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# How Do the TV Viewers Rate Your TV Channel Quality in Comparison to Your Competitors?



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## Standardised Comparison of TV Channels on the Czech TV Market Through Their Viewers' Eyes

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TV channels' qualitative survey research, which regularly provides a comprehensive information on customer experience, client satisfaction with respective TV channels – as well as their viewers' loyalty. Intelligible and clear!

BASIC (FREE DOWNLOAD)

# What Is the Key Message of Our Atmedia Index?

Atmedia Index is an indicator of the channel brand success based on regular surveys of more than 4,000 TV viewers.

## 64 TV Channels

The survey study does incorporate an entire group of measured TV channels in the Czech TV market which also do take part in the TV advertising itself (98% media spend).

## 8 Thematic Circles

TV channels are subdivided into a band of 8 thematic circles\*. This way, you will be able to access a comprehensive comparison of your TV channel with other channels in your particular thematic area. If you do not incline toward any of the predefined thematic circles, you are free to designate your own.

\* Czech TV Channels, Children's Channels, Documentary Channels, Movie Channels, Music Channels, Lifestyle Channels for Women, Channels Broadcasting TV Shows and Series, and Sports Channels

## 7 Qualitative Attributes + Indicators

Viewers rate your TV channel by a definite group of attributes – all for you to be able to obtain a comparison of how do the viewers see your performance based on these specific parameters in contrast with the other TV channels.

### BASIC ATTRIBUTES

01

#### Specific Programmes' Appeal

Discover how interesting and attractive do the viewers find your TV shows.

02

#### Programming Variety and Selection of Shows

Viewers do rate their contentment with the variety and range of your TV shows.

03

#### Technical Quality of Broadcasting Transmission

Find out how do the viewers regard your visual and technical broadcast quality. Especially the quality of image, sound and live broadcast.

04

#### TV Channels' Visual Identity

Channel logo and its graphic identity are both being quite essential. How does it appeal to your viewers?

### PREMIUM ATTRIBUTES

05

#### Viewers' Perception

We'll portray you an overall recognition of your channel as well as how well do viewers relate to it.

06

#### Overall Quality

Generally speaking – how do the viewers appraise your channel's overall quality.

07

#### Endorsement

Would viewers recommend your channel to their friends?

### INDICATORS

#### Brand Awareness

We'll reveal you how spontaneous as well as how well supported is your brand's perception.

**Clear-cut audience indicator of your channel brand success in comparison to your market competitors!**

# How Can You Benefit From Our Atmedia Index?

Owing to the valuable feedback from TV viewers, you will effortlessly discover the general perception of your TV channel and identify whether there's a room for some improvement. Every so often, even a little is enough and your advertising market value may fundamentally deepen.

## Do you feel the need to increase your advertising revenue?

Atmedia Index will show you the way to strengthen your brand and increase your TV channel's appeal for TV viewers. More viewers equal bigger advertising revenue.

## Have you done any programme changes?

Atmedia Index will describe you how do these changes shaped up your channel's ranking.

## Are you thinking about a marketing campaign as a part of your brand promotion?

Atmedia Index will indicate you how spontaneous as well as how well supported is your brand awareness. Once your campaign is finished, you will be able to analyse how has the knowledge affected its results.

## Are you planning any programme changes?

Atmedia Index will provide you with an insight on how do the viewers see your programme offer and which TV channel should serve you as an inspiration.

## Are you pondering over the change of your visual identity?

Atmedia Index may quite presumably tell you that the identity modification isn't necessary – on the contrary, you may find out that your TV channel's identity is being recognised as a cream of the crop within its category.

## Do you aspire to be the most powerful brand within your own category?

Atmedia Index will present you with your TV channel's strongest domains, as well as with areas with a little bit of room for improvement.

## Have you been negotiating with pay TV operators?

Atmedia Index may contribute to your argument on why should your TV channel play an important part in TV operators' offer. For instance – owing to our comprehensive knowledge, you will have learned that your channel is being perceived as best in its category and the viewers would not like to give it up.

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

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## Content & Price

### Intro

- Executive Summary
- Encompassed TV Channels
- Study Methodology
- Sample Characteristics

### Comprehensive Market Evaluation

- Top-Rated TV Channels Within Their Own Thematic Circles
- Comparison of Thematic Circles Pursuant to Atmedia Index
- Top-Rated Thematic Circles Within the Surveyed Attributes
- Comparison of Surveyed Attributes Pursuant to Atmedia Index

BASIC  
FREE DOWNLOAD

**0** EUR

### Detailed Market Evaluation

- Executive Market Summary
- Overall Ranking of Encompassed TV Channels
- Complete Ranking of TV Channels Within Individual Attributes

### Your Thematic Circle

- Result Summary of the Respective Thematic Circle
- Your TV Channel's Results - Result Summary
- TV Channels' Ranking Within the Respective Thematic Circle
- TV Channels' Ranking Within the Individual Attributes
- Spontaneous and Prompted Brand Awareness of TV Channels Within the Respective Thematic Circle
- Result Summary of All Competing TV Channels Within Your Own Segment

PREMIUM  
PAY VERSION

**1899** EUR

We do systematically administer the survey twice a year. Should you wish to order more than one wave of results, we can offer you a **DISCOUNT!**

Please contact us at [marketing@atmedia.cz](mailto:marketing@atmedia.cz)

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# Survey Research Metrics

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# Encompassed TV Channels & Thematic Circles

Our survey research evaluates 64 TV channels on the Czech TV market - all of them covered within 8 thematic circles.

## CZECH CHANNELS



## CHILDREN'S CHANNELS



## DOCUMENTARY CHANNELS



## MOVIE CHANNELS



## MUSIC CHANNELS



## CHANNELS BROADCASTING TV SHOWS AND SERIES



## SPORTS CHANNELS



## LIFESTYLE CHANNELS FOR WOMEN



Should it be desirable, the research may potentially incorporate some other TV channels which aren't yet part of the current survey. Alternatively, you may designate your own thematic circle in which you'd like your channel to be compared.



# Survey Research Methodology

Atmedia Index is a periodic research study which has been established on the basis of regular surveying of more than 4,000 respondents in a two-wave data collection – in spring and in autumn. We do now possess the complete 2021 data. Research study has singled out 64 TV channels which have then been part of the official audience measurement project. These were then also joined by other major TV channels included in the Czech TV operators' offer.

## SURVEY RESPONDENTS

### Czech National Panel Project



#### 4 064 Respondents (2021)

- TG 15-69 Online TV Population
- 712 of the Total Number of Respondents Do Have a Child Aged 4-10, Which Means That They Did Also Rank the Children's TV Channels

#### 6 Elected Aspects

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

## DATA COLLECTION

### Nielsen Admosphere



#### 2 Data Collection Waves

- Spring: 04 – 05/2021 and Autumn: 10 – 11/2021
- Methodology: CAWI

## DATA PROCESSING

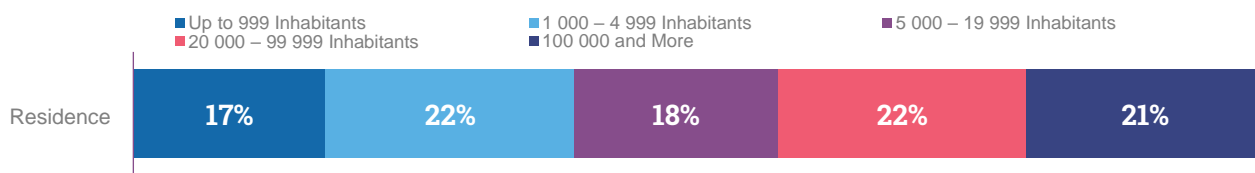
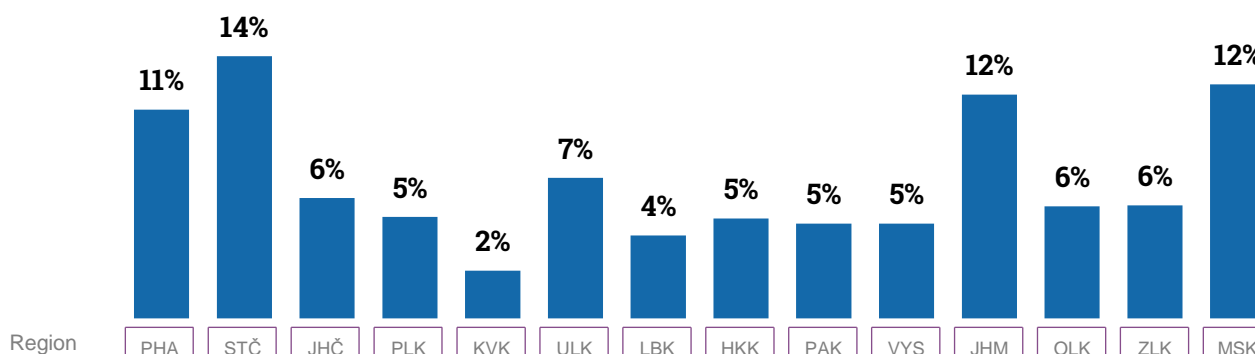
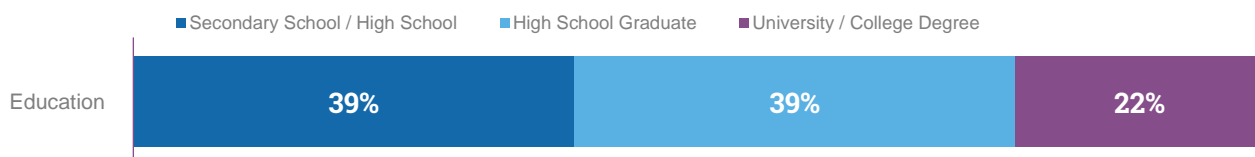
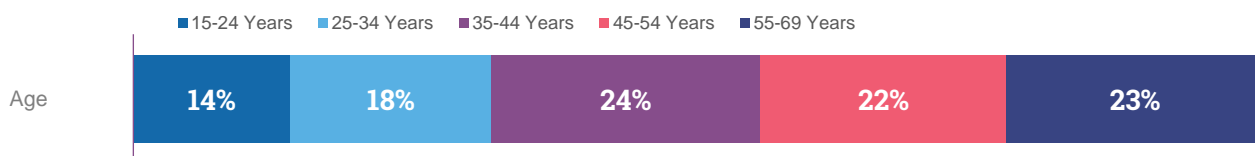
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# Sample Characteristics

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



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# TV Market

2021 EVALUATION  
KEY RESULTS

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# 2021 Atmedia Index Winners

Study results indicate that the individual TV channels do show some recurrent noteworthy differences in terms of the perception of channel as a product and as a brand.

## Thematic TV Channels' Categories

In 2021, TV viewers deemed the children's TV channels category to be the best one – the category which swapped its place with the documentary TV channels. Equally to last year's results, the movie TV channels finished in third place.

TOP CATEGORY  
**Children's Channels**

## Thematic TV Channels

Last year did also take some heed of the individual children's TV channels which witnessed a significant upward changeover. ČT :D even made it to the overall first place, closely followed by two documentary channels – Prima ZOOM and National Geographic.

TOP TV CHANNEL  
**ČT :D**

## Surveyed Attributes

Similarly to 2020, the 2021 respondents ultimately appraised the visual quality of TV channels' broadcasting. On the contrary, they were again quite discerning towards the channels' visual identity.

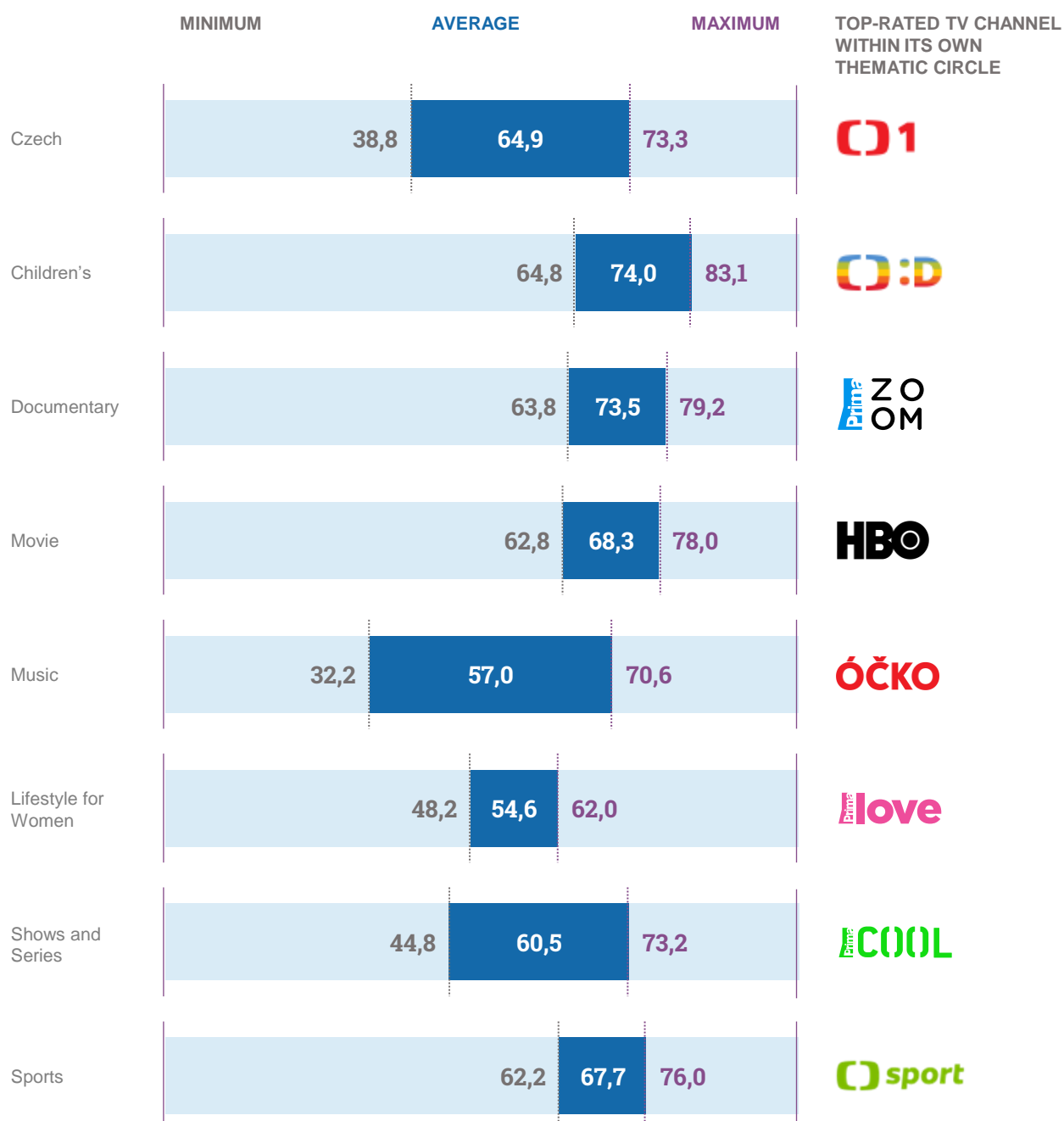
TOP ATTRIBUTE  
**Visual Broadcast Quality**

Atmedia Index study has demonstrated a significant scope of TV channels' evaluation, both in study's attributes as well as in individual categories. The study's outcome is considered to be profoundly beneficial to a fundamental comparison of TV channels – especially in terms of the quality of content, the programming variety and selection of shows, the quality of TV Broadcasting or the visual identity.

BASIC (FREE DOWNLOAD)

# Comparison of Thematic Circles

















TV viewers do peg the children’s TV channels’ category as the best one – with documentary and movie channels’ categories in tow. When it comes to the respective TV channels’ quality evaluation, the individual thematic circles have also demonstrated some significant differences within themselves. The largest variance has been spotted amongst the music channels (38,4 pt.), the lowest one amongst the sports channels and lifestyle channels for women (both 13,8 pt.).



Data Reading: The worst rated TV channel out of the Czech TV channels reached 38,8 pt., while the best rated TV channels (i.e. ČT 1) reached 73,3 pt. The average of Czech TV channels is 64,9 pt.

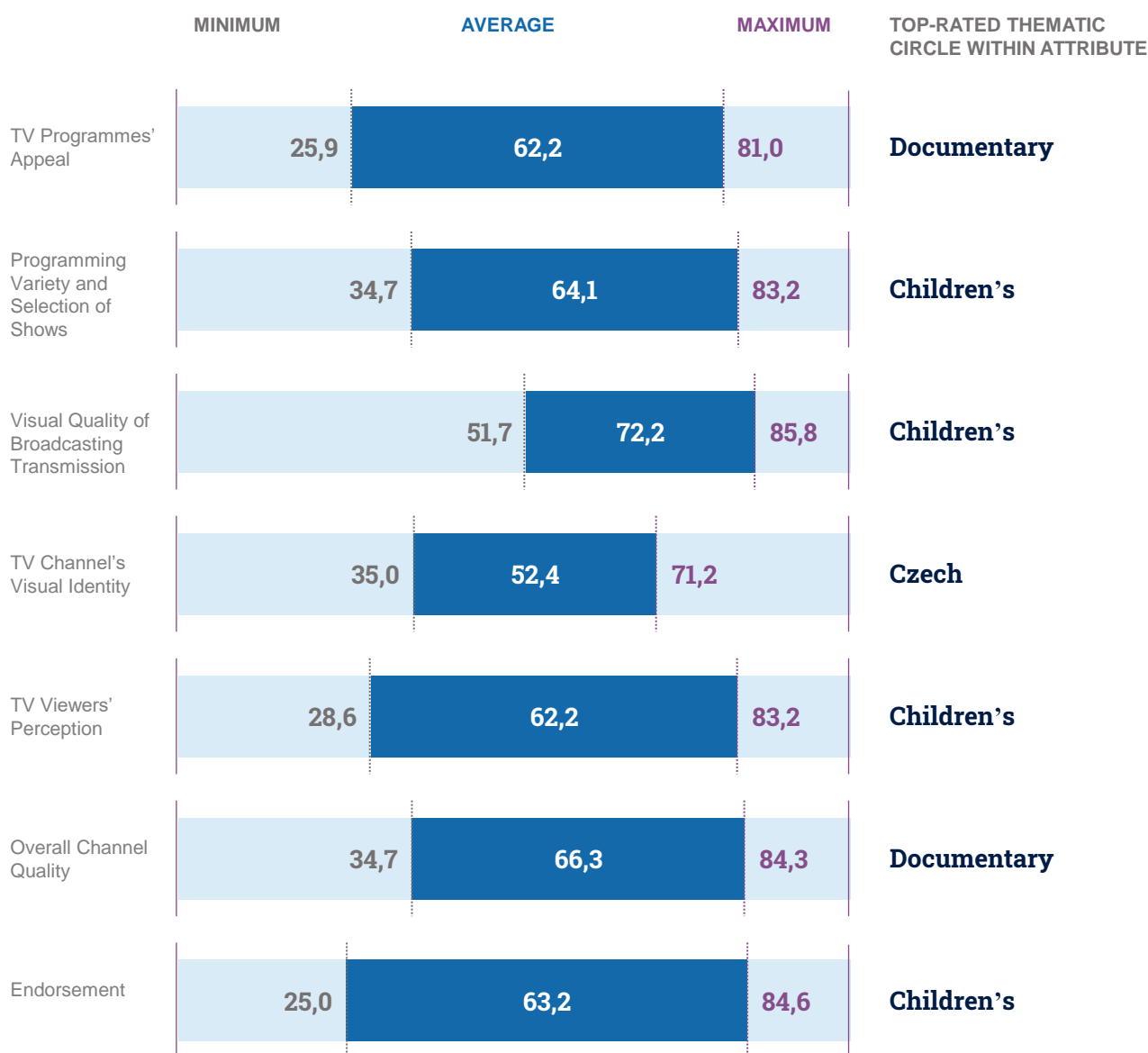
# Comparison of Thematic Circles

Year-on-year comparison has shown that the children's TV channels' category has gained the best ground. Instead, TV channels for women have again ended up in last place – more than that, they experienced a year-on-year regress. Compared to 2020, we can observe a noteworthy increase in the Czech, music and TV series' channels.

	MINIMUM	AVERAGE	MAXIMUM	TOP-RATED TV CHANNEL WITHIN ITS OWN THEMATIC CIRCLE	
Czech	2021	38,8	64,9	73,3	
	2020	44,4	64,6	71,5	
Children's		64,8	74,0	83,1	
		60,7	69,7	81,0	
Documentary		63,8	73,5	79,2	
		63,1	73,9	80,2	
Movie		62,8	68,3	78,0	
		62,7	68,7	79,5	
Music		32,2	57,0	70,6	
		36,3	57,1	68,6	
Lifestyle for Women		48,2	54,6	62,0	
		49,6	56,4	62,8	
Shows and Series		44,8	60,5	73,2	
		47,7	60,1	72,0	
Sports		62,2	67,7	76,0	
		61,4	66,5	74,0	

# Surveyed Attributes Comparison

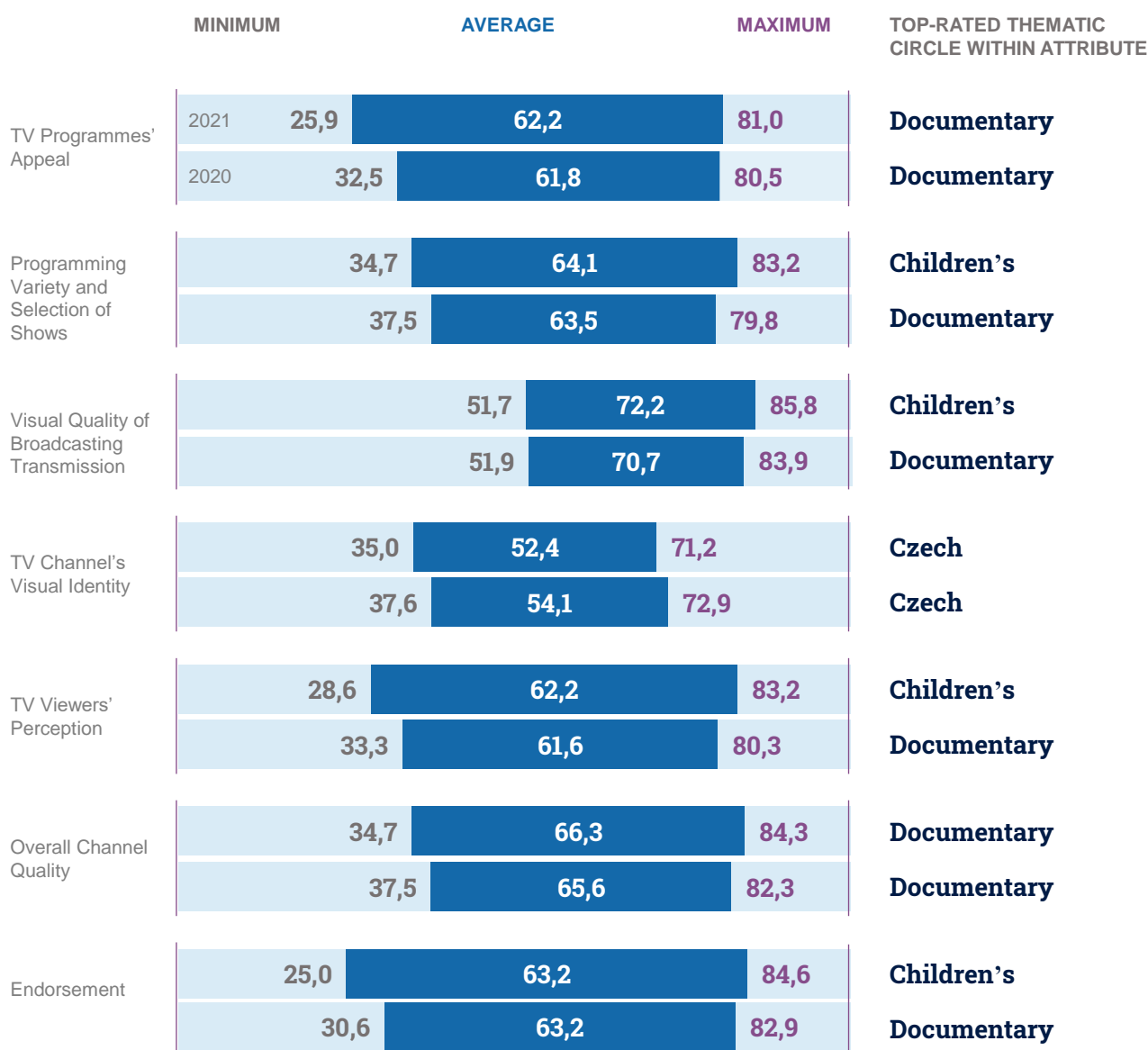
TV viewers' greatest appraisal has revealed the top ranking of the visual quality of TV channels' broadcasting, as well as the overall quality of the individual TV channels. On the contrary, TV channels' visual identity (logo) has ended up at the bottom of the rating spectrum. Children's TV channels have performed well in all of the respective attributes in convoy with documentary and Czech TV channels.



Data Reading: Attribute of TV programmes' appeal has seen the worst rated TV channel reaching 25,9 pt., while the best rated TV channel reached 81,0 pt. The average of the whole TV channels' market is 62,2 pt. Documentary TV channels scored the highest ranking within this particular attribute (on average for the whole group).

# Surveyed Attributes Comparison

YoY, TV channels have reasonably improved their score in all of the monitored attributes – with only an exception of the visual identity (logos). Czech, documentary and children’s TV channels have all attained the highest individual attributes’ ranking.





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# TV Market

2021 EVALUATION  
KEY RESULTS

PREMIUM  
(PAY VERSION)

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Would you like to receive an even more detailed information and assessment of your TV channel? We'll be more than happy to compile your tailor-made Atmedia Index.

Make the most of our exclusive evaluation results and find out for yourself how you stand out amongst your competitors. Should you wish to receive more information or our offer, please contact us at:

[marketing@atmedia.cz](mailto:marketing@atmedia.cz)  
+420 602 429 501



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Would you also like to know more about the Czech VOD market? Atmedia Index will give the game away!



## We Take the Czech TV Viewers Word for Word!

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

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

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

# Your Partner in the World of Thematic TV Channels

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

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

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

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

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

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Thematic TV Channels in  
Atmedia Portfolio

67%

Advertisers Using  
Our Services <sup>(1)</sup>

5,8 mil.

Monthly  
Reached Viewers <sup>(2)</sup>

5,1%

Audience  
Share <sup>(3)</sup>

(1) ATO – Nielsen Admosphere, Live + TS0–3, 2021, Advertiser, Atmedia (se Seznam.cz TV), Atmedia Analysis

(2) ATO – Nielsen Admosphere, Live + TS0–3, 2021, Reach 000, TG 4+, Atmedia + AMC Networks + Seznam.cz TV

(3) ATO – Nielsen Admosphere, Live + TS0–3, 2021, Share, TG 15–69, Atmedia + AMC Networks + Seznam.cz TV