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# How Do the Czech Viewers Use VOD Services (Video on Demand)?



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## Standardised Report on Use of Paid as Well as Free VOD Services in the Czech Republic

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Comprehensive study of VOD services on the Czech market. Netflix, HBO Max, Amazon Prime Video, Voyo and others. Which services do Czechs consume the most and why? We do know the answer! Transparently, intelligibly – and most of all – regularly!

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# VOD Services in the Czech Republic

WE'VE BEEN KEEPING OUR EYE ON THE USE OF VOD SERVICES IN THE CZECH REPUBLIC SINCE 2020.

AS OF 2022, WE DO IT MORE METICULOUSLY AND WITH A GREATER FREQUENCY – EVERY SINGLE QUARTER!

**We've got our hands on  
the 2022 Q2 results!**

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# How Can You Benefit From Our Atmedia Index VOD Study?

Czech Republic has definitely seen the VOD service market rising in power. Foreign services have hit the town, domestic players are bit by bit launching their own ones, and the competition is generally building up. Owing to the atmedia index, you'll easily familiarise yourself with the current market situation and you'll be able to keep an eye on the expansion of trends. The viewers themselves will help you make decisions on fundamental elements of your operations, progress and an image of your brand.

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

Atmedia index will portray you the Czech viewers' reasons and motivation for using the VOD services. Why do some viewers pay for them whilst others give preference to the free services with commercial breaks?

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

Atmedia index will provide you with a clear answer on how much are the viewers willing to pay for the VOD services – and whether you'd be better off leaning towards the paid or free service alone.

## Do you contemplate starting your own service?

Atmedia index will unveil how many Czech viewers do actually pay for these services, how many of them do use a shared account together with their friends, colleagues or family, and what is the average subscription period length.

## Would you like to review the audience potential?

Atmedia index will tell you how many viewers do plan to start using one of the VOD platforms in the near future and what is the maximum amount they're willing to pay.

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

Atmedia index will also equip you with information on why viewers haven't subscribed to any VOD service so far. What are the arguments and inclinations to remain loyal to a classic linear television, and what would convince them to start using the paid VOD services.

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

# We've Apperceived the Paid VOD Service Market in the Czech Republic

Czechs do absolutely love the VOD services. As for us – we do know how much they like them and now you can too! Our 2022 atmedia index will thoroughly guide you through the entire market of the paid VOD services, and on top of that, it'll also answer a number of your queries - such as – how many Czechs who use the paid VOD services do actually pay them themselves.

**40%**

Of Czechs Aged 15–69 Do Use One of the Paid VOD Services

**X%**

Of Them Do Personally Pay for the Service, Whereas Another X% Do Share an Account With Friends and Family, or Consciously Do Pay for Selected Premieres Only

**X%**

Of Czechs Do Subscribe to Netflix, X% to HBO Max or Voyo

## Furthermore – We Are Also Familiar With Answers to Other Subject Queries

- Why do the viewers subscribe to the service?
- On average, how long have they already subscribed to the paid service?
- What device do they mostly use to stream the service on?
- How often do they use these services?
- What is their monthly streaming services' expense?

# What About the Viewers Who Have Not Yet Used Any of Paid Services?

We're also well-acquainted with the reasons why some Czechs do refuse to pay for the VOD services. How many of them plan to start subscribing to one of the services and what is the actual amount they are willing to pay for the service per month? Atmedia index will grant you the answer!

**60%**

Of Czechs Aged 15–69 Do Not Use Any of the Paid VOD Services

**X%**

Of Czechs Do Plan to Start Using One of the VOD Services Within the Next 12 Months

**X%**

Of Czechs Are Still Being Indecisive

## Furthermore – We Are Also Familiar With Answers to Other Subject Queries

- On what account don't some of the Czechs want to use the SVOD services?
- What is the total monthly cost Czechs would be willing to pay assuming that they start using one of the SVOD services?

Uncover the VOD market potential in the Czech Republic. Without a hitch and right away!

# We Likewise Have Got Knowledge About the Free VOD Service Market

In addition to the paid (SVOD) services, we can observe there are also market players who do currently offer these services (AVOD) free of charge. We've learnt which ones have gained the most popularity among the Czechs and what are the reasons why they do stream them.

**83%**

Of Czechs Aged 15–69 Do Watch Free VOD Services

**X%**

Of Czechs Do Use the AVOD Services Because They Come Without a Cost and Because of Being Indifferent to the Commercial Breaks

**X%**

Of Czechs Do Watch the AVOD Services on a Daily Basis or At Least Several Times a Week

## Furthermore – We Are Also Familiar With Answers to Other Subject Queries

- How many Czech viewers gun for a free content on one of the TV groups' video platforms? Is it a majority?
- What devices do Czechs prefer to stream the AVOD services?

Would you like to know some other facts about the Czech VOD Market? Get in touch with us!



## Content & Price

### Use of SVOD Services in the Czech Republic

- Comprehensive Report on Viewers' Use of **Paid** (SVOD) Services
- Data on Viewers' Proneness of Using Some of the SVOD Services in the Future

PRICE FOR YEARLONG RESULTS

**2,799 €**

### Use of AVOD Services in the Czech Republic

- Comprehensive Report on Viewers' Use of **Free** (AVOD) Services

PRICE FOR YEARLONG RESULTS

**499 €**

### Use of SVOD / AVOD Services in the Czech Republic

- Comprehensive Report on Viewers' Use of **Paid** as Well as **Free** VOD Services
- Data on Viewers' Proneness of Using Some of the SVOD Services in the Future

PRICE FOR YEARLONG RESULTS

**2,999 €**

What's more – you needn't wait for the results all year long! We do conduct our research study systematically every single quarter, which means that we may supply you with fresh data four times a year.

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

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# Evolution of VOD Services in the Czech Republic

WE'VE BEEN MONITORING THE EVOLUTION OF THE  
USE OF PAID VOD SERVICES SINCE 2020

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# Get Hold of the Complete Data for 2020 Along With 2021

As a consequence, you will uncover how is the number of Czechs using these services steadily evolving, which services do they single out as their favourite ones, and what is the reason behind a large part of Czechs still not subscribing to any of the VOD services.

## Evolution of SVOD Services in the Czech Republic

- Comprehensive Evolution Report on Viewers' Use of **Paid** VOD Services Since 2020
  - How is the number of viewers using the paid VOD services evolving?
  - Which services have viewers given preference to over the years?
  - What are Czechs' reasons and motivation to use paid VOD services?
  - What is the rationale behind the Czechs not subscribing to any of the VOD services, how many viewers do contemplate a subscription, and how much are they willing to pay for these services?

PRICE FOR 2 YEARS' RESULTS

**1,399 €**

Snap up the series of the over-time use of VOD services in the Czech Republic, and discover how does the market evolve!

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# Survey Research Metrics

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# Survey Research Methodology

Since the beginning of 2022, we've set out to conduct the atmedia index study every single quarter – that is four times a year. On the whole, it'll thence be joined up by 8 000 survey respondents of the online population.

## SURVEY RESPONDENTS

### Czech National Panel Project



## DATA COLLECTION

### Nielsen Admosphere



## Survey Research Methodology in 2022

### 8 000 Respondents

- TG 15-69 Online Population

### 6 Elected Aspects

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

### 4 Data Collection Waves

- Quarterly Recurrence
- Methodology: CAWI

## Survey Research Methodology in 2021 and 2020

### 4 000 Respondents

- TG 15-69 Online TV Population

### 6 Elected Aspects

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

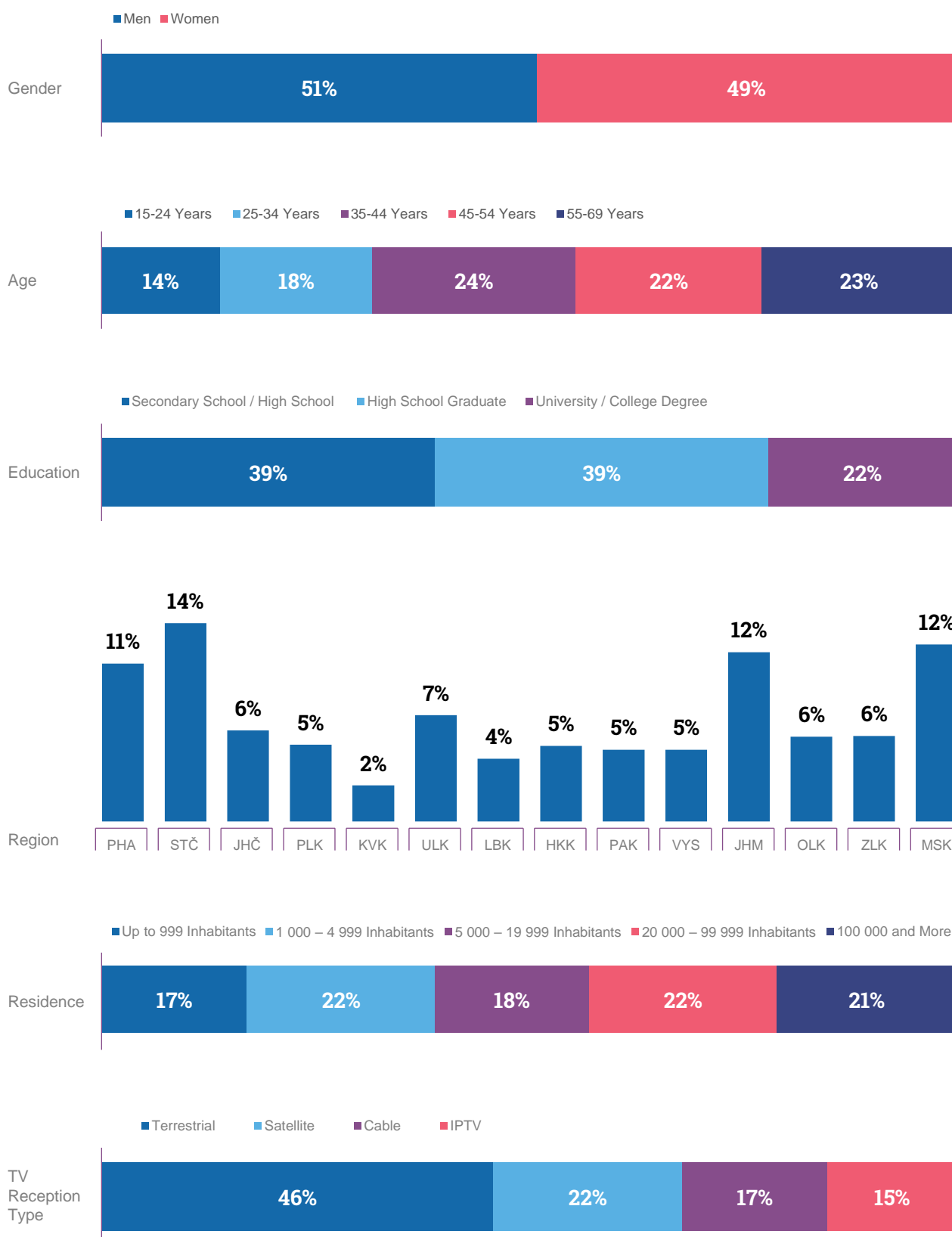
### 2 Data Collection Waves

- Spring / Autumn 2020, 2021
- Methodology: CAWI

## DATA PROCESSING

# Sample Characteristics (For the Whole of 2021)

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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Would you like to regularly receive an information on the use of paid and free VOD services in the Czech Republic? We'll be more than happy to compile your very own Atmedia Index!

Place an order for the results of our unique market evaluation and find out for yourself how do Czech viewers use the VOD services

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

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



**Atmedia index delivers data every single quarter!**

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More than that – we do also have some dealings with the viewers' evaluation of TV Channels on the Czech market. We can lay the groundwork in like manner and supply you with that part of our atmedia index!



- **64 TV Channels on the Czech Market**  
- all of them evaluated by viewers!
- **7 Qualitative Attributes + Indicators**  
- according to which the viewers rate TV Channels!
- For instance, you may also find out how are the Czechs satisfied with the attractiveness and variety of the programme offer, or whether they'd recommend the TV channel to their family and friends.

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





# Your Partner in the World of Thematic TV Channels

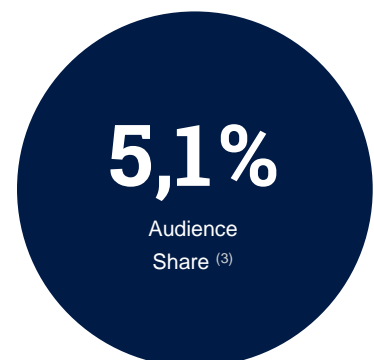
Atmedia is a media sales house of thematic TV channels, which has been active on the Czech market since 2008. Our company's focus primarily lies in selling TV advertising space, but we're also being a partner who does help the channels succeed on the Czech TV market.

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

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

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

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



(1) ATO – Nielsen Admosphere, Live + TS0–3, 2021, Advertiser, Atmedia (Including 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