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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' quantitative 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!

Since 2020!

# What Is 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 on the Czech TV market which also do take part in the TV advertising itself (98% media spend).

## 7 Thematic Circles

TV channels are subdivided into a band of 7 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.

\*Children's Channels, Documentary Channels, Movie / TV Series Channels, Music / Lifestyle Channels, Channels for Women, Sports Channels, Commercial 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.

## 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.

## Have you done any programme changes?

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

## 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 – all in comparison to your competitors.

## 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.

## 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!

# Content & Price

## Intro

- Key Definitions
- Encompassed TV Channels
- Study Methodology
- Sample Characteristics

## Comprehensive Market Evaluation

- Atmedia Index Evolution in Years
- Top-Rated TV Channels

BASIC  
FREE DOWNLOAD

0 €

## 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
- Brand Awareness of TV Channels Within the Respective Thematic Circle
- Result Summary of All Competing TV Channels Within Your Own Segment

PREMIUM  
PAY VERSION

2089 €

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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BASIC (FREE DOWNLOAD)

# Encompassed TV Channels & Thematic Circles in 2022

Our survey research evaluates 64 TV channels on the Czech TV market - all of them covered within 7 thematic circles.

## COMMERCIAL CHANNELS



## CHILDREN'S CHANNELS



## DOCUMENTARY CHANNELS



## MUSIC / LIFESTYLE CHANNELS



## SPORTS CHANNELS



## CHANNELS FOR WOMEN



## MOVIE / TV SERIES CHANNELS



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 long-term 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 data since 2020. Current 2022 research study has singled out 64 TV channels out of which most have been part of the official audience measurement project – the rest are other major TV channels included in the Czech TV operators' offer.

## SURVEY RESPONDENTS

### Czech National Panel Project



#### 4 086 Respondents

- Survey Sample: Online TV Population
- TG: 15–69
- Aware of Their TV Reception Form

#### 6 Elected Aspects

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

## DATA COLLECTION

### ResOLUTION / Nielsen



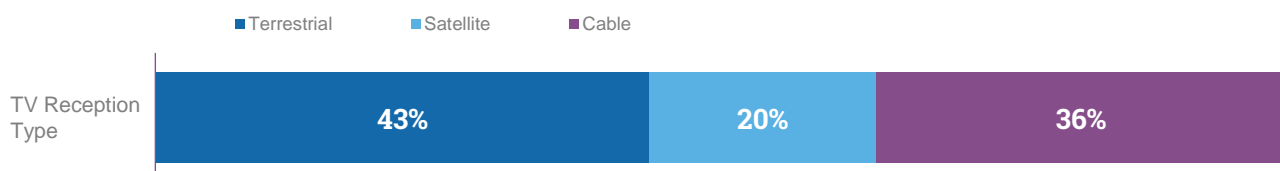
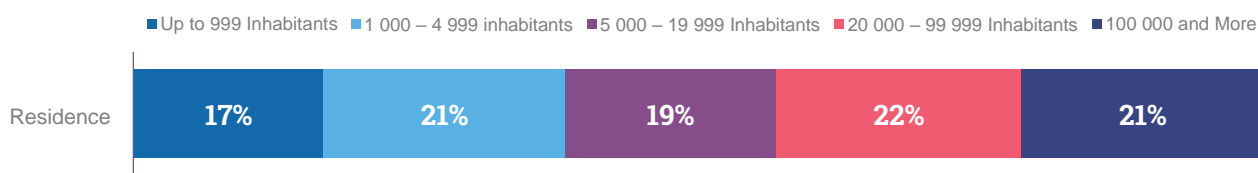
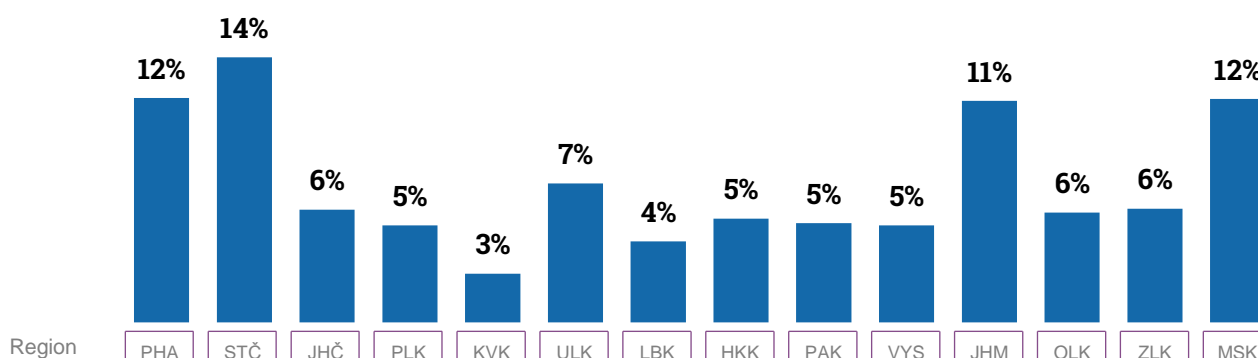
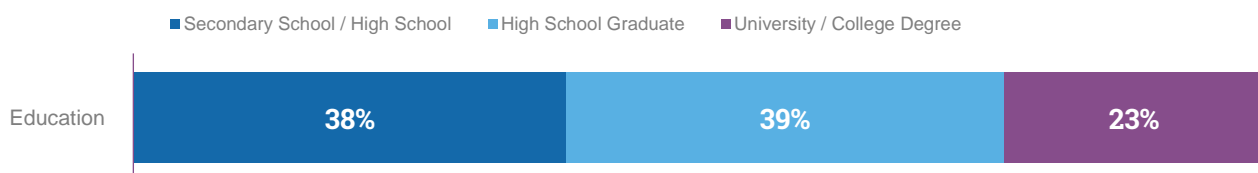
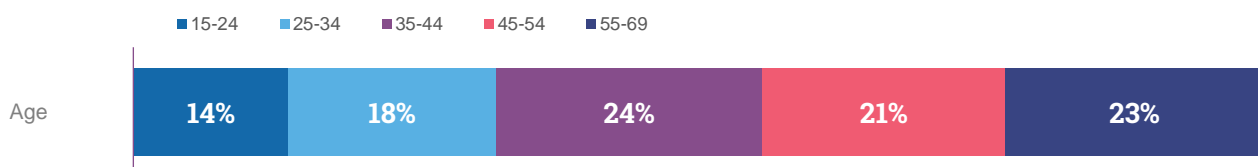
#### 2 Data Collection Waves

- Spring: 05/2022
- Autumn: 10/2022
- Methodology: CAWI

## DATA PROCESSING

# 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

2022 EVALUATION  
KEY RESULTS

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## Overall Atmedia Index

How do viewers rate the quality of TV channels on the Czech market?

The overall atmedia index does project the aggregated average number for all covered TV channels on the Czech market. Since we have been conducting the study since 2020, we can now observe the evolution of TV channels' quality evaluation over time.

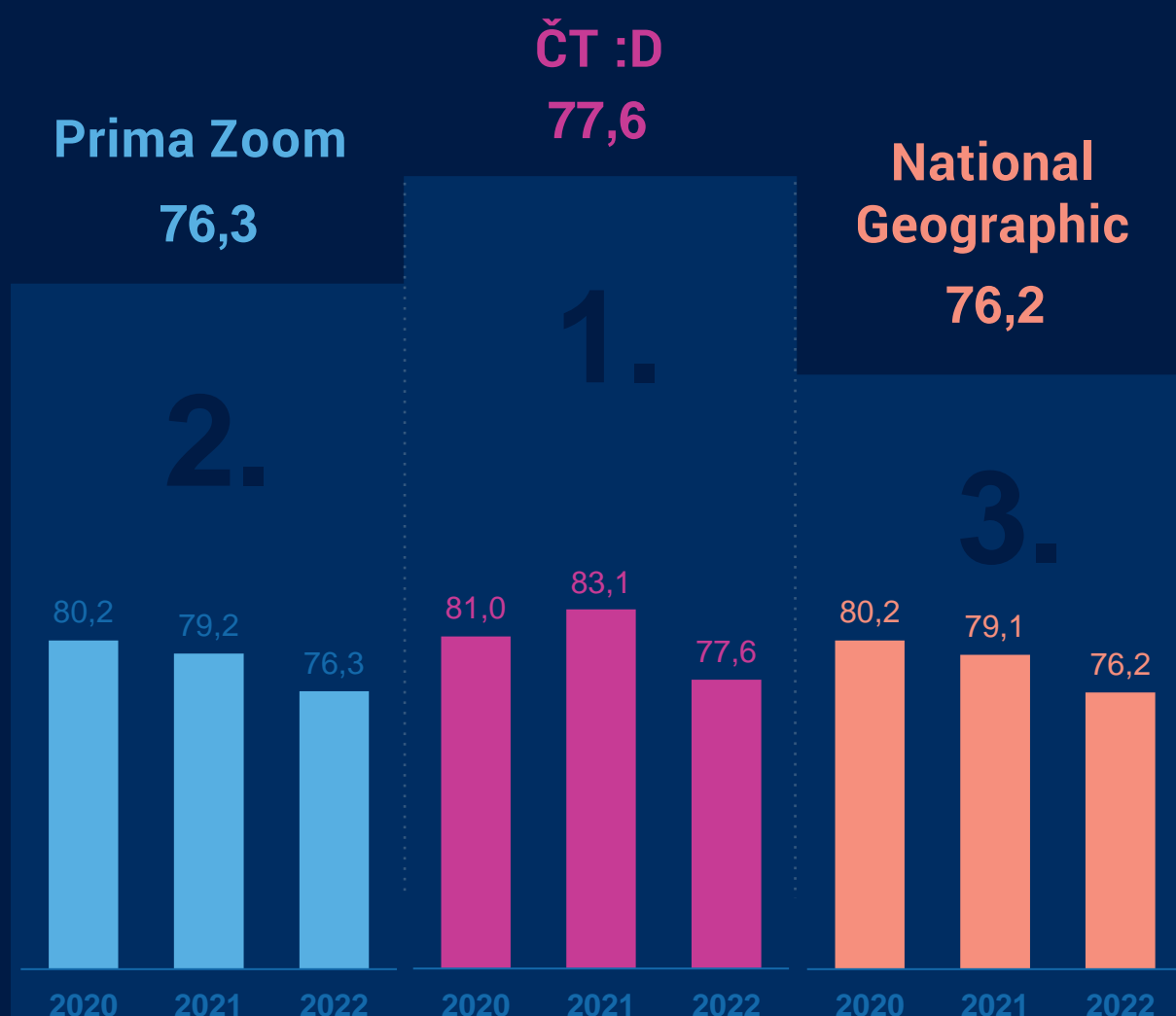
While viewer satisfaction with TV channels in 2021 did mostly grow, 2022 did actually witness a minor decline. This may point to the increasing viewer demands for the individual TV channels' quality, which is assessed in accordance with several attributes – including, for example, the visual broadcast quality, the quality of TV shows, the variety and scope of the programme offer, or the TV channels' visual identity.



Since the beginning of our survey study in 2020, the top 10 best-rated TV channels' ranking has continuously stood quite stable with the exact same TV channels regularly taking its place every single year.

## Top-Rated TV Channels

Top three atmedia index positions are solidly occupied by ČT :D, National Geographic and Prima ZOOM. These TV channels are favoured among the viewers for, for example, their programme offer or the quality of TV shows. To name some more, HBO or ČT Sport do also belong to long-drawn well-rated TV channels.



Every single year, we do notice a decline in score difference between the best and worst-rated TV channel. Last year's resulting atmedia index of the best-rated ČT :D channel is 77,6 points while the other end of the spectrum reveals the score of 42,8. In contrast, the difference in 2021 was 50,9 points.

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# TV Market

2022 EVALUATION  
KEY RESULTS

PREMIUM  
(PAY VERSION)







Check Out the Atmedia Index Pay  
Version Case Examples

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# Atmedia index – Overall Ranking

Below is an **illustration** of the ranking of all 64 TV channels encompassed in the 2022 atmedia index evaluation. Case in point – ČT :D, Prima ZOOM, National Geographic or ČT Sport have again emerged in the top ten.

TV Channel	2022	TV Channel	2022	TV Channel	2022
1 	<b>77,6</b>	23		45	
2 	<b>76,3</b>	24		46	
3 	<b>76,2</b>	25		47	
4 	<b>74,4</b>	26		48	
5		27		49	
6		28		50	
7 	<b>70,3</b>	29		51	
8		30		52	
9		31		53	
10 	<b>69,3</b>	32		54	
11		33		55	
12				56	
13				57	
14				58	
15		37		59	
16		38		60	
17		39		61	
18		40		62	
19		41		63	
20		42		64	
21		43			
22		44			

*And how did your TV channel do? We'll reveal it all!*

All information about the selected TV channel on one page!

This is how your TV channel's **One Page Summary** may look like! One page will encapsulate the entire market's position as well as the position within the chosen thematic category. What's more, our comprehensive graph will show you the attributes in which the TV channel excels, and where there is a room for any improvement. To add into the bargain, the page will also reveal your channel's audience awareness.

**WHOLE MARKET**

Ø ATMEDIA INDEX 61,6

**15**

POSITION (Out of 64)

**CATEGORY**

Ø ATMEDIA INDEX 61,2

**2**

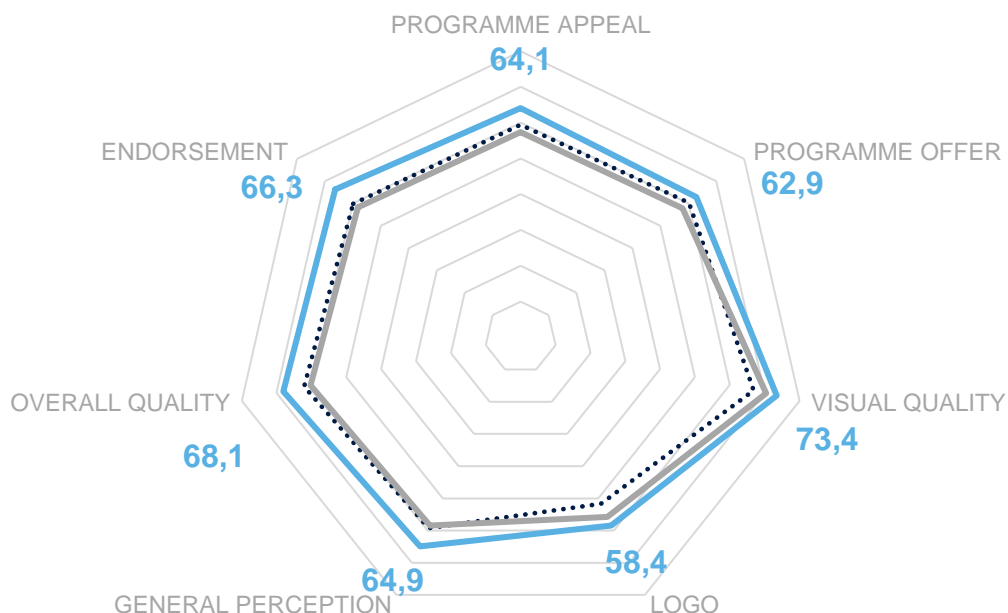
POSITION (Out of 8)

ATMEDIA INDEX OF YOUR TV CHANNEL

**67,1**

TV CHANNEL'S ATTRIBUTES EVALUATION

- ..... Market Average
- Category Average
- Your TV Channel



TV CHANNEL'S MARKET AWARENESS

Supported Brand Awareness

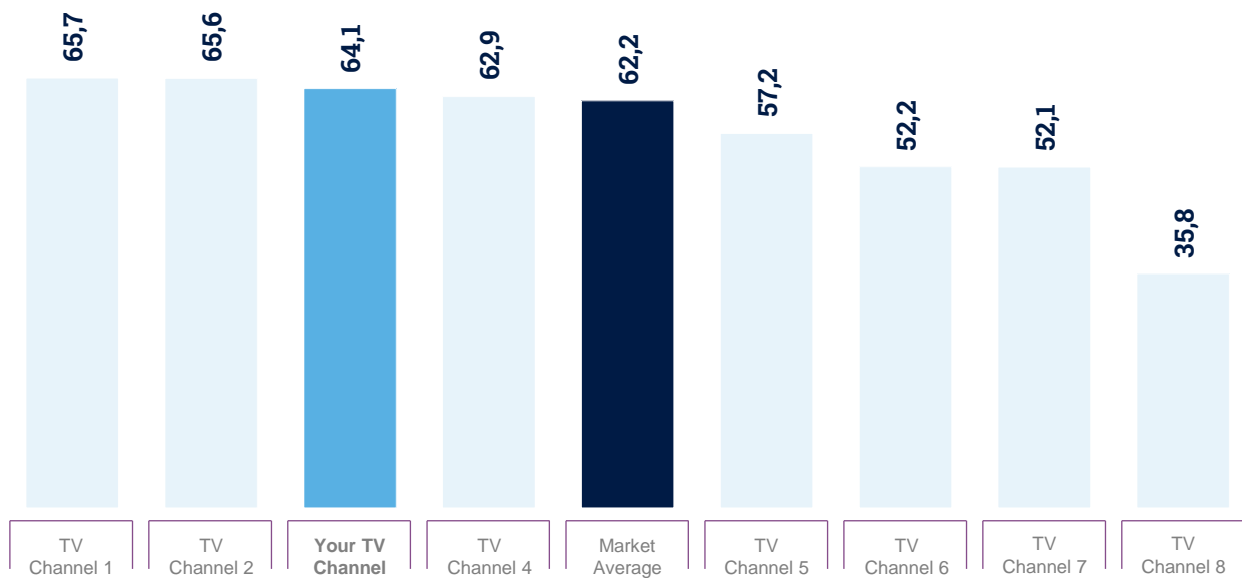
**97,8%**



# Example of TV Channel's Position Among Competing TV Channels

Your channel – just like the other three TV channels in your category – have ranked above the market average, with the remaining four TV channels lining up below the market average. The difference between the best and worst-rated TV channel is therefore quite significant.

## SPECIFIC PROGRAMMES' APPEAL



*We do assess the TV channel's quality based off of 7 attributes. For each and every one of them, we will draw you up an understandable graph with your TV channel's results. This way, you may efficiently compare it to your competition and see how you stack up.*

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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 and Slovak **Pay-VOD market**? Atmedia Index will give the game away!



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

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

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

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

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

Or else, would you rather know how many viewers in the Czech Republic and Slovakia do subscribe to **PAY-TV / FREE TV?**



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

- How many Czech and Slovak viewers do subscribe to a PAY-TV service?
- Why do viewers subscribe to a PAY-TV service?
- How much do they pay?
- How about viewers who do not pay for watching TV? We learnt about their willingness and motivations.

4 Data Collection Waves and a Detailed Bunch of Results?

That's PAY-TV / FREE TV Atmedia Index!



# Your Partner in the World of Thematic TV Channels

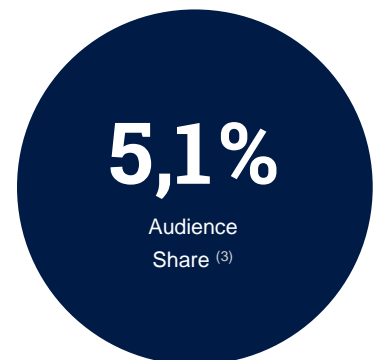
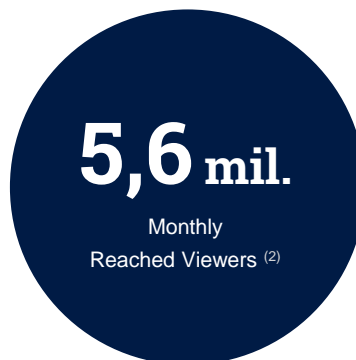
Atmedia is a media sales house of thematic TV channels, which has been active on the Czech market since 2008. Our company's focus primarily lies in selling TV advertising space, but we're also being a partner who does help the channels succeed on the Czech TV market

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

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

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

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



(1) ATO – Nielsen, Live + TS0–3, 2022, Advertiser, Atmedia (with Seznam.cz TV), Atmedia Analysis  
(2) ATO – Nielsen, Live + TS0–3, 2022, Reach 000, TG 4+, Atmedia + AMC Networks + Seznam.cz TV  
(3) ATO – Nielsen, Live + TS0–3, 2022, Share, TG 15–69, Atmedia + AMC Networks + Seznam.cz TV