.6	43.14	8.8	52.85	10.5	37.83

Source: Taylor Nelson Sofres Media – ATO

Highest ratings of one-off programmes for children (length at least 45 minutes)

	Channel	Days	Date	Time	Adults 15+		Men		Women	
					Rating (%)	Audience share (%)	Rating (%)	Audience share (%)	Rating (%)	Audience share (%)
How To Send Daddy to Reform School	1	Fri	8 Sep	20.31	34.0	78	37.9	89	29.4	66
Ruffiano and Sweeteeth	1	Sun	23 Apr	20.04	33.0	79	39.1	94	26.2	62
The Princess with the Golden Star	1	Sun	24 Dec	10.01	29.0	66	35.0	69	22.1	61
Goldilocks	1	Sun	10 Dec	13.46	27.8	90	32.0	94	23.2	86
The Princess from the Mill	1	Mon	1 May	10.00	27.6	89	26.2	86	29.4	92

Source: Taylor Nelson Sofres Media – ATO

Highest ratings of bedtime story series

	Channel	Days	Time	Adults 15+		Men		Women	
				Rating (%)	Audience share (%)	Rating (%)	Audience share (%)	Rating (%)	Audience share (%)
Maxidog Fík 13x	1	Mon – Sun	19.00	25.5	66.59	38.3	84.25	11.0	37.25
The Little Mole 28x	1	Mon – Sun	19.00	24.6	65.68	36.4	82.49	11.1	37.63
Bob and Bobby – Top Hat Rabbits 26x	1	Mon – Sun	19.00	24.1	65.40	34.8	82.31	11.9	39.44
Yaya and Paya 13x	1	Mon – Sun	19.00	22.3	60.78	33.0	80.68	10.2	32.93
Tales of Amálka the Fairy 13x	1	Mon – Sun	19.00	22.1	64.32	33.4	84.54	9.3	31.98

Source: Taylor Nelson Sofres Media – ATO

Ratings of sports news programmes

	Channel	Days	Time	Adults 15+		Men		Women	
				Rating (%)	Audience share (%)	Rating (%)	Audience share (%)	Rating (%)	Audience share (%)
Goals, Points, Seconds I 272x	1	Mon – Sun	19.50	10.1	24.71	11.2	28.16	9.2	21.74
Goals, Points, Seconds II 272x	1	Mon – Sun	22.20	3.7	13.11	4.0	14.39	3.4	12.01

Source: Taylor Nelson Sofres Media – ATO

Highest ratings of live sports broadcasts (rating of at least 12%)

	Channel	Days	Date	Time	Adults 15+		Men		Women	
					Rating (%)	Audience share (%)	Rating (%)	Audience share (%)	Rating (%)	Audience share (%)
European Football Championship (group match): Czech Republic v The Netherlands	1	Sun	11 Jun	20.38	24.2	54.00	34.3	73.00	14.1	35.00
European Football Championship – Final: France v Italy	1	Sun	2 Jul	19.53	21.9	50.00	29.5	64.00	12.9	34.00
European Football Championship (group match): Czech Republic v France	1	Fri	16 Jun	17.52	21.3	58.00	28.7	77.00	13.9	38.00
European Football Championship (group match): Czech Republic v Denmark	1	Wed	21 Jun	20.37	18.7	50.00	26.5	68.00	10.9	32.00
27 th Summer Olympics Official Opening Ceremony	1	Fri	15 Sep	20.05	18.7	45.00	16.6	44.00	20.7	45.00

Source: Taylor Nelson Sofres Media – ATO

Czech Television sociological research

Czech Television's sociological research is the oldest functioning research into television-viewer behaviour, and at the end of the 20th century it had been running for three decades. This research is used to gather information about audience satisfaction with the programming of all the national television channels and TV3. The technique used in this research is a questionnaire survey carried out on a panel of 750 respondents, selected from a continually updated group of around 3.5 million licence-fee payers.

The selection procedure takes place over several stages. At the beginning, we take a random number from the individual regions, with the condition that only one member of each household may be selected. In the last phase, a sociodemographic matrix is used to select an active weekly panel, one thirteenth of which is renewed every week (hence cooperation with a respondent lasts for a maximum of 13 weeks). This panel is a representative sample of the adult population of the Czech Republic in terms of sex, age (from fifteen up), education, size of hometown, economic activities, and region. Respondents do not receive any form of remuneration for their involvement in the research.

Czech Television's sociological research requires that respondents keep programme logs, which contain most programmes in the broadcasting schedule that last for five or more minutes. The logs are sent to respondents two weeks in advance by post, and they are subsequently returned to Kavčí Hory, again by post. The respondents use the logs to express how satisfied they are with the programmes they watch, based on a scale of one to five ('1' means 'very satisfied', '5' expresses 'entirely dissatisfied'). A satisfaction coefficient is calculated from these marks, expressing a distribution of marks on a more finely graded scale of +10.0 to -10.0. In general, the satisfaction coefficient has the following meanings:

negative values	absolute failure with the audience
under 4.0	under-average viewer satisfaction
4.0 to 4.9	worse average
5.0	average
5.1 to 5.9	better average
6.0 to 7.9	above-average
8.0 or more	top viewer satisfaction

Programmes with highest viewer satisfaction in 2000 (ČT1)

(length 10 or more minutes, viewers aged 15 or over)



	Programme type	Country of origin	Date	Day	Time	First screening/ repeat	Rating (%)	Satisfaction coefficient
Tom and Jerry Kids	Animation	US	10 Dec	Sun	13.20	R	5.3	9.2
A Sort of Normal Family	Sitcom	CZ	22 Dec	Fri	15.02	R	5.0	9.1
Mr Bean	Light entertainment	UK	19 Aug	Sat	18.25	R	5.4	9.0
Life's Fun with You	Film	CZ	26 Dec	Tue	16.10	R	20.3	8.9
Tom and Jerry Kids	Animation	US	17 Dec	Sun	13.24	R	5.5	8.9
Walking with Dinosaurs	Documentary	UK	7 Nov	Tue	20.01		22.1	8.9
Under One Roof at Žofin Palace	Music and entertainment	CZ	26 Dec	Tue	12.05		8.3	8.8
The Bible: Paul of Tars	Drama	Intl.	24 Dec	Sun	22.13		5.1	8.8
Walking with Dinosaurs	Documentary	UK	5 Dec	Tue	20.02		16.1	8.8
Walking with Dinosaurs	Documentary	UK	28 Nov	Tue	20.02		18.0	8.8

Programmes with highest viewer satisfaction in 2000 (ČT2)

(length 10 or more minutes, viewers aged 15 or over)



	Programme type	Country of origin	Date	Day	Time	First screening/ repeat	Rating (%)	Satisfaction coefficient
Parting with Emil Zátopek	News (live broadcast)	CZ	6 Dec	Wed	10.55		3.7	9.7
Summer Olympics: Quick Summary	Sport	AU	20 Sep	Wed	23.25		3.7	9.5
Summer Olympics: Return to Medals (Water Slalom)	Sport	AU	18 Sep	Mon	21.00		4.1	9.5
Summer Olympics: Official Opening Ceremony	Sport	AU	15 Sep	Fri	09.30		4.2	9.5
David Attenborough's The Life of Birds - Signals and Songs	Documentary	UK	15 Feb	Tue	18.24		3.7	9.3
Undersea Explorer - Palau	Documentary	US	6 Feb	Sun	11.49		5.0	9.3
Eye - We, People of the Century	Documentary	CZ	2 Jan	Sun	20.00		3.8	9.2
Summer Olympics: Swimming	Sport	AU	16 Sep	Sat	09.55		3.9	9.1
Cudgel, Out of the Bag You Come!	Film	CZ	30 Oct	Mon	14.40	R	3.9	9.0
Summer Olympics: Modern Gymnastics	Sport	AU	1 Oct	Sun	15.00		3.3	9.0

One-off information on viewer response is acquired by different types of probes. The most common probes are usually conducted within the framework of sociological research, either on the current weekly panel, or on a one-off panel formed according to specially selected sociodemographic

criteria (e.g. only respondents living in a shared household with children of a particular age etc.). Ten questionnaire surveys were carried out in 2000, which were used to analyse a number of aspects relating to news programmes, current affairs programmes, and light entertainment.

Sociodemographic viewer profile in 2000

(according to information from Taylor Nelson Sofres Media – ATO)

In 2000, adults (i.e. viewers aged fifteen or over) **spent an annual average of 194 minutes a day watching television stations** whose signal is available at least partially in the Czech Republic; of this time, 46 minutes was spent on ČT1 and 15 minutes on ČT2.

Children aged 4–14 spent 124 minutes in front of the television every day, they watched ČT1 for 32 minutes and ČT2 for six minutes. Younger viewers were slightly more interested than older children in what Czech Television was offering; in the all-day average, 2.7% of children aged 4–9 and 2.5% of boys and girls aged 10–14 were in the audience of the two channels.

ČT1 was watched by 270,000 adults in the twenty-four hour average and by 994,000 viewers aged more than 15 in prime time (7 p.m. – 10 p.m.).

ČT2 was watched by 91,000 adults in the twenty-four hour average and by 189,000 viewers aged more than 15 in prime time.

As in previous years, in 2000 the **ČT1 audience** again had **more women than men**. In the all-day average 149,000 women tuned in (121,000 men), and 539,000 women (456,000 men) in prime time; women also watched ČT1 for the longest time every day – 49 minutes, compared with 43 minutes for men.

In contrast, ČT2 attracted more men (in the all-day average there were 51,000 men in the audience, and as many as 110,000 during prime time viewing) than women (34,000 in the all-day average and 79,000 during prime time). Men also devoted more time to programmes on ČT2 – 18 minutes a day (11 minutes for women).

ČT1 enjoyed more attention as the viewer age rose. In the all-day average, ČT1 was watched by 30,000 viewers aged 15–24, 40,000 viewers aged 25–34, 43,000 viewers aged 35–44, 51,000 viewers aged 45–54, and 106,000 viewers aged 55 or over. The higher viewing figure was

accompanied by a longer time spent watching ČT1 every day: from 25 minutes in the case of viewers aged 15–24, to 66 minutes in the case of the oldest viewers; the other age groups watched ČT1 for around the same duration – between 41 and 48 minutes a day.

Interest in ČT2 also rose with age. In the all-day average, ČT2 was watched by 13,000 viewers aged 15–24, 14,000 viewers aged 25–34, 15,000 viewers aged 35–44, 17,000 viewers aged 45–54, and 32,000 viewers aged 55 or over. The time spent watching ČT2 also rose with age: from 9 minutes a day in the case of viewers aged 15–24, to 19 minutes a day in the case of viewers aged more than 55.

In terms of completed education, the ČT1 schedule was watched most by viewers educated in a trade but without a school-leaving examination certificate (109,000) and viewers who had completed secondary-school education with a school-leaving examination certificate (86,000). Adults who left the education system after finishing primary school accounted for 48,000 of viewers, and university graduates 27,000. Expressed as percentages, a different picture emerges: 3.0% of viewers with primary school only, 3.2% in the case of both secondary school-leavers with certificates and those without, and 3.8% of university graduates. University graduates also spent most time watching ČT1 – 54 minutes a day. The time spent watching ČT1 in the other education groups ranged from 43 minutes (viewers with primary education only) to 47 minutes (viewers who have completed secondary-school education with a school-leaving examination certificate).

Using the average for the whole day, ČT2 was also watched most by viewers educated in a trade but without a school-leaving examination certificate (34,000) and viewers who had completed secondary-school education with a school-leaving certificate (27,000). Adults who left the education system after finishing primary school accounted for 15,000 viewers, and university graduates 9,000. Expressed as percentages, attraction to ČT2 rose along with education, from 0.9% of viewers with primary

education only, to 1.3% of university graduates. University graduates also spent most time watching ČT2 – 19 minutes a day. The times in the other education groups ranged from 13 to 15 minutes.

By socio-economic status, divided into five classes (A = highest, B = upper, C = middle, D = lower, and E = lowest), in relative terms **most ČT1 viewers came from group B** in the day-long average (i.e. from families with an above-average income and an above-average standard of living) – a viewing rate of 3.4%; the fewest viewers came from group D, with a viewing rate of 2.7%. The daily average time spent watching ČT1 ranged from 44 minutes in group C to 55 minutes in group E.

In the day-long average, most ČT2 viewers came from the two highest socio-economic groups, A and B (both with viewing rates of 1.1%), while the fewest viewers came from group D (with a viewing rate of 0.8%). The daily average time spent watching ČT2 ranged from 12 (group D) to 16 (group B) minutes.

When it comes to town size, day-long **viewing figures for ČT1 rose in line with the size of the town**: from 45,000 adults from communities with up to one thousand inhabitants through to 68,000 viewers from cities with a population of 100,000 or more. The time spent watching ČT1 stood at a daily average starting at 43 minutes (in communities of up to 1,000 inhabitants) and rose to 52 minutes (in towns with 5,000–25,000 inhabitants).

Interest in ČT2 rose in line with the size of the town too. In the day-long average, ČT2 was watched by 11,000 viewers from communities with up to 1,000 inhabitants, through to 20,000 viewers from towns with a population of 20,000 or more. The average daily time spent watching ČT2 was between 10 and 15 minutes (10 minutes in communities with up to one thousand inhabitants, and 15 minutes in towns with populations of 5,000 - 20,000 and over 100,000).

From the regional point of view, most ČT1 viewers in the day-long average came from South Moravia (55,000), followed by those from North Moravia and Silesia (48,000), East Bohemia (34,000), North Bohemia (33,000), and Prague (31,000). The fewest viewers were from West Bohemia (21,000) and, in particular, South Bohemia (18,000). The difference in the time spent watching ČT1 in the individual regions was just seven minutes: viewers from Central and North Bohemia and South Moravia spent most time watching ČT1 (on average 51 minutes a day); viewers in West Bohemia spent the least time watching ČT1 (46 minutes).

The regional situation in terms of ČT2 was much the same as with ČT1. In the whole-day average most viewers came from Moravia (16,000 from the south and 15,000 from the north), and the fewest came from West and South Bohemia (6,000 and 5,000). The time spent watching ČT2 in the different regions ranged from a daily average of 12 minutes (in South and West Bohemia) to 17 minutes (in Central Bohemia and Prague).

Response to programmes: letters and telephone calls

Viewer response to the programmes and activities of Czech Television by letter and telephone provides a number of observations, opinions, and stimulating suggestions, especially when it comes to spontaneous reactions, i.e. reactions not sought in surveys, competitions, or in the form of musical wishes. This response adds a little more detail to the sociodemographic characteristics of some viewer groups, bearing in mind that it need not be directly proportionate to viewer interest, because those viewers who write or call themselves form a viewer minority of sorts.

More general tendencies in the sphere of interpersonal communications are also reflected in viewer response,

i.e. shifts in forms of communication from traditional letter-writing to electronic messages and from written correspondence in general to phone calls.

Response to programmes: letters and telephone calls 1998–2000

	1998	1999	2000
letters	386,458	342,356	191,207
telephone calls	18,553	21,101	21,649
e-mail*	1,065	2,706	11,225
fax service for the hearing impaired**		41	98

* available from 1 June 1998, via Czech Television's Info Web on the Internet
** set up in 1999

Response by letter in 2000 (number of letters)

month	ČT Prague		total	Brno Television Studio		total	Ostrava Television Studio total
	spontaneous	invited		spontaneous	invited		
January	6,108	3,102	9,210	480	7,299	7,779	1,450
February	6,154	3,290	9,444	487	5,884	6,371	3,764
March	6,385	3,290	12,865	556	4,090	4,646	2,080
April	5,500	2,937	8,437	301	5,345	5,646	1,110
May	5,014	4,004	9,018	333	3,362	3,695	1,585
June	2,065	4,263	6,328	313	2,906	3,219	2,473
July	1,366	3,116	4,482	294	2,199	2,493	385
August	2,831	3,893	6,724	385	7,365	7,750	269
September	1,618	4,923	6,541	584	3,156	3,740	793
October	2,410	5,636	8,046	651	2,729	3,380	1,466
November	5,328	8,359	13,687	526	4,926	5,452	8,126
December	9,18,4	3,193	12,374	714	2,439	3,153	3,223
total	53,973	53,186	107,159	5,624	51,700	57,324	26,724

Response by telephone, Internet, and fax in 2000

	direct	recording	Internet	Fax	total
January	1,275	451	466	10	2,202
February	1,145	258	332	12	1,747
March	1,349	487	470	8	2,314
April	880	497	450	4	1,831
May	938	679	446	13	2,076
June	829	567	487	6	1,889
July	642	294	386	3	1,325
August	701	184	426	9	1,320
September	971	923	595	8	2,497
October	1,135	1,285	604	1	3,025
November	866	1,091	1,984	10	3,951
December	1,575	2,627	4,579	14	8,795
total	12,306	9,343	11,225	98	32,972

Awards for Czech Television

Selected prizes awarded in the Czech Republic

Festival/review	Date	Award	Programme	Programme-makers
Finále Plzeň 2000, 13 th Festival of Czech Film	10-14 April 2000	Golden Kingfisher First Prize; FICC Don Quixote Jury Prize	Divided We Fall	script: Petr Jarchovský photography: Jan Malíř director: Jan Hřebejk
		Debut Prize; AČFK Prize	Eeny Meeny	script: Alice Nellis photography: Ramunas Greičius director: Alice Nellis
Zlín 2000 40 th International Festival of Film for Children and Young People	29 May – 2 June 2000	Golden Shoe First Prize in the category of Films for Young People; Children's Jury First Prize in the category of Films for Young People; FICC Jury Special Award	The Spring of Life	script: Vladimír Körner, Milan Cieslar photography: Marek Jícha director: Milan Cieslar
		Audience Prize in the category of Feature Film	Falcon King	script: Ondrej Šulaj photography: Emil Sirotek director: Václav Vorlíček
37th Golden Prague International Television Festival	4-7 June 2000	Special Mention	Bohuslav Martinů: The Greek Passion	script: Tomáš Šimerda photography: Martin Kubala director: Tomáš Šimerda
35th International Film Festival – Karlovy Vary	5-15 July 2000	Special Mention by the FIPRESCI Jury	Eeny Meeny	script: Alice Nellis photography: Ramunas Greičius director: Alice Nellis
Trilobit Beroun 2000 Annual FITES Awards	16 December 2000	Trilobit Prize	Rises and Falls	Věra Chytilová for script and direction
		Trilobit Prize	Loners	Petr Zelenka for script
		Trilobit Prize	Battle for Life	Vít Janeček, Tonička Janková, Miroslav Janek, Roman Vávra
		Trilobit Prize	The Extinct World of Karel Pecka A Bad Dream Failure	Pavel Štingl for group of documentaries
		Trilobit Prize	Class Reunion	Viktor Polesný for directing the television adaptation of Franz Werfel's novel
		Special Mention	Houses of Life	Marie Šandová

Special Mention	Murmuring Town	David Vávra and Radovan Lipus
Special Mention	Eeny Meeny	Alice Nellis
Special Mention	Prophets and Poets. Chapters from the Calendar	Ivan Vojnár
Special Mention	Life of Hippopotamuses	Alfons Mensdorff-Pouilly
Special Jury Prize	A Report on the Travels of Students Petr and Jakub	Drahomíra Vihanová

TýTý Awards 2000

Survey by Týdeník Televize
magazine

17 February 2001

TýTý Award in the category
of Programme of the Year

Banana Fish

script: Halina Pawlowská
photography: Jiří Kovář, Pavel Otevřel
director: Karel Czaban,
Petr Sladký

TýTý Award in the category
of Announcer of the Day

Marie Retková

Czech Lion 2000

8th annual prizes of the Czech
Film and Television Academy

3 March 2001

Czech Lion for long-term
artistic contribution to
Czech film

Divided We Fall

Věra Chytilová

Czech Lion in the category
of Best Film

Divided We Fall

script: Petr Jarchovský
photography: Jan Malíř
director: Jan Hřebejk

Director

Divided We Fall

Jan Hřebejk

Script

Divided We Fall

Petr Jarchovský

Actor

Divided We Fall

Bolek Polívka

Actress

Divided We Fall

Anna Šišková

Supporting Actor

Loners

Jiří Macháček

Supporting Actress

Eeny Meeny

Eva Holubová

Music

Wild Flowers

Jan Jirásek

Sound

Wild Flowers

Jiří Klenka

Photography

Wild Flowers

František Antonín Brabec

Most Successful Film with
Viewers

The Princess from
the Mill II

script: Zdeněk Troška,
Vratislav Marek
photography: Ervín Sanders
director: Zdeněk Troška

Selected prizes awarded abroad

Festival/review	Date	Award	Programme	Programme-makers	
Palm Springs 11 th annual international film festival, USA	13–24 January 2000	Runner-up in audience competition	All My Loved Ones	script: photography: director:	Jiří Hubač Dodo Šimončíč Matej Mináč
Premiers Plans 12 th festival of young European film, Angers, France	21–30 January 2000	Prix PROCIREP – special prize for the director of a feature film; Prix GNCR – prize for film debut	Return of the Idiot	script: photography: director:	Saša Gedeon Štěpán Kučera Saša Gedeon
Montreal international festival of art films, 18 th year, Canada	14–19 March 2000	Vasco Design Prize for best portrait of a living artist	Black and White in Colour	script: photography: director:	Mira Erdevički Marek Jicha Mira Erdevički
San Francisco international film festival, 43 rd year, USA	20 April – 4 May 2000	2000 SKYY Prize	Eeny Meeny	script: photography: director:	Alice Nellis Ramunas Greičius Alice Nellis
Huesca international film festival, 28 th year, Spain	8–17 June 2000	Golden Dancer – first prize; FICC Don Quixote Jury Prize; Young Jury Special Prize	The Fall	artist: script: photography:	Petr Poš Aurel Klimt Zdeněk Pospíšil
Vancouver international film festival, 19 th year, Canada	22 September – 5 October 2000	Air France Prize for most popular film	Divided We Fall	director: script: photography: director:	Aurel Klimt Petr Jarchovský Jan Malíř Jan Hřebejk
Warsaw international film festival, 16 th year, Poland	5–17 October 2000	Audience Prize	Loners	script: photography: director:	Olga Dabrowská, Petr Zelenka Richard Řeřicha David Ondříček
Mannheim international film festival, 49 th year, Germany	10–19 November 2000	International Jury's Special Mention; Ecumenical Jury Prize; FIPRESCI Prize	Loners	script: photography: director:	Olga Dabrowská, Petr Zelenka Richard Řeřicha David Ondříček
Japan Prize 27 th festival of educational programmes, Tokyo, Japan	17–24 November 2000	Special Prize of the Japan Foundation President	A Bad Dream	script: photography: director:	Pavel Štingl Martin Kubala Pavel Štingl

Salonica international film festival, 41 st year, Greece	10–19 November 2000	Audience Prize	Loners	script: Olga Dabrowská, Petr Zelenka photography: Richard Řeřicha director: David Ondříček
Oscar Nominations in 2000 73 rd year of the prizes awarded by the Academy of Motion Picture Arts and Sciences	13 February 2001	Among five films nominated for an Oscar in the foreign language category	Divided We Fall	script: Petr Jarchovský photography: Jan Malíř director: Jan Hřebejk

Support of activities beneficial to the public

Czech Television, as a television service to the public in the Czech Republic, supports cultural activities and activities beneficial to the public in various forms. These operations are naturally reflected in programming as a means of manifesting the life of democratic society. In addition, Czech Television supports, systematically and long-term, media partnerships, and sometimes contributes to their organization.

In 2000, Czech Television played media partner to a number of collection, educational, and cultural projects. The number of applicants seeking this support rose, and Czech Television entered into almost a hundred media partnership agreements for the year 2000. Projects Czech Television supported in 2000, by broadcasting eye-catchers for them, include public collections, health education, education in human rights, national cultural organizations, as well as a large number of film, drama, and music festivals, cultural events, and broadly conceived projects such as Prague 2000 and Expo 2000.

In autumn 2000, Czech Television adopted a new concept of media partnership moving away from broadly conceived media support and aiming towards the setting of a partnership structure and prioritizing. A fundamental change lies in the planning of eye-catcher broadcasting, necessarily accompanied by the regulating of the number of projects sponsored by Czech Television, and the transformation of the Civil Panel into a Consulting Group, serving as the advisory body entrusted by Czech Television with PR and Promotion. Applications from institutions in which consultants have an interest cannot be submitted for discussion. In this respect, the representatives of foundations and institutions which submit applications were no longer approached. Media partnerships are governed by a Director General Decision of 8 December 2000; more information is available from the Czech Television website.

Yet Czech Television is not necessarily just a media partner. Together with the Civil Society Development Foundation, it is the organizer of the long-standing national Help the Children collection, which aims to collect and distribute cash for timely, effective, and lasting assistance for children in the Czech Republic who are endangered or disadvantaged, and to fuel the domestic traditions of making donations and other voluntary contributions. The second year of this project, inspired the BBC's Children in Need, climaxed on Easter Monday in 2000. On 15 May 2000, a tender for a share in the CZK 5,913,090 donated in the second year of the collection was advertised. The proceeds were distributed among 62 projects. All the organizations received their contributions during October 2000. In June 2000 the third year of the project was announced.

Czech Television has been a major sponsor of the Paraple Centre since 1994, when the Union of Paraplegics was founded as a civil association. Working in association with Zdeněk Svěrák, Czech Television broadcasts the entertainment programme Charity Academy once a year to motivate financial donations to the Paraple Account. In the seventh broadcast on 21 September 2000, individuals and corporations promised donations of almost CZK 2 million. By 31 October 2000, the account had received CZK 3,100,000. The Run for Paraple acquires financial resources for the physically disabled in much the same manner; Czech Television also contributes to the promotion of this event.

A traditional area that Czech Television focuses on is charity work for mentally and physically disabled citizens, abandoned children, etc., in the form of Advent Concerts. These concerts are broadcast at the end of every year and their audience is rising all the time. The four Advent Concerts in 2000, besides nurturing compassion for the handicapped, raised CZK 8,835,000, which was designed for four specific projects.

International events organized by Czech Television in 2000

GEAR (Group of European Audience Researchers) meeting

8–12 April 2000

This meeting of the organization that covers audience and research was attended by 38 representatives of European television and radio stations. It was held at the multi-purpose VPS1 projection hall in the ČT Prague building at Kavčí Hory.

Conference of education department representatives of EBU member organizations

17–21 June 2000

The plenary session and meetings of the working groups were held at the Hotel Ambassador in Prague. The conference discussed possible future changes (the interconnection of television and radio projects, the creation of school packages, a digital channel) and priorities: active and expert membership of the section, a stress on co-productions and the rules for entering into co-productions, the development of a concept of educational programme exchange, the processing of regular reports and studies on educational programmes in participating countries, etc. In addition to this, the conference evaluated the EBU Education Questionnaire completed by member organizations, and stated that the relationship to educational

programmes has not changed too much; they mainly remain in weekday slots in the broadcasting schedule, and are mostly kept away from prime times. The target audience is 41% adults, 31% broadcasting for schools, 18% children and young people, and 9% pre-school education. There is evident rising interest in co-production for all age groups, with programme priorities for children and young people: science, history, foreign languages, ecology, and world citizenry; and for adults: foreign languages, history, culture, science, ecology, and health.

6th EBU financial meeting

6–10 September 2000

The financial meeting, held at the Corinthia Towers Hotel in Prague, was attended by 79 representatives of 43 broadcasting companies, including the EBU, from 28 different countries. The main items on the agenda were the approval of the minutes from the fifth financial meeting, the financial plan for 2000, the three-year plan for 2001–2003, financing (including changes in the calculation of subscriptions), financial relations between the EBU and member organizations, personnel expense management, and investments into new services. A complementary workshop for selected participants carried the theme of overhead (production) costs.

Golden Prague international television festival 4–7 June 2000

The 37th year of Czech Television's prestigious international festival was based at Žofín Palace for the fourth time, although another four venues were used for public screenings: the MAT and Evald cinemas, the French Institute, and the Goethe Institute. The supplementary programme included a jazz evening at the Ostroff Restaurant on Sharpshooter's Island, classical music videos in the open air on Slavonic Island, and, at Žofín Palace, the festival's traditional workshops, this time on the theme of 'Music in Television up to 2005' and 'Contemporary French Dance and its Roots'.

The festival, during the preparations of which Jiří Pilka took over as director following Igor Přerovský's departure from

Czech Television in March 2000, was attended by 53 producers from 28 countries throughout the world. In all, 120 programmes were entered, of which 110 were competitive contributions and ten were informative. The programmes, divided into four categories, were judged by the main eight-member jury led by Jiří Vejvoda and by a three-member student jury composed of students from Czech colleges of performing arts.

The festival was framed with live broadcasts by Czech Television and Czech Radio - the official opening ceremony from the Laterna Magika Theatre and the final, prize-giving evening and official closing ceremony from the State Opera House.

Programmes awarded prizes at the 37th Golden Prague international television festival

Golden Prague

THE SLEEPING BEAUTY
Sveriges Television – SVT, Sweden

Czech Crystal

Category 1: Recording of a Concert or Performance

FLIGHT (4 GOES TO GLYNDEBOURNE)
Channel 4 Television, United Kingdom

Czech Crystal

Category 2: Music

ONE NIGHT. ONE LIFE
Eins 54 Film GmbH., Germany

Czech Crystal

Category 3: Dance

PASSENGERS
Schweizer Fernsehen DRS, Switzerland

Czech Crystal

Category 4: Documentary

JAZZMAN FROM GULAG
France 3, France

Special Mention

Category 2: Music

BOHUSLAV MARTINŮ – THE GREEK PASSION
Czech Television, Czech Republic

Special Mention

Category 4: Documentary

DOMINIC MULDOWNEY (CLASSIC CHALLENGE:
PROGRAMME 1)
BBC Cymru Wales, United Kingdom

Student Prize

DERRIERE LA FORET
Muzzik, France

**Conference: 'Czech Television – A Public Matter'
25 and 26 November 2000**

At a time when all European public-service television corporations are trying to find a role in the age of terrestrial digital television broadcasting and are up against criticism from commercial television stations, Czech Television decided to open a broadly conceived debate on its mission. At the end of 2000 it organized the conference: Czech Television – A Public Matter, which was held at the Prague Congress Centre and was attended by more than 200 representatives from public life and from all areas of film and television production.

The conference was split into five panels covering different themes: Television under Public Control – on issues of the legal framework behind the functioning of Czech Television, Television as a Witness of People and Time – on the issues of news, current affairs, and documentaries, Television as

Art – on original drama production, Television as a Window to the World – on the principles of selecting from world foreign film and television production, and Television for Minorities – on the approach to social minorities.

The talks by the thematic panels were general and the reporters from these sections summed up the discussions for all those present at the final plenary session. Conference delegates received three publications: Czech Television – A Public Matter, carrying contributions from invited authors who subsequently took part in the conference, Public-Service Television Abroad, working material detailing opinions and experiences from other places, and What They Said and Wrote about Czech Television, a supplementary summary of criticism aimed at Czech Television over the past few years.

Development of the technical base

The development of Czech Television's technical base is going the way of digitization, a phenomenon that changes and affects the running of all television processes funda-

mentally. Recapping the progress so far and outlining near-term advancement are areas that can be viewed in terms of both production and broadcasting.

Digitization of the production technological base

This is a long-term process launched back in the 1980s and 1990s when computer technology made its logical entry into the realm of television signal processing. At this time, analogue methods were unable to cope with a number of complex processes, and this provided the stimulus to kick off the process of digital image and sound signal processing. The digitization of the television network has been absolutely essential, offering (alongside what are usually higher technical signal specifications) new opportunities for production staff. The true onslaught of digitization set in during the second half of the 1990s, as part of the convergence of computer technology able to cope with the high demands of real-time broadcasts of audio and visual files, the implementation of television computer graphics systems, the interconnection of multimedia technology enabling the broader provision of information, and the onset of satellite and Internet broadcasting.

Czech Television has always played a prominent role in this process. Its involvement in the international association of European television companies has given it the opportunity of drawing on the experience of other countries as it assesses individual technical processes and opts for the ideal proven solution without having to rely on costly experimenting. With Czech Television's integration into European programme-swapping structures, technical quality has become an essential prerequisite if our output is to be accepted abroad.

In this respect, the main focus of all investments is to improve on existing equipment, the logical outcome of which is that

the original systems are being replaced with brand new digital facilities. One example here is the Betacart analogue cassette dispatch device (purchased in 1988) in the News Department, which is to be replaced by a server-based system offering reporters more flexible report processing and advancing the opportunities of television journalism.

Czech Television's project of television production digitization is by no means an attempt at introducing technology with no sound basis in the process to ensure the continuity of the corporation's broadcasting and meet the demands connected with domestic production and the sale of programmes abroad. The technical standard of the programmes produced by Czech Television has always been of a sound quality, fully corresponding to the significance and status of Czech Television among European television companies. The resources available to it have meant it has never been able to match giants such as the BBC and ARD, but has always served as a guarantee of reliability for these partners in the mutual exchange of programmes.

The demands of the domestic viewer are also a relevant factor when assessing the technical quality and reliability of broadcasting. As the technical quality of television sets currently available on the market improves, viewers are quick to notice reduced quality and, with exception of a few isolated cases (e.g. old library pictures or unique shots) they are not prepared to tolerate poorer standards.

Digitization of DVB-T terrestrial television broadcasting

The digitization of terrestrial television and radio broadcasting in Europe using DVB-T systems is an inevitable process pushed along by the global trend of digitizing telecommunication technologies and services and the rising need for more efficient use of the frequency spectrum. The general issues of this process are very broad as they are bound up very closely with government policy – primarily in telecommunications and information technology – and are connected to a certain extent to the standard of living

enjoyed by the population. Looking at the conversion from analogue to digital television in terms of its significance for society as a whole, it is a major step offering the public better signal quality and more television stations on the one hand, and on the other a portal to a whole new information environment – the world of multimedia services. In the process of digitizing television broadcasting in the Czech Republic, the digitization of terrestrial broadcasting networks via the DVB-T system enjoys the most significant status

because it epitomizes the innovation of the hitherto most widely used form of television programme dissemination, now used by almost 80% of the population of the Czech Republic. The long-term prospects of television programme transmission via terrestrial broadcasting networks using the DVB-T system are guaranteed by its unique feature allowing for quality television programme reception and the provision of supplementary services to portable televisions and television sets in vehicles. There is no telling how much this feature will ensure the dominant position of terrestrial broadcasting in programme transmission in the future. It does mean, however, that it can compete successfully with digital cable and satellite television (DVB-C and DVB-S).

During 1999, Czech Television (the only domestic broadcasting corporation to do so) became party to an experimental digital terrestrial broadcasting project and signed an agreement on mutual cooperation with České radiokomunikace, a.s. and Czech Digital Group, a.s. The experimental broadcasting was launched in May 2000. The basic technology is located in the Czech Television headquarters at Kavčí Hory and all project work is conducted with the active participation of experts from Czech Television.

The main aim behind experimental digital terrestrial broadcasting is to try out what the DVB-T system can offer (enhanced picture and sound quality, high-quality reception

for portable TV sets, other additional features), test the qualitative parameters of the system from the aspect of practical implementation, assess the various structures of multiplex and other services, test the planning methods behind DVB-T network construction, and acquire experience in parallel analogue and digital broadcasting.

As part of the project to try out the practicality of new services, Czech Television is assisting in tests of interactive applications combined with Czech Television channels and in the selection of terminal equipment. The main applications in this respect are auxiliary data services such as EPG (Electronic Programme Guide), wide-angle broadcasting, interactive data services, home banking, home shopping, targeted advertising, interactive games, a mail order service, Internet access, transmission of large data files, and DVB subtitling.

In connection with preparations for the launch of this broadcasting, and because of the need to replace current inexpedient primary distribution channels, Czech Television decided to implement a project of a primary distribution network with ATM technology. Czech Telecom was picked as the project contractor in a tender advertised in 2000. Czech Television is catching up with European countries that have already converted to this technology.

Czech Television signal transmission

Czech Television broadcasts 24 hours a day on both its channels (ČT1 and ČT2). Broadcasting is terrestrial and applies a network of basic transmitters and low-power transmitters, and satellite distribution is also used.

Audiences in the catchment area of stereophonic transmitters can receive dual-channel sound, i.e. programmes broadcast in stereo, or, optionally, in two language versions (DUAL). Those viewers who receive their signal from local relay stations fed from the main stereophonic transmitters can enjoy the same opportunities.

Stereo and DUAL mean that technical standards are enhanced and that the artistic and utility value of programmes is improved. Because not all programmes broadcast by Czech Television are available in stereo or DUAL versions, this information is highlighted in programme guides.

As far as the availability of stereophonic broadcasting is concerned, Czech Television has been relaying stereopho-

nic sound signals to all television transmitters since 1997. However, despite systematic pressure on transmitter operators, which in practice primarily means České radiokomunikace, we have been unable to secure stereophonic terrestrial analogue sound broadcasting in 100% of cases. The problem seems likely to be resolved once terrestrial digital broadcasting (DVB-T) has been introduced.

The ČT1 and ČT2 signals are complemented with other services – Teletext, closed captioning, and a VPS code for controlled recording by home VHS recorders.

In addition to the basic network transmitters, ČT1 is also broadcast via a further 428 low-power transmitters and ČT2 by an additional 300 low-power transmitters. 'Low-power transmitter' is a term embracing local satellite reception transmitters, TV relay stations, and TV repeaters.

Satellite distribution

Besides terrestrial signal transmission, Czech Television also broadcasts both its channels in digital MPEG-2 form via satellite. In November 2000, due to technical hitches with the Copernicus satellite, replacement broadcasting was secured through Eutelsat II-F4. Czech Television now broadcasts via EuroBird, located at 28.5° E. The receiving frequency is 12.607 GHz. The signal from this satellite is stereophonic.

EuroBird specifications:

Satellite position	28.5° E
Polarization	horizontal (X)
Symbol speed	27.5 MS/s
FEC error correction	3/4
Digital system	DVB MPEG-2
Modulation	QPSK
Coding system	CryptoWorks

Financial performance

Czech Television was established on 1 January 1992 under Act No. 483/1991, as amended, as a legal person managing its own assets. The state is not accountable for Czech Television's liabilities, and Czech Television is not accountable for the state's liabilities. Czech Television is not entered in the Commercial Register.

The basis of the organizational structure of Czech Television and the Statutes of Czech Television approved by the Czech Television Council are: Czech Television in Prague, Brno Television Studio, and Ostrava Television Studio. For the purposes of economic management these organizational units are independently managed units.

Czech Television is not dependent on the national budget and pays all taxes the law imposes on it. Czech Television's

financial resources are primarily revenues from television licence fees and income from business operations. There are restrictions on the scope of the corporation's business: it must have some connection with the production and distribution of television programmes and must not endanger Czech Television's mission as set down by law. Under the law, Czech Television may use its revenues incoming from business activities purely to finance its own operations. Czech Television financing, then, is not aimed at generating profits, but simply raising the funds necessary for it to be able to implement its mission - a public service producing and distributing television programmes throughout the Czech Republic.

Income

Total budget and effective income and the contributions made by Czech Television's different organizational units in 2000 were as follows:

	(CZK'000)
effective income	6,790,947
budget income	4,804,293
budget income exceeded by	+1,986,654

Compared with the budget, total income and expenditure registered a strong rise, which is due to securities transactions made in an effort to improve the value of Czech Television's temporarily disposable assets more effectively.

For the purposes of comparing actual figures with the budget, and of comparing year-on-year growth, the acquisition cost of sold securities, totalling CZK 1,932,288,000, is removed from the total volume of income and expenditure. After eliminating these transactions, the budget was fulfilled as follows:

	(CZK'000)
adjusted effective income	4,858,659
budget income	4,804,293
budget income exceeded by	+54,366

Share in effective income:

	(%)
Czech Television in Prague	87.8
Brno Television Studio	6.5
Ostrava Television Studio	5.7

The improvement in revenues compared with the budgeted figure by CZK 54,366,000 (i.e. 1.1%) was achieved primarily via the contribution of co-production partners to programme production (CZK 29,815,000) and by securing sponsors for a larger number of broadcast programmes (CZK 14,732,000); these funds were used on programme production.

Other unplanned income, from exchange-rate gains of CZK 10,208,000 and from the sale of intangible and tangible fixed assets and material for CZK 10,036,000, covers connected costs.

Revenues from the management of temporarily disposable assets, along with higher income in other areas of Czech Television operations, especially for services, registered a substantial improvement of CZK 19,078,000.

In contrast, revenues from advertising, in part due to extraordinary events at the end of the year, were CZK 74,244,000 short of the budgeted figure. Income from television licence fees was also CZK 2,150,000 below target; this was due to a reduction in the number of registered television sets by 32,317.

Effective income in 2000 compared with 1999:

	(CZK'000)
effective income 1999	4,665,519
effective income 2000	4,858,659
difference	+ 193,140

Compared with 1999, the income side of the budget posted negative developments. After deducting the acquisition cost of sold securities, revenues improved by CZK 193,140,000, i.e. by 4.1%. The higher income was achieved because of extraordinary revenues from the liquidation of ČT Invest a.s., drawing in CZK 209,470,000.

Income from Czech Television's main funding resources (licence fees and commercials) did not meet budgeted figures and was less than in 1999. Revenues from broadcasting commercials were lower by CZK 23,191,000 and licence fees by CZK 60,884,000.

More detailed figures are given in **Table No. 1** (p. 73).

Czech Television's main budget item in terms of income is **TV licence fees**, which in 2000 represented 61.2% of effective income. Although the corporation put a lot of effort into seeking out unregistered licence fee payers and recovering overdue licence fees, revenues declined CZK 60,884,000 year-on-year. This sum is the result of a fall in the number of registered television sets by 32,317, and can also be put down to a special reminder campaign to encourage defaulters to pay at the end of 1999, which brought in CZK 47.2 million. The current Radio and Television Licence Fee Act does not allow for effective checks on licence fee payments and the efficient collection of fees. Effectiveness in the collection of television licence fees in 2000 was approximately 97% of a total number of 3,373,982 registered television sets at the end of the year.

Another significant source of income comes from **revenues from business activities**, also used substantially by Czech Television to finance its operations.

Revenues from broadcasting **commercials, teleshopping, and teletext** of CZK 1,081,222,000 (i.e. 22.2% of total

income) registered a fall of CZK 23,967,000 year-on-year. This shortfall was due to traditional advertising, mainly as a result of viewer ratings for ČT programmes falling below planned levels. In addition, the direct impact of the situation at Czech Television at the end of 2000 on year-2000 revenues from broadcasting commercials and sponsoring, including Sazka a.s. programmes that were not broadcast, comes to approximately CZK 12.9 million. ARBO media a.s., which organizes the sale of broadcasting time for Czech Television, posted income of CZK 1,025,060,000 from commercials; the broadcasting of the Sazka commercial on the Jackpot accounts for CZK 13,468,000, and the regional broadcasting of Brno Television Studio and Ostrava Television Studio CZK 2,838,000. Cooperation with Czech Television's advertising representation in 2000 was expanded to include teletext broadcasting, which registered a year-on-year rise of CZK 2,709,000.

	(CZK'000)
Broadcasting of commercials	1,041,366
Teleshopping broadcasts	24,352
Teletext broadcasts	15,504

Client interest in the **broadcasting of sponsored programmes** was up, which was reflected in a year-on-year rise in revenues of CZK 26,588,000 (i.e. 24.4%); income in this area was CZK 14,732,000 more than budgeted. Most business here was organized by ARBO media a. s.

Revenues from broadcasts of Sazka a.s. programmes improved dramatically (up CZK 26,787,000) thanks to new terms and conditions of contract in 2000.

Revenues from programme production were up CZK 4,527,000 (i.e. 15.9%) year-on-year.

Czech Television also achieved success in **sales of rights**, up CZK 4,889,000 (10.5%) on 1999.

In contrast, **sales of services** were CZK 4,676,000 (4.0%) short of the 1999 figure, although they were in line with the budgeted volume.

In 2000, Czech Television in Prague started drawing on **reserves for repairs to tangible fixed assets** created in accordance with Act No. 593/1992, on Reserves for the Provision of the Income Tax Base, in the wording of later regulations. Czech Television in Prague drew CZK 22,197,000 and Ostrava Television Studio CZK 1,662,000 from this reserve; a value adjustment to receivables of CZK 865,000 was posted.

Other income amounted to CZK 389,821,000 and is composed primarily of the following:

	(CZK'000)
Revenues from short-term financial assets	35,854
Interest received	18,499
Exchange-rate gains	16,533
Revenues from compensation	38,452
EBU accounts (terrestrial stations, hire of communication capacities)	14,489
Sales of tangible fixed assets (incl. small)	9,755
Sales of material	10,493
Retained income	5,048
Revenues from liquidation of ČT Invest a.s.	209,470
Others income	31,228

Other income includes revenues from sales of the corporation's own products, merchandise, capitalization, contractual fines and penalties received, insurance claims payments, and changes in work in progress.

Costs

The budget of operating costs and the actual costs for the corporation as a whole and for the individual organizational units within Czech Television were as follows in 2000:

	(CZK'000)
Actual costs	6,809,056
Budgeted costs	4,804,293
Budgeted costs exceeded by	+2,004,763

Just as with the income side of the budget, the acquisition cost of sold securities, amounting to CZK 1,932,288,000, is deducted from the volume of costs in order to evaluate Czech Television financing.

	(CZK'000)
Adjusted actual costs	4,876,768
Budgeted costs	4,804,293
Budgeted costs exceeded by	+ 72,475

Share in actual costs:

	(%)
Czech Television in Prague	88.0
Brno Television Studio	6.4
Ostrava Television Studio	5.6

Budget costs were exceeded by CZK 72,475,000 (1.5%), owing in particular to extensive investments into programme production covered by the surplus revenues of production departments. Higher expenditure was spent on the production of co-production programmes (CZK +16,620,000), royalties for individuals, including payments of operating fees and fees to copyright organizations (CZK +17,272,000), and on the purchase of monopoly rights (CZK +9,788,000).

Unplanned factors also covered out of revenues are reflected in expenditure on exchange-rate losses and interest paid in the scope of the staff savings bank, amounting to CZK 16,749,000) and in connection with the sale of material with an acquisition cost recorded at CZK 6,056,000.

Extraordinary influences that had a negative impact on Czech Television's budget in 2000 include a higher share of VAT on input that, under Act No. 588/1992, the Value Added Tax Act, in the wording of later regulations, cannot be the subject of deduction (CZK +30,886,000). Compensation and prescribed penalties increased costs by CZK 6,846,000, and extraordinary costs connected with the situation at Czech Television at the end of 2000 amounted to CZK 5,830,000.

In contrast, depreciation of fixed assets, including the net book value of decommissioned assets, was not met by a substantial CZK 32,590,000.

Costs in 2000 compared with 1999:

	(CZK'000)
Actual costs 1999	4,564,904
Actual costs 2000	4,876,768
Difference	+ 311,864

The total **volume of costs in 2000** was higher than in 1999 by CZK 311,864,000 (i.e. 6.8%).

In addition to the rise in consumer prices, which, according to figures released by the Czech Statistical Office, came to 3.9% in 2000, expenditure was affected quite considerably

by the purchase of **monopoly rights**, mainly in connection with live broadcasts from the Summer Olympics in Sydney (CZK 77,413,000).

Because Czech Television exercises a claim to a **VAT** deduction by means of a coefficient, part of the tax that cannot be deducted is covered out of the Czech Television budget. In 2000, these costs came to CZK 170,886,000, i.e. CZK 32,120,000 more than in 1999.

Personnel costs, including wages, fees and royalties, other personal income, statutory, social, and health insurance, and social costs reported growth of 3.4% (i.e. CZK 35,338,000).

Fees and royalties to individuals and corporations, including the related operating fees and payments to copyright organizations, registered substantial growth of CZK 34,217,000 (i.e. by 8.3%).

There was a rise in costs (by CZK 13,396,000) involved in the **depreciation of fixed assets**, and the revised **charges of the Czech Telecommunications Office** for frequency allocation under Act No. 151/2000, the Telecommunications Act, and under Implementing Regulation No. 181/2000 amounted to CZK 10,176,000.

Unplanned costs spent in connection with the extraordinary situation at Czech Television at the end of 2000 amounted to CZK 5,830,000, and the costs posted for the liquidation of ČT Invest a.s. came to CZK 40,078,000.

More detailed figures are given in **Table No. 1** (p. 73).

Personnel costs amount to CZK 1,064,020,000 (21.8% of total costs), broken down as follows:

	(CZK'000)
Wages and salaries	750,391
Royalties for contributions	8,604
Other personal income	31,920
Statutory insurance	267,942
Social costs	5,163

Costs spent on wages and statutory social security and health insurance include the blanket valorization of employee wages by 2.1% as of 1 April 2000 and 1% as of 1 November 2000 in accordance with the collective agreement. In addition, the coverage of wage adjustments based on an agreement between the management of Czech Television and the trade union was secured in order to level out the lack of balance in the remuneration system, especially in specialized television professions, which

entailed an increase of 1% with effect as of 1 November 2000.

The number of individuals employed at the corporation rose by 26 on 1999, which can be attributed primarily to the reorganization of the News Department.

The cost of materials, small tangible fixed assets, fuel, and energy, amounting to CZK 280,972,000 (i.e. 5.8% of total expenditure) can be broken down as follows:

	(CZK'000)
Energy	73,696
Fuel	19,644
Small tangible fixed assets:	
- videotape, videocassettes	19,832
- narrative products	15,442
- other	53,476
Other material	52,300
Spare parts	23,813
Raw film material, magnetic tape	19,750
Other consumption	3,019

Funds earmarked for the consumption of materials showed a surplus of CZK 2,043,000, despite increased costs of raw film materials and narrative resources; compared with 1999, costs rose CZK 36,655,000.

Royalties to individuals and corporations, including operating fees and payments to copyright organizations, rose sharply, increasing CZK 34,217,000 year-on-year and standing at CZK 17,272,000 more than budgeted.

CZK 147,594,000 was spent on **repairs and maintenance**. Besides routine maintenance and minor repairs to assets, the renovation of the facades of the buildings at Kavčí Hory was completed, and repairs were carried out to the telephone switchboard, induction units in operation for joint technology, and the fire alarm system.

Postal and telecommunication costs of CZK 704,043,000 amounted to 14.4% of Czech Television's costs, and can be broken down as follows:

	(CZK'000)
Signal distribution costs	471,978
Live international broadcasts	42,723
Contributions network	14,814
Mobile live broadcasts	17,769
Telephones and faxes	39,093
Payments to the Czech Postal Service for collecting TV licence fees	112,154
Postage and other postal and telecommunication costs	5,512

The **purchase of rights**, amounting to CZK 396,786,000, was composed as follows:

	(CZK'000)
Monopoly rights to broadcast films	206,745
Monopoly rights to broadcast live sports	123,952
News agencies	51,251
Other rights	14,838

In connection with the live broadcasts from the Summer Olympics in Sydney, CZK 70,412,000 more than in 1999 was spent on procuring exclusive rights to broadcast live sports in 2000.

Costs for **custom-made, co-production, and joint programme production** amounted to CZK 209,000,000, i.e. 97.4% of the expenditure in 1999.

CZK 262,081,000 was spent on **programme production services**, i.e. CZK 38,361,000 more than in the year previous.

CZK 63,476,000 was used to pay **rent and hire** costs, which is CZK 23,071,000 less than in 1999 owing to the termination of lease agreements.

CZK 457,040,000 went on **other miscellaneous services**, which can be broken down as follows:

	(CZK'000)
Promotion and advertising	32,846
Domestic travel expenses	31,933
Foreign travel expenses	31,457
Transportation costs	11,373
Representation	2,640
Mediation commission	111,355
Sewerage	2,153
Unilateral broadcasts	15,879
EUREST catering	59,914
Miscellaneous	157,490

Of the total mediation commission paid (CZK 111,355,000), the commission paid to ARBO media s.r.o. out of revenues for broadcasting commercials, sponsored programmes, and teletext is CZK 107,229,000.

Accounting-purpose **depreciation of fixed assets** came to CZK 480,140,000, which is 9.8% of total costs. Given the delays in implementing the investment plan, the anticipated rise in accounting-purpose depreciation of fixed assets was not forthcoming. The rise on the year previous was mainly due to the fact that the net book value of decommissioned

assets in the amount of CZK 12,720,000 was placed to account, mainly as a result of the sale of a building in Ostrava - Přívoz.

Taxes and fees were CZK 25,393,000, of which:

	(CZK'000)
Road tax	1,424
Property tax	538
Tax on conveyance of property	6,791
Tax paid abroad	2,366
Tax paid on behalf of other taxpayers	518
Other taxes and fees	13,756

Compared with 1999, there was an increase in property conveyancing tax costs to CZK 6,791,000 because of the liquidation of ČT Invest a.s.; CTO fees for frequency allocation, issuing from Act No. 151/2000, the Telecommunications Act, came to CZK 10,176,000.

Because Czech Television, as a television broadcaster, has a legal proportional coefficient-based deduction from **value added tax**, the remaining VAT at input is a part of costs. CZK 170,886,000 was spent on these purposes in 1999, which is CZK 32,120,000 more than in 1999 and is due to higher capital expenditure.

In accordance with Act No. 213/1996, on Reserves to Provide the Income Tax Base, in the wording of later regulations, Czech Television created a **reserve for the repair of tangible fixed assets** amounting to CZK 36,443,000, and **value adjustments to receivables** came to CZK 3,054,000.

Other costs of CZK 131,114,000 are composed primarily of:

	(CZK'000)
Exchange-rate losses	13,161
Membership subscriptions	22,040
Property and personal insurance	16,183
Debt write-offs	7,895
Shortages and damage	7,599
Fines and penalties	3,237
Severance to released employees	1,483
ČT competition prizes	3,859
Bank charges	1,890
Bank interest paid	3,783
Adjustments to accumulated costs	5,751
Acquisition cost of sold material	6,057
Liquidation of ČT Invest a.s. (value of shares)	33,264
Others	4,912

Shortages and damage, fines and penalties put up Czech Television's costs by CZK 10,836,000, of which:

	(CZK'000)
Fines for exceeding the limit of commercials, imposed by the Czech Council for Radio and Television Broadcasting	2,900
Compensation for breach of contractual liabilities during the extraordinary situation at Czech Television	3,990
Insurance claim connected with the retake of the film <i>Victims and Killers</i>	2,415
Write-off of unusable inventory	866

Table No. 2 (p. 74) contains a rundown of costs by purpose of use, divided into three main groups:

- production and broadcasting costs
- service department costs
- other non-production costs

Of the total volume of costs, most of this (CZK 3,914,900,000, i.e. 80.3%) is put into securing the basic mission of Czech Television, which is **programme production and broadcasting**. In order to cover the costs of programme production and purchase, CZK 3,021,874,000 was used. Joint production and broadcasting costs, which primarily include costs for signal distribution, came to CZK 893,026,000. At issue here is the hire of transmitter and relay station capacities, the distribution network, and the hire of audio and visual circuits serving to connect up the transmission of the sent signal.

Costs spent on **service departments**, which are necessary to secure programme production and broadcasting, amounted to CZK 798,333,000, i.e. 16.4% of the total volume.

A substantial portion of service department costs is composed of expenditure on financial facility management, including the costs connected with building repair and maintenance, which came to CZK 76,439,000 in 2000; of this, CZK 23,859,000 was covered out of the reserve for tangible fixed asset repair.

The IT Department provides a computer technology service; the costs here were pushed up by the implementation of the new SAP R/3 integrated information system, which enables the interconnection of individual modules and their mutual compatibility.

Programming Department costs include research into ratings, the results of which are used to evaluate and classify programmes into the broadcasting schedule, to sell advertising slots, and for other decision-making processes. CZK 29,459,000 was spent on a joint project with other television organizations to measure viewing figures with a peplemeter.

Other service departments include the director and economic departments, Public Relations and Promotion, entailing expenditure on promotion and advertising, graphic design, and teletext, the human resources department, including employee training costs, and internal services, providing staff catering, cleaning, security, copying facility operations, a registry, and other services.

Others non-production costs include the insurance of Czech Television assets, the creation of reserves and value adjustments to receivables, the tax burden, expenditure on auditing and consulting services, subscriptions, exchange-rate losses, and extraordinary costs. In total they came to CZK 163,535,000, and accounted for 3.3% of total costs.

Acquisition of investments

Czech Television's total capital expenditure in 2000 came to CZK 455,475,000.

Expenditure on **tangible assets** concentrated CZK 169,597,000 on investment projects of a technological nature, including modernization and reconstruction, and CZK 242,667,000 on purchases of capital equipment.

The largest **tangible investment projects** in 2000 were the completion, at Czech Television's Kavčí Hory base in Prague, of the modernization of a sound engineering office, Audioserver - Stage Two, the replacement of the Getris

weather graphics system, and the replacement of an outside-broadcasting van. Still in progress are the modernization of the studio distribution system (stage two), the modernization of the editing complex, and the reconstruction of the air-conditioning room and the central draw-off in the news building. The Brno Television Studio modernized is recording facilities, television graphics, television recording office, and office for programme completion, and fitted its studios with reading machinery.

The Ostrava Television Studio launched extensive reconstruction work at its hall in Ostrava-Radvanice, whereby

the studio acquired workshops, building and decoration technology, stores, and garages, plus a large new studio to film television programmes.

Capital equipment investments went into the ongoing modernization of visual, audio, and lighting technology, and the modernization of the computer network and office equipment. The largest item was the purchase of a Philips film scanner, digital cameras, an application server, digital videocaster, and SAP application server.

Intangible investments were acquired to an amount of CZK 43,211,000. During the year the second stage of implementing the SAP R/3 integration system continued, covering production management, controlling, material management, and human resources. Further licences for the Oracle database system and AVID editing system were purchased, and the development of the Provys system continued, reaching into broadcasting and the development of software for the management of information technology.

Final result

The Czech Television budget for 2000 was prepared as a balanced budget, but because planned costs were exceeded by CZK 72,475,000 (1.5%), Czech Television ended up in the red, despite the improved income side of the budget by CZK 54,366,000 (1.1%). The loss posted by the corporation was the result of extraordinary unplanned factors.

Financial resources created from retained earnings will be used to cover the loss suffered by Czech Television in Prague.

Audit

Based on a decision by the management at Czech Television, the 2000 financial statements were audited by independent auditors Ernst & Young Audit s. r. o. The results of the audit are set out in the **Independent auditor's report**.

The final report on the corporation's 2000 financial performance will be presented to the Czech Television Council for its approval.

Table No. 1
Fulfilment of the 2000 budget of revenues and costs (CZK'000)

Indicator	budgeted	actual	difference
REVENUES	4,804,293	4,858,659	54,366
TV licence fees	2,975,000	2,972,850	-2,150
Broadcasting commercials	1,115,610	1,041,366	-74,244
Teletext	16,020	15,504	-516
Teleshopping	22,000	24,352	2,352
Broadcasting sponsored programmes	120,675	135,407	14,732
Other broadcasts (Sazka)	59,260	59,097	-163
Programme production	3,250	33,065	29,815
Sales of services	103,677	110,868	7,191
Sales of rights	50,452	51,605	1,153
Reserves and value adjustments	22,196	24,724	2,528
Other revenues	316,153	389,821	73,668
COSTS	4,804,293	4,876,768	72,475
Wages and salaries (wages, royalties for contributions, other personal income)	793,410	790,915	-2,495
Statutory social security and health insurance	268,172	267,942	-230
Social costs	4,424	5,163	739
Consumed purchases	283,015	280,972	-2,043
Royalties to individuals and corporations	427,454	444,726	17,272
Repairs and maintenance	146,784	147,594	810
Postage and telecommunications	710,691	704,043	-6,648
Rights	386,998	396,786	9,788
Custom-made and co-production programme production	170,349	209,000	38,651
Rent and hire costs	60,968	63,476	2,508
Programme production services	290,608	262,081	-28,527
Other services	453,984	457,040	3,056
Depreciation of fixed assets, including residual value of decommissioned assets	512,730	480,140	-32,590
Taxes and fees	19,204	25,393	6,189
VAT with no claims for deductions	140,000	170,886	30,886
Additions to reserves and value adjustments	40,947	39,497	-1,450
Other costs	94,555	131,114	36,559
PROFIT (LOSS)	0	-18,109	-18,109

Note: Total volume of costs and revenues in 2000 was reduced by the acquisition cost of sold securities, amounting to CZK 1,932,288,000.

Table No. 2
Structure of 2000 costs (CZK'000)

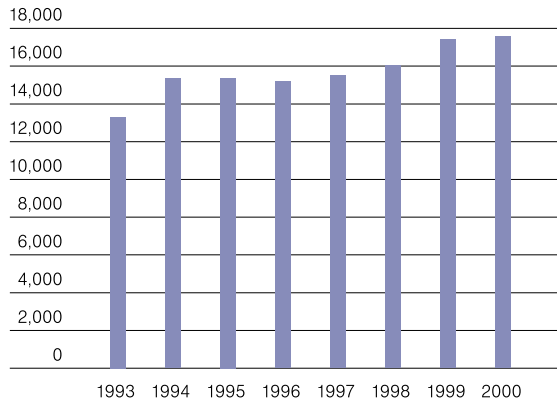
A. Production and broadcasting costs	3,914,900
1. production costs	3,021,874
1.1. monopoly rights to films	206,745
1.2. monopoly rights to live sports broadcasts	123,952
1.3. news agencies	51,251
1.4. payments to copyright organizations for authors and performing artists, operating fees	150,131
1.5. depreciation of fixed assets	349,984
1.6. communication costs for signal transmission (contribution network, mobile and international live broadcasts)	71,216
1.7. wages and salaries	585,390
1.8. statutory insurance connected with wages and salaries	208,931
1.9. in-house programme production	1,274,274
2. joint production and broadcasting costs	893,026
2.1. communication costs for signal distribution	482,154
<i>of which: ČT 1 – transmitters and relay stations</i>	225,305
<i> ČT 2 – transmitters and relay stations</i>	161,236
<i> distribution network</i>	64,670
<i> local channels</i>	16,885
<i> fees to CTO for allocated frequencies</i>	10,176
<i> Internet broadcasting</i>	3,882
2.2. costs for collection of TV licence fees	117,572
2.3. VAT with no claims to deductions	170,886
2.4. EBU, EURONEWS – membership subscription, coordination expenses	21,957
2.5. ARBO commission on revenues from advertising and sponsorship	100,457
B. Service department costs	798,333
3.1. depreciation of fixed assets	117,112
3.2. wages and salaries	163,827
3.3. statutory insurance connected with wages and salaries	58,557
3.4. other costs	458,837
<i>of which: repairs and maintenance</i>	76,439
C. Other non-production costs	163,535
4.1. non-operating costs	6,129
4.2. road tax, property tax, property conveyancing tax	1,889
4.3. property and personal insurance	14,666
4.4. additions to value adjustments for receivables, write-off of receivables	10,436
4.5. additions to legal reserves for repairs to tangible fixed assets	36,443
4.6. Czech Television Council	2,430
4.7. Czech Television Foundation	1,500
4.8. extraordinary costs	
- extraordinary situation at Czech Television at the end of the year	5,830
- liquidation of ČT Invest a.s.	40,078
- Others	44,134
TOTAL COSTS	4,876,768

Main activity indicators 1993–2000

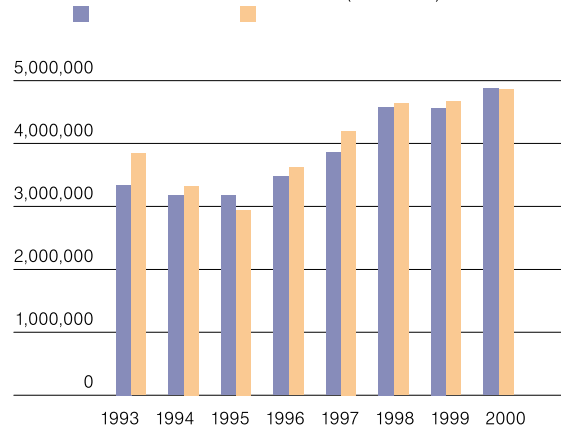
	Unit	1993	1994	1995	1996	1997	1998	1999	2000
Total ČT1 and ČT2 broadcasting time	hours	13,297.5	15,336.0	15,369.3	15,189.7	15,524.2	16,028.9	17,396.8	17,561.6
<i>Development index</i>	%	100.0	115.3	115.6	114.2	116.8	120.5	130.8	132.1
Programme production (in-house and custom-made)	hours	5,601.0	6,040.3	6,238.4	5,689.9	5,522.2	5,902.8	6,471.8	6,371.0
<i>Development index</i>	%	100.0	107.8	111.4	101.6	98.6	105.4	115.5	113.7
Programme acquisitions	hours	174.9	160.3	1,114.7	1,237.3	898.2	1,036.9	1,213.8	858.5
<i>Development index</i>	%	100.0	91.6	637.3	707.4	513.6	592.9	694.0	490.9
Annual average number of employees	persons	4,038.75	3,919.0	3,564.0	3,234.25	3,169.50	3,086.75	2,891.50	2,851.00
<i>Development index</i>	%	100.0	97.0	88.2	80.1	78.5	76.4	71.6	70.6
Total costs *	CZK'000	3,338,924	3,168,140	3,170,943	3,477,591	3,856,608	4,582,099	4,564,904	4,876,658
<i>Development index</i>	%	100.0	94.9	95.0	104.2	115.5	137.2	136.7	146.1
Of total:									
Production and broadcasting costs	CZK'000	2,469,724	2,462,640	2,545,505	2,770,665	3,053,034	3,657,119	3,672,897	3,914,900
Share in total costs	%	74.0	77.7	80.3	79.7	79.2	79.8	80.5	80.3
Service department costs	CZK'000	494,100	533,900	472,383	569,877	653,496	762,515	767,555	798,333
Share in total costs	%	14.8	16.9	14.9	16.4	16.9	16.6	16.8	16.4
Other non-production costs	CZK'000	375,100	171,600	153,055	137,049	150,078	162,465	124,452	163,535
Share in total costs	%	11.2	5.4	4.8	3.9	3.9	3.5	2.7	3.4
Total revenues *	CZK'000	3,844,444	3,322,094	2,945,797	3,614,517	4,202,205	4,634,334	4,665,519	4,858,659
<i>Development index</i>	%	100.0	86.4	76.6	94.0	109.3	120.5	121.4	126.4
Of total:									
Revenues from TV licence fees	CZK'000	1,885,456	1,880,830	2,043,105	2,064,282	2,537,165	3,008,110	3,033,734	2,972,850
Share in total revenues	%	49.0	56.6	69.4	57.1	60.4	64.9	65.0	61.2
Revenues from advertising and sponsorship	CZK'000	1,424,395	1,050,728	484,837	824,946	972,130	1,180,220	1,214,008	1,176,773
Share in total revenues	%	37.1	31.6	16.5	22.8	23.1	25.5	26.0	24.2
Other revenues	CZK'000	534,593	390,536	417,855	725,289	692,910	446,004	417,777	709,036
Share in total revenues	%	13.9	11.8	14.2	20.1	16.5	9.6	9.0	14.6
Total costs per hour of production (including acquisitions)	CZK'000	578.1	510.9	431.2	502.0	600.7	660.3	594.0	674.6
<i>Development index</i>	%	100.0	88.4	74.6	86.8	103.9	114.2	102.8	116.7
Total costs per hour of broadcasting	CZK'000	251.1	206.6	206.3	228.9	248.4	285.9	262.4	277.7
<i>Development index</i>	%	100.0	82.3	82.2	91.2	98.9	113.8	104.5	110.6
Programming costs per hour of broadcasting	CZK'000	185.7	160.6	165.6	182.4	196.7	228.2	211.1	222.9
<i>Development index</i>	%	100.0	86.4	89.2	98.2	105.9	122.8	113.7	120.0
Service department costs per hour of broadcasting	CZK'000	37.2	34.8	30.7	37.5	42.1	47.6	44.1	45.5
<i>Development index</i>	%	100.0	93.5	82.5	100.8	113.2	128.0	118.7	122.3
Other non-production costs per hour of broadcasting	CZK'000	28.2	11.2	10.0	9.0	9.7	10.1	7.2	9.3
<i>Development index</i>	%	100.0	39.7	35.5	31.9	34.4	35.9	25.4	33.0

* after reducing total income and expenditure by the acquisition cost of sold securities in 1999 amounting to CZK 2,235,696,000, and in 2000 amounting to CZK 1,932,288,000

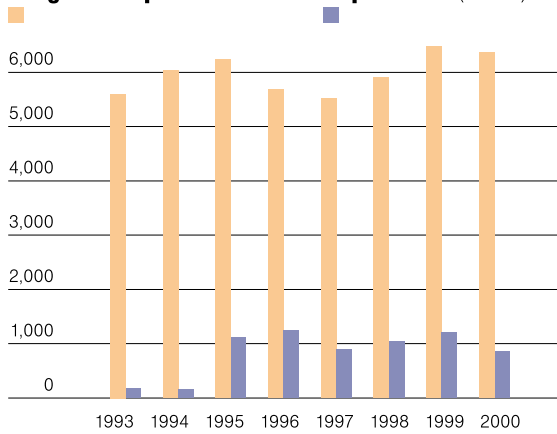
Total ČT1 and ČT2 broadcasting time (hours)



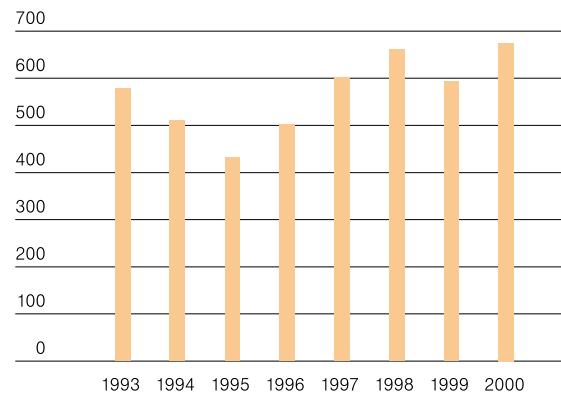
Total costs and total revenues (CZK'000)



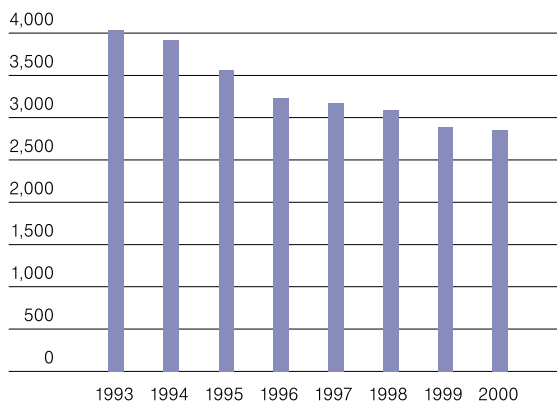
Programme production and acquisitions (hours)



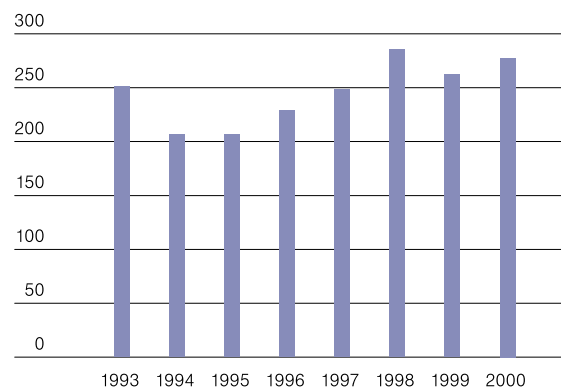
Total costs per hour of production incl. acquisitions (CZK'000)



Annual average number of employees



Total costs per hour of broadcasting (CZK'000)



Television licence fees

Checks on licence fee payers

Individuals

a) cable television

In 2000, the Licence Fee Department stopped its long-term procedure of seeking out cable television subscribers who are not registered licence fee payers because of the increase in the number of applications for decoder card activation.

b) decoder cards

Checks on licence fee payers involve screening applications for decoder card activation. In 2000, 3,931 applications were checked. Because of the annual rise in applications, the time it takes to process them increases proportionately. The task at hand can be broken down in more detail with the following overview of action that needs to be taken when screening applications:

- inspection of the requirements on the application (signature, decoder card number, dealer, proof of payment), examination of licence fee payments among registered licence fee payers listed in the computer
- written invitation to remedy any irregularities or pay debts
- confirmation of application
- cover letter to Trade & Technology, a. s. asking it to activate decoder cards, including a list of individual applicants
- archiving of documents and correspondence, including checks on implementation of written invitations to honour obligations
- settlement of telephone enquiries

Legal persons

Czech Television works with an external company in its checks on the television sets of legal persons and the self-employed. Based on the information it received from this company, the TV Licence Fee Department sent 209 summons to register television sets for 4,274 television sets in 2000.

	(CZK)
Total sum demanded	46,264,684
Sum paid	3,430,824
Passed on to Legal Department for recovery	38,195,193
Instalment agreements concluded	2,977,877

As a result of increasing numbers of unregistered legal persons being discovered, the number of registered television sets in this licence fee payer category has been registering constant growth since the 4th quarter of 1997 (when the TV Licence Fee Department was formed).

Comparison of debts and additional charges paid 1997–2000 pursuant to checks:

Year	Debts	Extra charges + debts	Total (CZK)
1997	6,987,967	-	6,987,967
1998	7,944,770	2,389,566	10,360,171
1999	57,995,344 *	5,715,808	63,711,152
2000	10,103,272	3,430,824	13,534,096

* An extensive reminder campaign was run in autumn 1999 which had a considerable financial impact.

Exempt licence fee payers

a) under the legal subsistence level

Total licence fee payers as at 31 December 1998	3,279,176
of which exempt	31,848
Total licence fee payers as at 31 December 1999	3,243,383
of which exempt	30,224
Total licence fee payers as at 31 December 2000	3,242,041
of which exempt	31,603

b) handicapped

	Additions in 1999	Additions in 2000	Total
Impaired sight	349	205	1,918
Impaired hearing	674	771	3,166
Not specified	13	12	101
Total	1,036	988	5,185

Total number of licence fee payers exempt from television licence fees: 36,788.

Extraordinary events in December 2000 and the impact on licence fee revenue

The interruption in the television signal at the end of 2000 had a negative impact on TV licence fee payer behaviour. Some viewers decided to deregister their television set or not to pay the licence fee for December 2000, others demanded the return of an aliquot part of the licence fee for the days that broadcasting was interrupted. Czech Television contacted unhappy viewers individually in order to deter them from any intention of not paying, or to recover overdue sums from them. Even so, the decline in registered television sets was higher than the average decline in 2000, and subsequently resulted in a loss of income.

Number of television sets in 2000

Estimated number of sets	3,377,083
Actual figure as at 31 December 2000	3,373,982
Decline as at 31 December 2000	3,101
Average monthly decline in 2000	2,693

Revenues from licence fees in 2000 (CZK'000)

Planned revenues	2,975,000
Actual revenues	2,972,850
Difference	-2,150

For more details see the table on page 80.

Costs, revenues, and efficiency

Costs	Internal	2,416,863
	External	117,649,883
	Total	120,058,346
Revenues	Individuals and direct payments	2,831,872,258
	Corporations and self-employed	115,039,729
	Reduced and returned fees	- 442,487
	Extra charges and debts	26,380,133
	Total	2,972,849,633
Efficiency	Total revenues	2,972,849,633
	Total costs	120,058,346
	Share of costs in revenues	4.04%

Efficiency in collecting TV licence fees is high, although we have to bear in mind that internal costs do not include expenditure on updating the licence fee payer base (IT

costs), legal costs connected with the recovery of debts (Legal Department expenditure), or overheads spent by the Licence Fee Department in running its everyday activities.

Number and development of registered television sets in 2000

Month	Individuals					Legal persons and self-employed		Total	
	Number of sets*	Invoiced increase	Invoiced decrease	Invoiced difference	Decrease **	Number of sets	Difference	Number of sets	Difference
January	3,243,383	8,705	-9,483	-778	-704	162,916	655	3,406,299	-827
February	3,241,901	11,665	-11,524	141	-594	163,571	527	3,405,472	74
March	3,241,448	9,432	-11,483	-2,051	-390	164,098	116	3,405,546	-2,325
1Q total		29,802	-32,490	-2,688	-1,688		1,298		-3,078
April	3,239,007	9,075	-11,100	-2,025	-1,310	164,214	186	3,403,221	-3,149
May	3,235,672	6,910	-8,386	-1,476	-2,674	164,400	851	3,400,072	-3,299
June	3,231,522	6,853	-8,992	-2,139	-305	165,251	191	3,396,773	-2,253
2Q total		22,838	-28,478	-5,460	-4,289		1,228		-8,701
1st half-year total		52,640	-60,968	-8,328	-5,977		2,526		-11,779
July	3,229,078	6,480	-8,918	-2,438	-2,616	165,442	491	3,394,520	-4,563
August	3,224,024	6,318	-8,597	-2,279	-973	165,933	124	3,389,957	-3,128
September	3,220,772	7,612	-9,967	-2,355	-1,401	166,057	556	3,386,829	-3,200
3Q total		20,410	-27,482	-7,072	-4,990		1,171		-10,891
October	3,217,016	7,551	-9,439	-1,888	-1,779	166,613	510	3,383,629	-3,157
November	3,213,349	8,416	-10,736	-2,320	-559	167,123	-181	3,380,472	-3,060
December	3,210,470	8,481	-10,626	-2,145	-1,201	166,942	-84	3,377,412	-3,430
4Q total		24,448	-30,801	-6,353	-3,539		245		-9,647
2nd half-year total		44,858	-58,283	-13,425	-8,529		1,416		-20,538
Total		97,498	-119,251	-21,753	-14,506		3,942		-32,317
Number at 31 December	3,207,124					166,858		3,373,982	

* Number of sets does not include registered sets of those for whom fee payment has been waived for social reasons

** Decrease in TV licence fee payers by official authority and at the request of Czech Television

Total revenues from licence fees in 2000

Month	Revenues from individuals	Revenues from legal persons and self-employed	Fees paid to Czech Television	Debts paid to Czech Television	Extra charges and debts paid to Czech Television	Returned fees	Revenue
January	233,772,375	19,853,659	25,509	4,297,427	259,397	-1,500	258,206,867
February	237,168,900	4,735,617	15,234	4,252,542	125,847	-8,076	246,290,064
March	237,362,100	3,405,439	11,784	2,456,008	224,522	-32,072	243,427,781
1Q total	708,303,375	27,994,715	52,527	11,005,977	609,766	-41,648	747,924,712
April	235,796,475	20,005,841	14,859	1,520,075	619,022	-52,273	257,903,999
May	236,831,625	4,962,314	16,134	1,485,054	234,157	-45,823	243,483,461
June	236,274,075	4,552,738	15,109	1,365,156	206,494	-33,091	242,380,481
2Q total	708,902,175	29,520,893	46,102	4,370,285	1,059,673	-131,187	743,767,941
1st half-year total	1,417,205,550	57,515,608	98,629	15,376,262	1,669,439	-172,835	1,491,692,653
July	235,335,300	20,478,664	20,184	1,305,767	449,850	-33,879	257,555,886
August	235,440,450	3,349,679	21,609	1,240,956	175,572	-13,288	240,214,978
September	235,222,575	3,193,486	16,134	927,272	156,497	-26,617	239,489,347
3Q total	705,998,325	27,021,829	57,927	3,473,995	781,919	-73,784	737,260,211
October	235,494,750	22,552,280	32,484	1,632,929	232,922	-93,965	259,851,400
November	234,833,850	3,644,245	22,434	1,089,818	613,247	-71,313	240,132,281
December	238,105,650	4,305,767	22,659	1,376,305	133,297	-30,590	243,913,088
4Q total	708,434,250	30,502,292	77,577	4,099,052	979,466	-195,868	743,896,769
2nd half-year total	1,414,432,575	57,524,121	135,504	7,573,047	1,761,385	-269,652	1,481,156,980
Total	2,831,638,125	115,039,729	234,133	22,949,309	3,430,824	-442,487	2,972,849,633

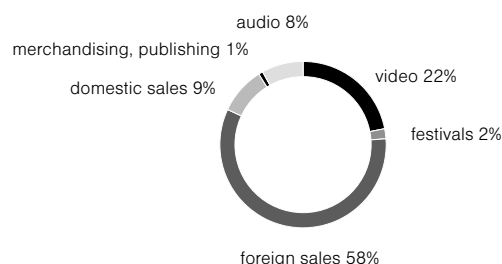
Telexport

Total revenues from Telexport's commercial activities in 2000 came to CZK 45.15 million. Foreign sales accounted for 58% and domestic sales 42% of this result. A profit of CZK 21.9 million was made over the year.

Revenues, costs, and financial result (CZK'000)

	Total revenues	Total costs	Financial result
Foreign sales	25,969.5	8,167.8	17,801.7
Domestic sales	3,937.9	2,186.3	1,751.5
Merchandising, publishing	563.0	511.8	51.3
Sales of audio rights	3,626.9	278.9	3,348.0
Sales of video rights	10,103.4	2,606.9	7,496.4
Festivals	949.2	5,061.9	-4,112.7
Telexport overheads		4,428.3	-4,428.3
Telexport total	45,149.8	23,242.0	21,907.8

Share of individual types of sale in total Telexport revenues



Foreign sales

In 2000, Czech Television used Telexport to offer its latest programmes and selected programmes from past years to foreign television companies and distribution companies the world over. Telexport took part in two large international television fairs, MIP-TV and MIPCOM in Cannes, as well as the first year of Cologne Screening in Germany. In addition to its participation in these markets, Telexport also organized its traditional Festival of Programmes for Children and Young People in Prague, a small television fair where foreign customers are offered children's programmes produced by Czech Television. Besides Czech Television, other available output came from Polish, Slovak, Slovenian, and Bulgarian television companies, AC studio from Moscow, and Prague Short Film. The event attracted 33 purchasers from 17 companies distributed over 12 countries in Europe, Canada, and the USA.

Telexport also offered Czech Television programmes via the MIP-Interaktiv network, placed advertisements in specialized foreign magazines and publications, published new materials offering its output (programme catalogues as hard copies or on CD-ROM, colourful leaflets, videocassette covers, etc.). Telexport managed to gain new business contacts in Europe, Asia, Latin America, and in the Middle East.

In 2000, 135 contracts were sold, in which 105 Czech Television programmes of various genres were sold to 35 countries throughout the world, and 17 contracts were made to sell the Czech versions of foreign programmes. In addition to these sales, Telexport offered news and other clips from the Czech Television library to other countries on a running basis.

The most significant partner in terms of sold titles and financial revenues in 2000 was Slovakia; 25 titles were sold, including drama serials such as *Life at the Mansion*, and Czech versions of foreign programmes (12 titles).

Significant customers in terms of number of titles also included Hungary (16 titles), Poland (17 titles), and Spain (6 titles). For the first time in some while, 10 children's films were sold to Bulgarian television. Scandinavian television companies remained stable partners (primarily Finnish-based YLE - 6 titles), as did RTV Slovenija (8 titles). Our good cooperation with Australian-based SBS-TV continued (4 titles).

Top partners in terms of financial revenues, besides the above-mentioned case of Slovakia, were Swiss television (6 titles) and Dutch cable company UPC, with whom we entered into longer-term cooperation for the collection of documentaries and serials by Czech Television. Negotiations started on the sale of educational and travel serials to France and Spain.

Unfortunately, cooperation with our traditionally significant German partners (ARD and ZDF) stagnated, with only two drama titles sold.

The most important genre in terms of financial revenues from sales was drama and films, followed by documentaries and educational series. Animated programmes came in third, followed by children's programmes and music programmes.

The most successful title in terms of number of sales was the film *Cosy Dens* (ten sales), with the animated children's serial *Mathilda* second (5 sales).

Domestic sales

Sales of television rights to domestic companies mainly entails the sale of Czech versions of acquisitions (AQS - 14 titles, TV Prima Plus - 14 titles, Galaxie/TV3 - 17 titles, etc.). Other sales include footage for video programmes or newly created television shows, films, and commercials, and sales designed for public broadcasting purposes.

Another service involves providing programmes for the internal or personal needs of individuals or corporations.

The share of domestic sales in total Telexport revenues was 9%.

Video

In 2000, over 122,000 videocassettes were sold. The most successful title was *Cosy Dens*, which sold 43,509 copies. The most popular sales of children's programmes were, again, series from Bedtime Stories - *Giant Mountain Fairy Tales* sold 9,604 copies, *Bob and Bobby* 5,355, and *Maxidog Fik* 4,244 videocassettes.

In all, 25 new titles were released, including a recording of the most interesting moments from the Summer Olympics in Sydney, and also several fairy tales, of which the most successful were *Goldilocks* (1,911 copies) and *Cinderella* (1,186 copies).

As far as DVD sales are concerned, the most popular title was again *Cosy Dens*, which sold 3,437 copies.

Audio

In 2000, a total of 62 agreements were concluded for the sale of Czech Television sound recordings for release on recorded media, 14 of which were put together exclusively from Czech Television recordings. Successful cooperation continued in particular with BM Music, Sony Music Bonton, Universal Music, Supraphon, and Vydavatelství F. Rychtařka. The most interesting titles to be released were:

- *Bolek Polívka's Circus Ring 1+2*
- *Karel Gott at Slaný 1+2*
- *Vladimír Menšík and Friends 1*
- *At the Swimming Pool 1*
- *They Met 1*

For several years now, the best-selling ČT audio recordings have been all releases of *An Hour of Song* and recordings with entertainer Vladimír Menšík. The most successful children's releases were recordings from Bedtime Stories, mainly *Tales of the Bee Bears* on three sound carriers (so far 96,927 copies have been sold), *Bob and Bobby*, *Beloved Bedtime Stories*, and *Maxidog Fik*.

Merchandising rights

During the course of the year a total of 39 new licensing agreements or annexes to existing agreements were concluded, on the basis of which new products were designed - cuddly toys, colouring books, postcards, jigsaws, picture-dominos, children's underwear, school folders and in-lines, various calendars. The most successful products were the school folders with Bob and Bobby, and children's underwear with three different characters. Products with *Magic Kindergarten* designs and František the Elf are new items that have proved popular.

Publishing

Czech Television started its own book publishing operations by releasing Parts One and Two of *The Seven of Spades Ranch the*, by Eva and Ivo Pelant. In its production and distribution Telexport worked with the Reader's Digest publishing house. The book met with a great response from viewers, selling 20,000 copies.

Festivals

In 2000, Telexport offered a total of 89 programmes of all genres from Czech Television output at 118 international film and television festivals abroad. Czech Television programmes won 17 prizes. After ten years, Czech film reappeared at the well-known Berlinale, where Czech Television was represented by *Spring of Life* and *Hanele*.

The most successful feature film at festivals in 2000 was Alice Nellis's debut effort *Eeny Meeny*, which won three prizes and took part in 19 festivals. Jan Hřebejk's *Divided We Fall* was awarded two prizes and was screened at ten festivals.

Jan Hřebejk's *Cosy Dens* (which took part in a record 24 festivals), *Hanele* by Karel Kachyňa (14 festivals), and Milan Cieslar's *Spring of Life* (12 festivals) won one award apiece.

Aurel Klimt's films were the clear leaders from the world of animated production. His *Fall* won three prizes and *Magic Bell* one.

Of other Czech Television programmes, Charilaos Karadzos's sports documentary *For the Emperor* won two awards, while Mira Erdevički's music documentary *Black and White in Colour* and the combined documentary by producer Pavel Štingl *A Bad Dream* both won one prize. Of drama output, Viktor Polesný's *Class Reunion* received one prize.

About 60 Czech Television films and programmes in 2000 were presented at five traditional domestic festivals – e.g. 29 programmes at Academia Film Olomouc, 3 films in the competition Finále Plzeň, 11 programmes at the One World Film Festival, 5 programmes at the Golden Prague International Television Festival, and 7 programmes at the Zlín International festival for Children and Young People.



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AUDITOR'S REPORT TO THE MANAGEMENT OF ČESKÁ TELEVIZE

We have audited the accompanying financial statements of **Česká televize** for the year ended 31 December 2000. These financial statements are the responsibility of the management of **Česká televize**. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with the legislation valid in the Czech Republic, i.e. Act No. 254/2000 Coll. on Auditors and the auditing standards of the Chamber of Auditors of the Czech Republic. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes an examination, on a test basis, of evidence supporting the amounts and disclosures in the financial statements. An audit also includes an assessment of the accounting principles used and significant estimates made by management, as well as an evaluation of the overall financial statements presentation. We believe that our audit provides a reasonable basis for our opinion.

The financial statements of **Česká televize** for year ended 31 December 1999 were audited by other auditors who issued an unqualified auditor's report. The audit for year ended 31 December 2000 and related audit opinion were based on the predecessor auditor's conclusions related to 1999.

In our opinion, the financial statements present fairly, in all material respects, the assets, liabilities, equity and the financial position of **Česká televize** as at 31 December 2000 and the results of its operations for the year then ended in accordance with the Act on Accounting, No. 563/1991 Coll., as valid in the Czech Republic.

Without qualifying our audit opinion, we would like to draw attention to points 5 and 9 in the Note to the financial statements "Information on accounting methods, general principles and valuation methods used".

In point 5, in the opinion of **Česká televize** the accounting provision for receivables could be an CZK 8.5m. However, pursuant to valid accounting legislation this provision has not been accounted for.

In point 9, **Česká televize** states that on 2 June 2000 it received an additional payment assessment of CZK 77.6m, which resulted from a review of the 1997 tax obligations of **Česká televize**. As **Česká televize** had calculated its tax base pursuant to the relevant opinion of the Czech Finance Ministry issued to **Česká televize** on 18 April 1996, **Česká televize** appealed this additional payment assessment and recorded the additional payment as a receivable. If the appeal is not successful, it is anticipated that the impact for **Česká televize** should not exceed the amount already paid.



We would also like to draw attention to point 9 in the Note to the financial statements "Additional Information on the Balance sheet and the Profit and Loss Account". There are pending court proceedings against Česká televize. The potential financial obligations, which could result from these pending court disputes have been calculated to amount to CZK 60.4m.

Due to the accounting legislation applicable to Česká televize (the Federal Ministry of Finance Ordinance No. V/20 531/1992 in the latest valid wording), no provision was recorded for additionally assessed income tax and the potential court disputes.

Prague, 29 June 2001

ERNST & YOUNG AUDIT s.r.o.
Prague 2, Mánesova 28
Licence KA ČR No. 137

Ing. Milan Slavík
Auditor
Licence No. 708

Appendices: Audited Balance Sheet
Audited Profit and Loss Account

Czech Ministry of Finance
approved by the MF CR
ref. No. 283/32 866/1995
effective for an accounting unit
accounting per the chart of accounts for
political parties, movements civic
associations and other non-profit
organisations.

The accounting unit
delivers: 1 x to the
competent financial body

(Submission of the
statement is governed by
Measure No. 283/85

**BALANCE SHEET
AND PROFIT AND LOSS ACCOUNT**
at 31 December 2000
(in whole CZK)

Statement SONO Úč 1 - 01

Accounting unit name and seat
Česká televize
seated in Prague,
KAVČÍ HORY
140 70 Praha 4

Line No.	IKF	Year	Month	ID Number
01	830095	2000	12	00027383

BALANCE SHEET

ASSETS

ASSETS		Line	Balance at 1.1.	Balance at 31.12.
a		b	1	2
A.	Fixed assets	I. 008 - 013 + 024 - 031 + 037	2 790 042	2 859 842
1.	- Intangible results of research and development	(012) 002		
Intangible	- Software	(013) 003	115 532	147 296
fixed	- Valuable rights	(014) 004		
assets	- Other intangible fixed assets	(018 + 019) 005	8 203	8 068
	- Intangible fixed assets under construction	(041) 006	24 074	27 570
	- Advance payments for intangible fixed assets	(051) 007		
	Total I. 002 + 004 + 005 + 006 + 007	008	147 809	182 934
2.	- Intangible results of research and development	(072) 009		
Accumulated	- Software	(073) 010	43 333	71 543
depreciation of	- Valuable rights	(074) 011		
	- Other intangible fixed assets	(078 + 079) 012	8 203	8 068
	Total I. 009 + 010 + 011 + 012	013	51 536	79 611
3.	- Lands	(031) 014	166 190	162 712
Tangible	- Works of art and collections	(032) 015	3 585	3 584
fixed	- Buildings, halls and structures	(021) 016	1 931 241	2 082 572
assets	- Independent movables and sets of movables	(022) 017	3 644 673	3 887 635
	- Perennial crops	(025) 018		
	- Breeding and draught animals	(026) 019		
	- Low-value tangible fixed assets	(028) 020	502 855	535 880
	- Other tangible fixed assets	(029) 021	130 429	139 991
	- Tangible assets under construction	(042) 022	39 706	87 572
	- Advance payments for tangible fixed assets	(052) 023	40 128	12 374
	Total I. 014+015+016+017+018+019+020+021+022+023	024	6 458 807	6 912 320
2.	- Buildings, halls and structures	(081) 025	518 708	559 401
Accumulated	- Independent movables and sets of movables	(082) 026	2 648 581	2 922 796
depreciation of	- Perennial crops	(085) 027		
	- Breeding and draught animals	(086) 028		
	- Low-value tangible fixed assets	(088) 029	502 855	535 880
	- Other tangible fixed assets	(089) 030	130 428	139 991
	Total I. 025 + 026 + 027 + 028 + 029+030	031	3 800 572	4 158 068

Sent out on:

29.6.2000

Stamp:



Signature of accounting
unit head:

ing. Tomáš Oliva

Responsible for
the data:

ing. Hůlka Jaroslav

Tel.: 02/61134705

		Line	Balance at 1.1.	Balance at 31.12.
a		b	1	2
5. Financial investments	- Majority shareholdings&participating interests (more than 50%) (061)	032	33 264	
	- Substantial shareholdings&participating interests (20-50%) (062)	033		
	- Other securities and ownership interests (063)	034	2 270	2 267
	- Intercompany and other loans (066 + 067)	035		
	- Other financial investments (069)	036		
Total I. 032 + 033 + 034 + 035 + 036		037	35 534	2 267
B.	Current assets I. 045 + 059 + 065 + 070	038	1 545 560	1 584 145
1. Inventory	- Material (112 + 119)	039	18 022	12 418
	- Work in progress and semi-finished products (121 + 122)	040	4 104	4 143
	- Finished products (123)	041		
	- Animals (124)	042		
	- Merchandise (132 + 139)	043	64	50
	- Advance payments for inventory (from a/c 314)	044	505	503
Total I. 039 + 040 + 041 + 042 + 043 + 044		045	22 695	17 114
2. Receivables	- Trade (311 to 315 except I. 044)	046	538 636	492 947
	- Due from participants in an association (358)	047		
	- Due from social security and health insurance institutions (336)	048		
	- Income tax (341)	049	2 183	80 326
	- Other direct taxes (342)	050		
	- Value added tax (343)	051		
	- Other taxes and fees (345)	052		
	- Due from State (346)	053		
	- Due from local self-administration budget organisations (348)	054		
	- Linking account for association (396)	055		
	- From employees (335)	056	4 451	2 541
	- Issued bonds receivable and sundry receivables (375) + (378)	057	844	5 259
	- Adjustments to receivables (391)	058	12 721	14 909
Total I. 046 to 057 minus 058		059	533 393	566 164
3. Financial assets	- Cash (211)	060	5 539	6 055
	- Duty stamps (213)	061	928	553
	- Bank (221)	062	37 164	50 494
	- Equity investments (251)	063		
	- Debt securities and own bonds (253 + 255)	064	792 343	793 978
Total I. 060 + 061 + 062 + 063 + 064		065	835 974	851 080
4. Temporary accounts of assets	- Deferred expenses (381)	066	116 388	118 938
	- Accrued revenue (385)	067	34 449	27 206
	- Foreign currency exchange losses (386)	068	2 113	3 554
	- Estimated receivables (388)	069	548	89
Total I. 066 + 067 + 068 + 069		070	153 498	149 787
TOTAL ASSETS I. 001 + 038		071	4 335 602	4 443 987
Check number (I. 001 to 071)		997	32 774 282	34 756 482

BALANCE SHEET

LIABILITIES		Line	Balance at 1.1.	Balance at 31.12.	
a		b	1	2	
A.	Capital	I. 075 + 078	072	3 620 775	3 592 491
1.	- Basic capital	(900)	073	2 903 168	2 922 377
Funds	- Organisation funds	(910)	074	486 127	492 514
Total I. 073 + 074			075	3 389 295	3 414 891
2.	- Profit/loss	(+/-931) (+/-963)	076	100 615	-18 109
	- Retained earnings, non-compensated losses	(+/-932)	077	130 865	195 709
Total I. 076 + 077			078	231 480	177 600
B.	Debt	Total I. 080 + 086 + 101 + 105 + 110	079	714 827	851 496
1.	- Legal reserves	(941)	080	74 985	87 568
2.	- Bonds issued	(953)	081		
Long-term payables	- Payables from lease	(954)	082		
	- Long-term advance payments received	(955)	083		
	- Long-term bills of exchange to be paid	(958)	084		
	- Other long-term liabilities	(959)	085		
Total I. 081 + 082 + 083 + 084 + 085			086		
3.	- Trade	(321 to 325)	087	246 313	332 439
Short-term payables	- From subscribed unpaid shares and ownership interests	(367)	088		
	- To participants in an association	(368)	089		
	- To employees	(331)	090	39 947	39 103
	- Other to employees	(333)	091	51 440	74 257
	- To social security and health insurance institutions	(336)	092	27 188	29 612
	- Income Tax	(341)	093		
	- Other direct taxes	(342)	094	9 073	10 598
	- Value added tax	(343)	095	24 421	6 100
	- Other taxes and fees	(345)	096	212	331
	- Due to State	(347)	097		
	- Due to local self-administration budget organisations	(349)	098		
	- Linking account for association	(396)	099		
	- Other payables	(379)	100	39 723	39 415
Total I. 087 to 100			101	438 317	531 855
4.	- Long-term bank loans	(951)	102		
Bank loans and short-term notes	- Current bank loans	(231 + 232)	103		
	- Short-term financial assistance	(241 + 249)	104		
Total I. 102 + 103 + 104			105		
5.	- Accrued expenses	(383)	106	134 119	155 896
Temporary accounts of liabilities	- Deferred revenue	(384)	107	1 986	10 073
	- Foreign currency exchange gains	(387)	108	972	2 921
	- Estimated payables	(389)	109	64 448	63 183
Total I. 106 + 107 + 108 + 109			110	201 525	232 073
TOTAL LIABILITIES		I. 072 + 079	111	4 335 602	4 443 987
Check number (I. 072 to 111)			998	17 267 421	17 688 380

PROFIT AND LOSS ACCOUNT

Text	Line No.	Activity	
		Not taxed	Taxed
a	b	5	6
Revenues from the sale of merchandise (from account groups 60-67)	201	490	
Revenues from the sale of own products and services (from account groups 60-67)	202	1 515 409	
Change in inventory of own production (+/-) (from account groups 60-67)	203	39	
Capitalisation (from account groups 60-67)	204	711	
Subsidies from the State (from account groups 60-67)	205		
Subsidies from higher territorial admin. entities and municipalities (from a/c grp. 60-67)	206		
Other subsidies (from account groups 60-67)	207	2 972 850	
Accounting for reserves (from account groups 60-67)	208	23 859	
Accounting for statutory provisions (from account groups 60-67)	209	865	
Other revenues (from account groups 60-67)	210	78 858	
Contributions from private individuals (693)	211		
Received membership fees (694)	212		
Other contributions (691, 692)	213	5	
Revenues from the sale of intangible and tangible fixed assets (681)	214	9 755	
Revenues from the sale of material (683)	215	10 494	
Income from the sale of shares and ownership interests (682)	216	1 916 381	
Revenues from shares and ownership interests (from a/c 684)	217	209 470	
Revenues from other financial investments (from a/c 684)	218		
Revenues from short-term financial assets (685)	219	51 761	
Account class 6 total (lines 201 to 219)	220	6 790 947	
Acquisition costs of sold merchandise (from account groups 40-47)	221	289	
Materials and energy consumption (from account groups 40-47)	222	212 672	
Services (from account groups 40-47)	223	2 683 410	
Personnel expenses (from account groups 40-47)	224	790 916	
Social security expenses (from account groups 40-47)	225	267 942	
Social expenses (from account groups 40-47)	226	5 163	
Taxes and fees (from account groups 40-47)	227	25 393	
Depreciation of intangible and tangible fixed assets (from account groups 40-47)	228	537 427	
Income tax - previous periods (from account groups 40-47)	229		
Income tax - current period (from account groups 40-47)	230		
Reserve creation (from account groups 40-47)	231	36 443	
Creation of statutory provisions (from account groups 40-47)	232	3 054	
Other expenses (from account groups 40-47)	233	262 678	
Net book value of sold intangible and tangible fixed assets (481)	234	12 060	
Acquisition costs of sold materials (483)	235	6 057	
Shares and ownership interestS sold (482)	236	1 965 552	
Provided contributions (account group 49)	237		
Account class 4 total lines(221 to 237)	238	6 809 056	
PROFIT/LOSS after tax line 220 minus line 238) (+/-)	239	-18 109	
Check number (l. 201 to 239)	999	27 181 897	

83/1991 Sb*

**ACT
of the Czech National Council
of 7 November 1991
on Czech Television**

**as amended by Act No. 36/1993 Sb, Act No. 253/1994 Sb,
Act No. 301/1995 Sb, and Act No. 39/2001 Sb.**

The Czech National Council has passed this Act:

Section 1

(1) Czech Television is established with headquarters in Prague.

(2) Czech Television is a legal person managing its own assets, the basis of which is assets transferred from Czechoslovak Television.¹⁾ Czech Television acquires rights and makes undertakings by its own action.

(3) The state is not held liable for Czech Television's obligations and Czech Television is not held liable for the liabilities of the state.

Section 2

(1) Czech Television provides a public service by means of the production and distribution of television channels throughout the Czech Republic (hereinafter referred to as 'public service in the field of television broadcasting').

(2) The main tasks of the public service in the field of television broadcasting are:

- a) the provision of objective, open, generally balanced, and all-embracing information for the free formation of opinions,
- b) a contribution to the legal awareness of the inhabitants of the Czech Republic,
- c) the formation and distribution of channels and the provision of a balanced range of programmes for all sections of the population, with respect to the freedom of their religious faith and persuasion, culture, ethnic or national origin, national identity, social origin, age, or sex, in such manner that these channels and programmes reflect diversity of opinions and political, religious, philosophical, and artistic movements, with the aim of reinforcing mutual understanding and

tolerance and supporting the cohesion of a plural society,

- d) the development of the cultural identity of the inhabitants of the Czech Republic, including members of national or ethnic minorities,
- e) the production and broadcasting of, in particular, news, current affairs, documentary, art, drama, sport, entertainment, and educational programmes and programmes for children and young people.

Section 3

(1) Czech Television fulfils its public service in the field of television broadcasting in particular by:

- a) operating the television broadcasting of two national television channels using part of a frequency band enabling coverage of the Czech Republic via terrestrial broadcasting radio equipment or other technological means,
- b) setting up a network of its own correspondents,
- c) providing, in the sphere of news and current affairs programmes, regional broadcasting via television studios for the area of their competence. The regional broadcasting of each television studio must contain contributions evenly from the whole area of its competence. Regional broadcasting of news and current affairs programmes shall run for at least 25 minutes a day. In the case of television studios set up under Section 9, Subsection 8, a lesser period of such broadcasting may be appointed,
- d) creating archives, maintaining them, and contributing to their use as part of national cultural resources,
- e) supporting Czech film production,
- f) broadcasting works of domestic and foreign production,

¹⁾ Section 4 of Act No. 136/1991 Sb, on the Division of Powers between the Czech and Slovak Federative Republic and the Czech Republic and the Slovak Republic in Matters of the Press and Other Information Media.

* Note for Czech Television Yearbook readers: Sb is short for Sbirka zákonů, i.e. Code of Laws of the Czech Republic.

- g) providing a 24-hour programme service on at least one channel, including up-to-date news,
- h) providing teletext services,
- i) ensuring that at least 70% of broadcast programmes have closed or on-screen captioning for the hearing impaired or simultaneous interpretation into sign language,
- j) performing activities in the areas of new broadcasting technology and services.

(2) The state body performing the management of the frequency spectrum under a separate legal regulation^{1a)} shall reserve frequencies for Czech Television enabling it to operate television broadcasting in the scope stipulated in Subsection 1, Subparagraph a) above.

(3) 'National television channel' means a television channel, the broadcasting of which can be received by at least 70% of the population of the Czech Republic calculated according to figures issuing from the most recent census.^{1b)}

Czech Television Council

Section 4

(1) The body exercising the right of the public to supervise the activities of Czech Television is the Czech Television Council (hereinafter referred to as 'Council'). The Council has fifteen members. Council members are elected and recalled by the Chamber of Deputies of the Parliament of the Czech Republic (hereinafter referred to as 'Chamber of Deputies') in such manner that significant regional, political, social, and cultural streams of opinion are represented in the Council.

(2) Organizations and associations representing cultural, regional, social, trade-union, employer, religious, educational, scientific, ecological, and ethnic interests propose candidates for Council members to the Chamber of Deputies. Proposals may be submitted no later than 15 days as of the date of publication of the invitation of the Chairman of the Chamber of Deputies to submit proposals in the manner stipulated under a resolution of the Chamber of Deputies.

(3) A citizen of the Czech Republic may be elected a Council member provided

- a) he is competent to execute legal transactions,
- b) he resides permanently in the Czech Republic, and

c) he is of impeccable nature; not considered of impeccable nature is any person who has been convicted, with final effect, of a crime that has been committed intentionally, provided his conviction for such crime has not been annulled or for another reason he is not viewed as convicted, and any person who fails to meet the requirements under a separate statute.^{1c)}

(4) Council members are elected from the candidates proposed under Subsection 2 for a term of office of six years; every two years one third of the members are elected. Members may be reelected. New members are elected to positions vacated for a reason other than expiry of the term of office for the period remaining until the end of the term of office of that member whose position has become vacant; should this period be less than one year, the restriction regarding possibilities of reelection does not apply. Should the Council be recalled under Section 6, Subsection 3 and all Council members be subsequently elected, at its first meeting the Council shall determine by a draw five Council members with a term of office of two years, five Council members with a term of office of four years, and five Council members with a term of office of six years.

(5) The Council is accountable for its activities to the Chamber of Deputies.

(6) Council membership is a public position.²⁾ In connection with the performance of membership, Council members are due remuneration, the amount of which is determined by the Chamber of Deputies in a resolution.

(7) The Council elects and recalls a Chairman from its midst.

Section 5

(1) Council membership is incompatible with the position of President of the Republic, Parliamentary Deputy or Senator, member of the government, judge, public prosecutor, member of the Supreme Audit Office, member of the Board of the Czech National Bank, any position in public administration, the position of member of the Council of the Czech Republic for Radio and Television Broadcasting, member of the Czech Radio Council, member of the Czech Press Office Council, the position of Director General of Czech Radio, or the position of member of the Supervisory Board of Czech Television or member of the Supervisory Board of Czech Radio.

^{1a)} Act No. 151/2000 Sb, on Telecommunications and an Amendment to Related Legislation.

^{1b)} Section 12, Subsection 2 of Act No. 89/1995 Sb, on the State Statistical Service.

^{1c)} Act No. 451/1991 Sb, stipulating some further requirements for the performance of some positions in state bodies and organizations of the Czech and Slovak Federative Republic, the Czech Republic, and the Slovak Republic, in the wording of later regulations.

²⁾ Section 124, Subsection 1 of the Labour Code

(2) A Council member must not hold any position in political parties or political movements, social organizations and associations, civil initiatives, etc., nor may he lobby on their behalf or act to their benefit or the benefit of other group interests in the performance of his position in the Council; he must not be a member of companies that operate in the sphere of mass media, nor represent business interests that may be in violation of his position or that may have an unfavourable influence on its impartiality and objectiveness in the decision-making process. With the exception of monetary consideration provided in connection with the performance of a position under this Act, neither a Council member nor a person close to him³⁾ may have any material gain from the operation of television broadcasting.

(3) A Council member or persons close to him³⁾ must not be in a labour-law relation or other similar relation to Czech Television, such being also for ten years after the termination of his Council membership.

Section 6

(1) Council membership ceases:

- a) on expiry of the term of office,
- b) on the day immediately subsequent to the date written resignation is delivered to the Chairman of the Chamber of Deputies,
- c) on recall from position,
- d) on the day a Council member ceases to meet the requirements for election to the position of Council member specified in Section 4, Subsection 3,
- e) on the death of the Council member.

(2) The Chamber of Deputies recalls a Council member:

- a) if he ceases to meet the requirements for the performance of the position of Council member as specified in Section 5,
- b) if he seriously disrupts the dignity of the position of Council member or if he behaves in a manner casting doubt on his independence or impartiality in the performance of his position of Council member,
- c) if he fails to perform his position for a period of more than three months.

(3) The Chamber of Deputies may recall the Council if the Council repeatedly fails to meet its duties specified hereunder, or if the Chamber of Deputies fails to approve the Annual Report on Czech Television Activities or the

Annual Report on the Financial Performance of Czech Television twice in succession.

Section 7

(1) The Council's activities are governed by rules of procedure adopted by the Council within thirty days of the beginning of its term of office.

(2) The Council adopts decisions by an absolute majority of the votes of all its members, with the exception of decisions on the appointment and recalling of the Director General of Czech Television (hereinafter referred to as 'Director General'), for which at least ten votes of Council members are required.

(3) Council meetings are public. The public may be expelled from the whole or part of a meeting pursuant to a Council resolution if matters are being discussed that are protected under separate legal regulations.^{3a)} The Chairman may warn a person who disrupts a public meeting, and may expel such person from the meeting room on repeated disruption of the public meeting.

(4) The Chairman procures minutes of Council meetings, which shall not contain matters protected under separate legal regulations. Minutes of Council meetings, approved documents under Section 8, or Council resolutions expelling the public from a Council meeting must be published no later than three days as of the date of the Council meeting in a manner allowing for remote access.

Section 8

(1) Council powers include:

- a) appointing and recalling the Director General and, at his proposal, directors of the television studios of Czech Television (hereinafter referred to as 'television studios'); the grounds for a decision to recall the Director General must be given in writing and published within seven days of the date of delivery thereof to the Director General in a manner allowing for remote access,
- b) approving the budget and final account of Czech Television and inspecting the implementation of the Czech Television budget,
- c) approving, on a proposal of the Director General, the Czech Television Statutes,

³⁾ Section 116 of the Civil Code.

^{3a)} e.g. Sections 17 to 20 of the Commercial Code, Act No. 148/1998 Sb, on the Protection of Secret Facts and an Amendment to Related legislation, in the wording of later regulations, Act No. 101/2000 Sb, on the Protection of Personal Data and an Amendment to Related Legislation, in the wording of Act No. 227/2000 Sb.

- d) presenting the Czech Television Code to the Chamber of Deputies for approval; this Code sets the principles for the implementation of the public service in the area of television broadcasting; breach of the Czech Television Code is qualified as a breach of working discipline under a separate statute^{3b)},
- e) approving proposals of the Director General to set up or discontinue television studios (Section 9, Subsection 8) and proposals under Section 9, Subsection 7,
- f) deciding on complaints relating to the Director General,
- g) supervising the fulfilment of tasks concerning the public service in the field of television broadcasting (Sections 2 and 3) and the implementation of principles issuing from the Czech Television Code, and to this end issuing standpoints and recommendations concerning the programme range,
- h) approving the long-term plans of programming, technical, and economic development,
- i) setting up a Supervisory Board (Section 8a) and appointing the amount of remuneration due to members of the Supervisory Board (Section 8a, Subsection 7),
- j) appointing the wage of the Director General.

(2) The Council presents the Chamber of Deputies with the Annual Report on Czech Television Activities by 31 March of the immediately subsequent calendar year and the Annual Report on Czech Television Financial Performance by 31 August of the immediately subsequent calendar year. These annual reports must be published in a manner allowing for remote access within three days of the date of their approval by the Council.

(3) Costs of Council activities and the remuneration of Council members, and costs of the activities of the Supervisory Board and the remuneration of members of the Supervisory Board, are covered out of a separate expenditure item of the budget of Czech Television.

(4) Neither the Council nor its members may intervene directly in the production and broadcasting of television programmes.

Section 8a **Supervisory Board**

(1) The Supervisory Board is the advisory body of the Council in matters of supervising the financial performance of Czech Television. Its task is to observe whether the finances and assets of Czech Television are being used expediently and economically. The Supervisory Board is obliged to bring the Council's attention to ascertained short-

comings and to submit proposals to it for the elimination thereof.

(2) The Supervisory Board has five members, who are elected and recalled by the Council. Supervisory Board membership is a public office.²⁾

(3) Supervisory Board members are elected for a term of office of two years; they may be reelected, but not for more than two successive terms of office. The requirements stipulated in Section 4, Subsection 3 and Section 5 apply accordingly for election to the position of Supervisory Board member and for the performance of this position. Section 6, Subsections 1 and 2 apply accordingly for the cessation of the position of Supervisory Board member.

(4) The Supervisory Board elects and recalls a Chairman and Deputy Chairman, who represents the Chairman, including the management of Supervisory Board meetings, from among its members. The Supervisory Board also adopts rules of procedure.

(5) The Supervisory Board convenes whenever requested to do so in writing by at least two of its members, but at least once every calendar month. Supervisory Board meetings are closed to the public and the Chairman is obliged to procure minutes of each meeting.

(6) The Supervisory Board has a quorum if the Chairman or Deputy Chairman is present plus at least two other members; it passes resolutions by the majority of votes of those members present. If the votes are equal, the Chairman carries the casting vote.

(7) The Council appoints the amount of remuneration due to Supervisory Board members.

(8) Supervisory Board members may peruse all written documents, accounting documents connected with the accounts, and records on the data carriers of Czech Television and may demand written explanations from Czech Television employees. Czech Television employees are obliged to provide Supervisory Board members with copies of all requested written documents, accounting documents connected with the accounts, or records of Czech Television, and to supply any explanations demanded of them.

(9) Supervisory Board members are obliged to keep confidential facts ascertained in the performance of supervision, unless they are relieved of this duty by the Chairman of the Council. The duty of confidentiality remains after the termination of a member's position in the Supervisory Board.

(10) The Supervisory Board presents the Council with a written report on its activities for each calendar quarter by the tenth day of the second month following the end of the quarter. The Supervisory Board is obliged to present the

^{3b)} Act No. 65/1965 Sb, the Labour Code, in the wording of later regulations.

Council with its study of Czech Television's financial performance as groundwork for the Annual Report on the Financial Performance of Czech Television by 30 June of the immediately subsequent calendar year.

Section 9

Director General

(1) The statutory body of Czech Television is the Director General. When the Director General is absent, he is represented by his delegated Deputy.

(2) The Director General is accountable for his activities to the Council and has the right to participate in Council meetings.

(3) The provisions of the Labour Code apply to the Director General, unless this Act specifies otherwise.

(4) The Council appoints the Director General from among the candidates meeting the requirements under Section 4, Subsection 3, pursuant to the results of a tender, for a term of office of six years.

(5) The requirements stipulated in Section 5, Subsections 1 and 2 apply accordingly for the performance of the position of Director General.

(6) The Director General may be recalled from his position by the Council, especially if Czech Television repeatedly fails to meet the tasks of a public service in the area of television broadcasting under this Act (Sections 2 and 3) or the duties issuing from separate legal regulations^{3d)} or if it fails to implement the principles of the Czech Television Code through its channels. The Council recalls the Director General from his position if the Director General breaches his duties specified by law or the Czech Television Statutes, or if he ceases to meet the requirements for the performance of his position as specified herein.

(7) The Director General requires permission from the Council to let real property for a period longer than three months or to alienate or encumber real property or part thereof, otherwise such legal transaction is null and void.

(8) The Director General, with the prior permission of the Council, sets up and discontinues television studios, with the exception of Brno Television Studio and Ostrava Television Studio.

(9) In the cases specified by the Czech Television Statutes, the Director General appoints and recalls Czech Television management personnel after discussion with the Council.

(10) The directors of television studios and the persons specified in Subsection 9 must meet the requirements under Section 4, Subsection 3, Subparagraph c).

(11) Should the Director General resign or be recalled from his position, or if the position of Director General is vacated on expiry of his term of office or as a result of his death, the Council appoints a caretaker director of Czech Television (hereinafter referred to as 'caretaker director'), who performs the position of Director General until; such time as a new Director General is appointed. The Council is obliged to appoint a new Director General within three months of the date the position of Director General is vacated.

(12) Subsections 1 to 9 apply accordingly to the caretaker director.

Section 10

Czech Television Financing

Czech Television's primary sources of funding are:

- a) television licence fees collected under a separate legal regulation,^{3d)}
- b) income from its own business activities.

Section 11

(1) Czech Television is entitled to perform business activities, under the terms and conditions stipulated by legal regulations, that are connected with the subject of its operations and that must not jeopardize its tasks (Section 2 hereof).

(2) Czech Television uses its financial resources to meet its tasks under Sections 2 and 3.

Section 12

Television Studios

(1) Parts of Czech Television are Brno Television Studio, Ostrava Television Studio, and television studios set up under Section 9, Subsection 8.

(2) A television studio director is entitled to execute legal transactions on behalf of Czech Television that are related to the television studio, with the exception of the alienation and encumbrance of real property. A television

^{3c)} e.g. Act No. 468/1991 Sb, on the Operation of Radio and Television Broadcasting, in the wording of later regulations, Act No. 40/1995 Sb, on the Regulation of Advertising and on an Amendment to Act No. 468/1991 Sb, on the Operation of Radio and Television Broadcasting, in the wording of later regulations, in the wording of Act No. 258/2000 Sb.

^{3d)} Act No. 252/1994 Sb, on Radio and Television Licence Fees, in the wording of Act No. 135/1997 Sb.

studio director is accountable for the activities of the television studio to the Director General.

(3) In the scope of their activities, television studios carry the entitlement as appropriate under Section 3, Subsection 1, with the exception of Subparagraphs a) and g).

(4) The share of television studio broadcasting on national broadcasting channels must be at least 20% of the total broadcasting hours of Czech Television in the month as a whole.

Section 13

Czech Television may use its technical and production base in accordance with this Act (Sections 2 and 3).

Joint and Final Provisions

Section 14

(1) The Czech National Council shall elect a Council within one month of the effect hereof. The Council shall appoint a director within one month of its election.

(2) Until such time as the director is appointed, Czech Television is governed by a caretaker director appointed by the Czech National Council. The caretaker director does not carry the entitlements under Section 8, Subsection 1 hereof.

Section 14a
revoked

Section 14b
revoked

Section 15

This Act enters into effect, with the exception of Section 11, Subsection 2, on 1 January 1992. The provisions of Section 11, Subsection 2 hereof enter into force on 1 January 1993.

Burešová, in her own hand
Pithart, in his own hand

Selected provisions of amendments

Section II of Act No. 39/2001 Sb.

Transitory Provisions

1. Members of the Czech Television Council elected before the date this Act enters into force cease to be members of the Czech Television Council on the date this Act enters into effect. The Chamber of Deputies elects new members of the Czech Television Council within 60 days of the expiry of the time limit for the presentation of proposals. At its first meeting, the Czech Television Council determines by a draw which of its members shall have terms of office of two, four, and six years.

2. The Chamber of Deputies is entitled to recall the Director General of Czech Television between the date this Act enters into effect and the date at least ten members of the Czech Television Council are elected.

3. In the period from the recalling of the Director General of Czech Television under Subsection 2 above until the appointment of a new Director General of Czech Television by the Czech Television Council, a caretaker director of Czech Television elected by the Chamber of Deputies performs the powers of the Director General of Czech Television.

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