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How Do the Czech And Slovak Viewers Use SVOD Services (Subscription Video on Demand)?



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Standardised Report on Use of Paid VOD Services in the Czech Republic and Slovakia

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Netflix, HBO Max, Amazon Prime Video, Voyo and many more. Which services do Czechs and Slovaks consume the most and why? Feel free to drop us a line for any information you'd like to know about the paid VOD service market, and we will do our utmost best to compile your tailor-made Atmedia Index. Intelligibly and clear!

**We have now also obtained
data from viewers in Slovakia!**

How Can You Benefit From Our Atmedia Index SVOD Study?

Czech Republic and Slovakia have definitely seen the SVOD 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 in regards to your image, performance, and your brand success.

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

Atmedia Index will portray you the Czech and Slovak viewers' reasons and motivation for using the SVOD services. Why do some viewers pay for their subscription? We do have the answer!

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 SVOD 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, or how many accounts do fall under one single user.

Would you like to review the audience potential as well as the current market size?

Atmedia Index will tell you how many viewers do plan to start using one of the SVOD platforms in the near future and the actual financial volume spent on both Czech and Slovak market.

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 SVOD 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!

Content & Price

Use of Paid VOD Services in Czechia

- 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

3 289 €

Use of Paid VOD Services in Slovakia

- 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

3 289 €

Use of Paid VOD Services in Czechia and Slovakia

- 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

4 589 €

We do systematically survey the VOD service market every single quarter. Lay your hands on the past data series and discover the VOD service market trends!

Should you wish to order a long-period data, we can offer you a **discount!**

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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. On the whole, it is thence joined up by over 8 000 respondents in the Czech Republic and 6 000 respondents in Slovakia.

SURVEY RESPONDENTS

Czech National Panel & Slovak National Panel Projects



DATA COLLECTION

ResOLUTION / Nielsen



Survey Research Methodology in 2022:

Over 8 000 Respondents

- 8 413 Respondents in the Czech Republic
- 5 045 Respondents in Slovakia
- TG 15–69 Online Population, Aware of Their TV Reception Type

4 Data Collection Waves

- 4 Waves in Czechia
- 3 Waves in Slovakia
- Quarterly Recurrence
- Methodology: CAWI

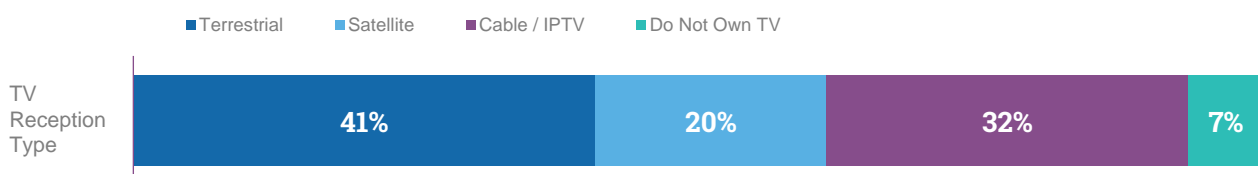
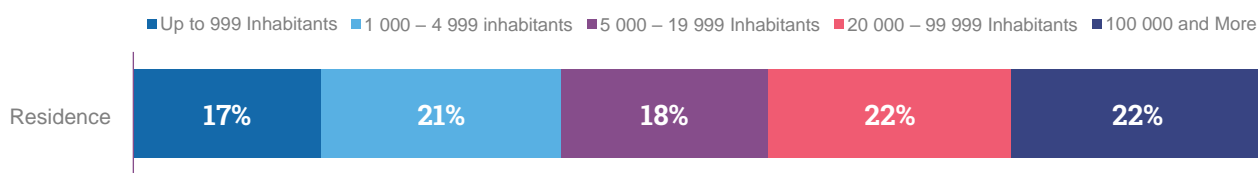
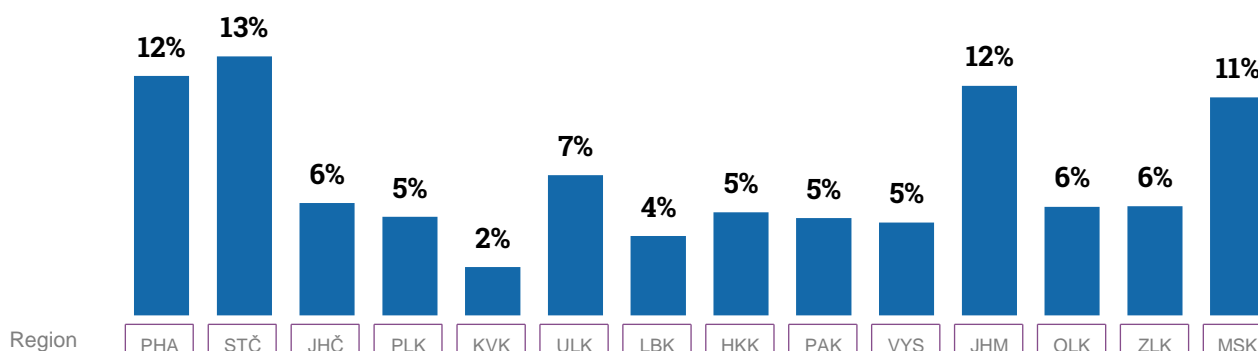
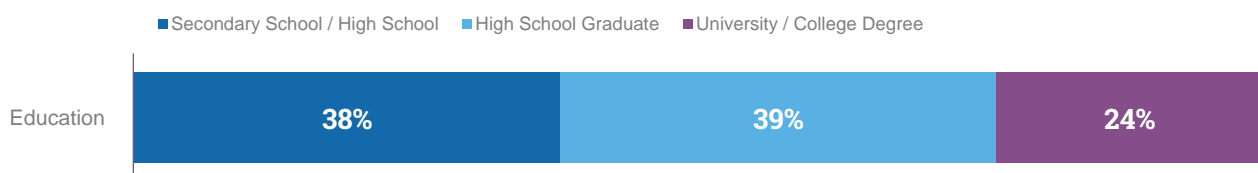
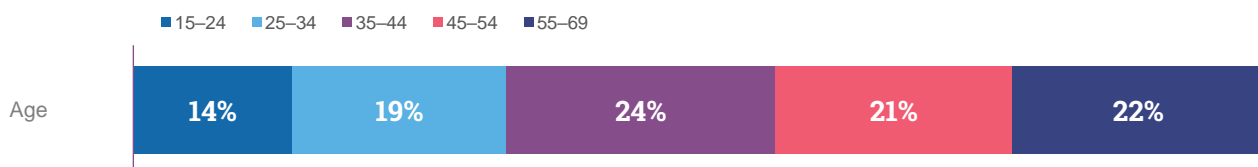
6 Elected Aspects

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

DATA PROCESSING

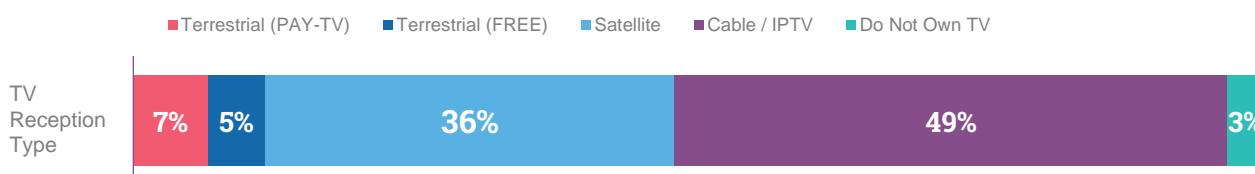
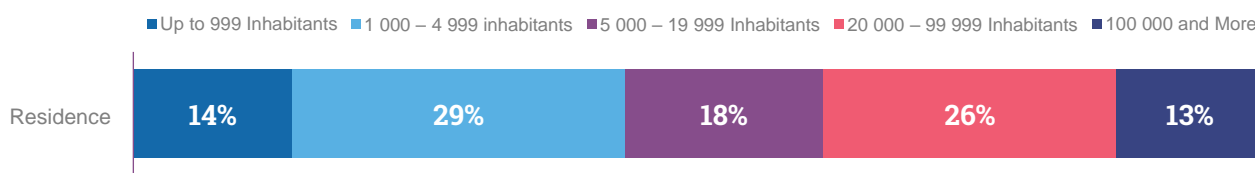
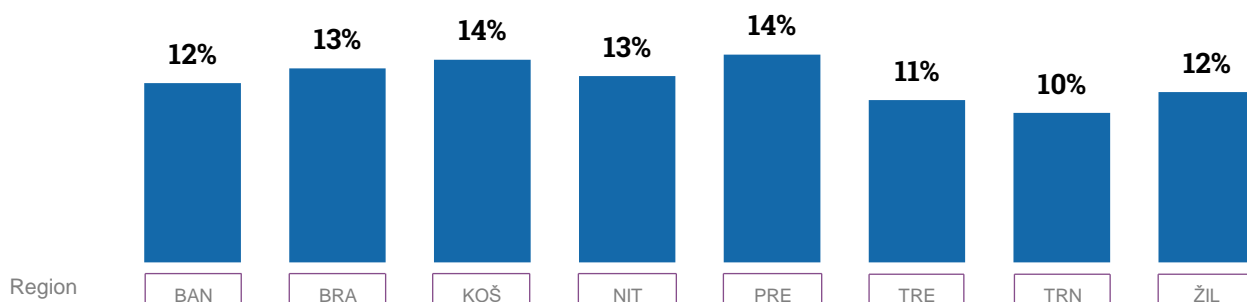
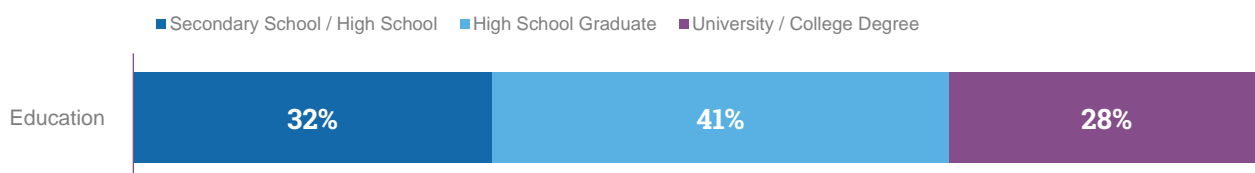
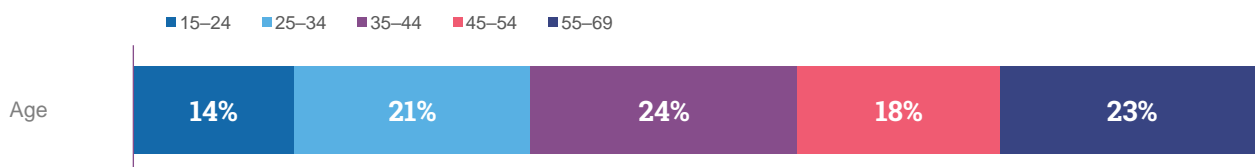
Sample Characteristics (CZECH REPUBLIC: 2022)

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.



Sample Characteristics (SLOVAKIA: 2022)

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



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COMPREHENSIVE OVERVIEW OF THE SVOD SERVICE MARKET

How Many People Do Use SVOD Services, How Do They Consume Them, and How Much Do They Pay?

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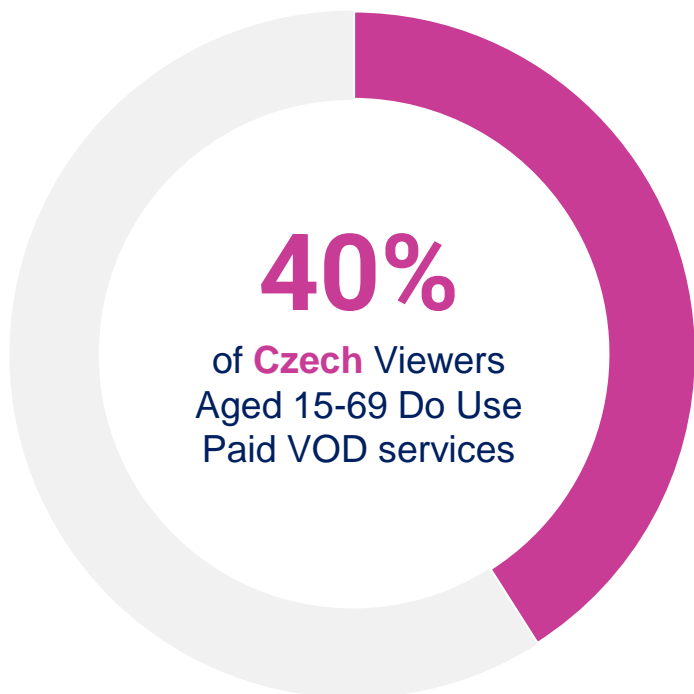
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BASIC (FREE DOWNLOAD)

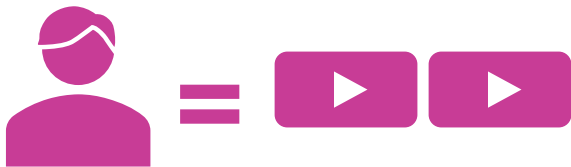
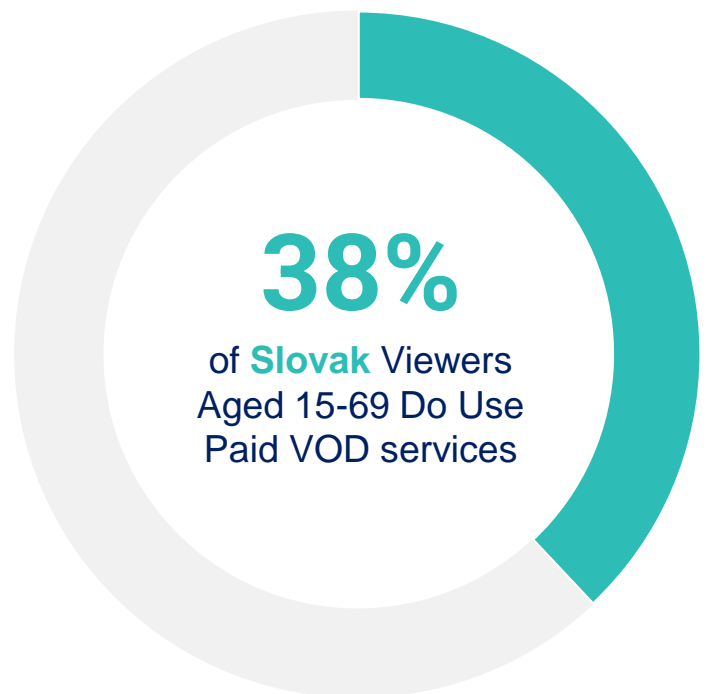
How Many Czechs And Slovaks Do Actively Use SVOD Services?

The number of Czech viewers actively embracing one of the paid video-on-demand libraries has lately witnessed a growth spurt. The ratio of these viewers does remain remarkably similar in both the Czech Republic and Slovakia. Moreover, both Czechs and Slovaks do tend to avail themselves of an average of 2 paid on-demand services.

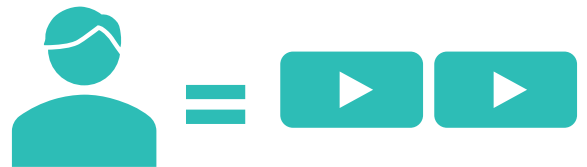
H2 2022 DATA



H2 2022 DATA



1 User in **Czechia** Does Use an Average of 2 Services



1 User in **Slovakia** Does Use an Average of 2 Services

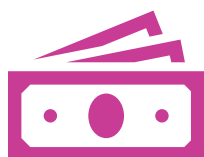
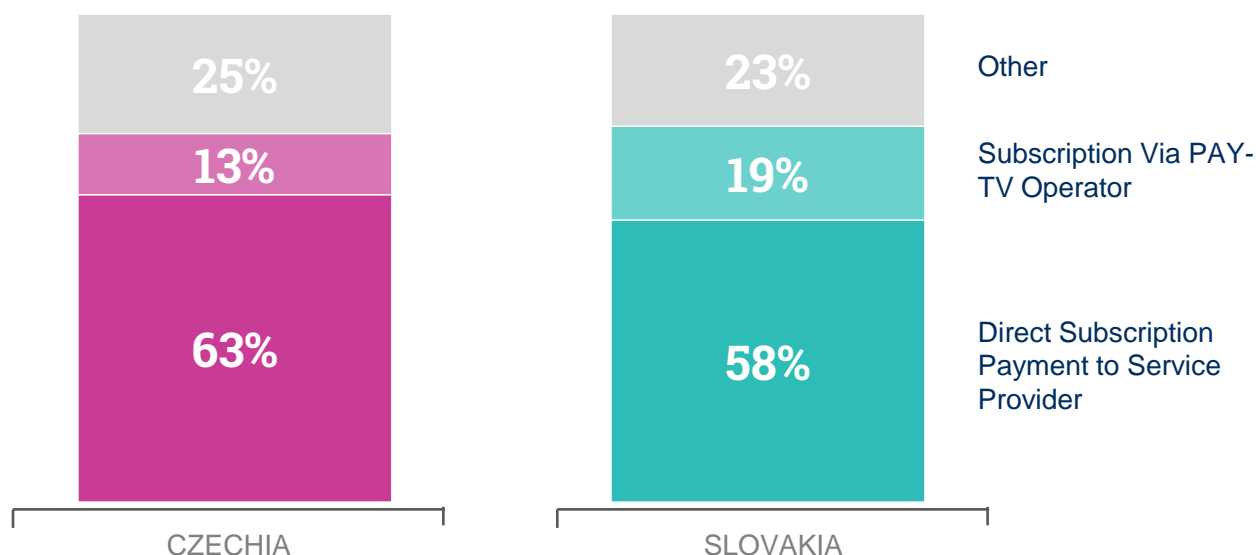
We've also got ourselves acquainted with the overall market size! What is the monthly subscription cost expenditure in both the Czech Republic and Slovakia?

BASIC (FREE DOWNLOAD)

Czech a Slovak Viewers Do Pay For Accessing SVOD Services in Various Ways and Amounts

We're well aware of how many services are actually paid for directly to a service provider, how many are subscribed via some PAY-TV operator, as well as how many are used through shared user accounts or even other means.

SVOD SERVICES, PAYMENT METHODS IN H2 2022



297 CZK

Average Monthly SVOD Subscription Cost in **Czechia** *



295 CZK (12 €)

Average Monthly SVOD Subscription Cost in **Slovakia** *

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FOCUSED ON INDIVIDUAL PLAYERS

Which Services Do Viewers Favour the Most, What Is Their Subscription Fee, and Factors Contributing to Why Some People Have Not Yet Subscribed to Any

Selected results are valid for
the Czech SVOD market.

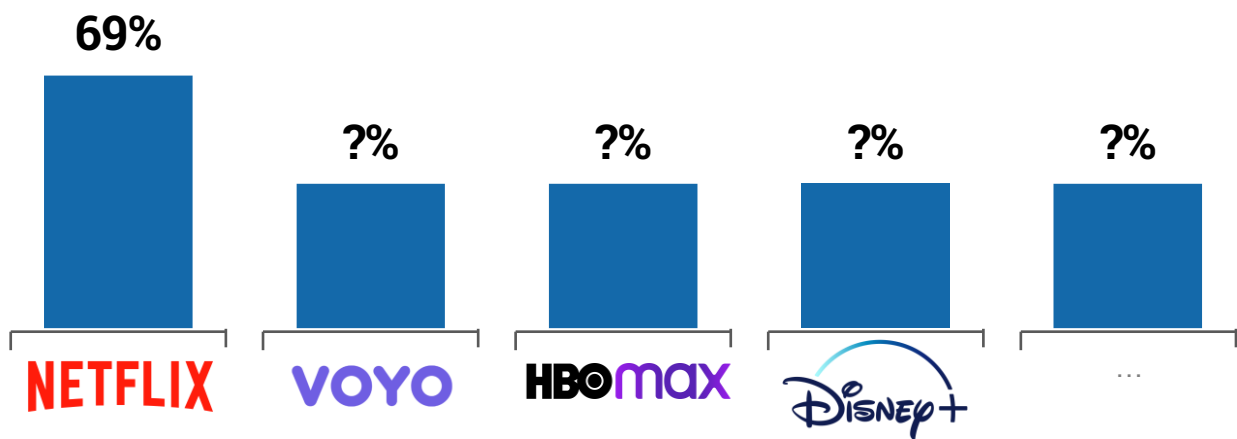
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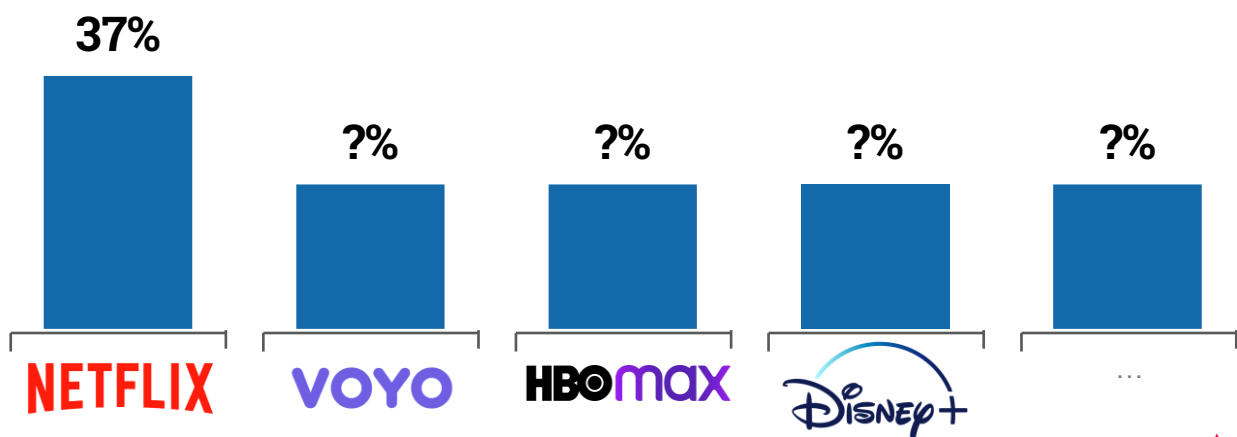
We're Familiar With the SVOD Platforms and the Viewing Habits

Netflix, HBO Max, Voyo, Disney+, and others. We will tell you which SVOD platform is the most widely used one, which one is experiencing the fastest growth, and how often do viewers watch it. We can also identify the player with the most loyal audience.

SHARE OF ACTIVE USERS FOR EACH INDIVIDUAL SVOD SERVICE IN H2 2022



SHARE OF ACTIVE USERS FOR EACH INDIVIDUAL SVOD SERVICE WHO USED IT DAILY OR NEARLY DAILY IN H2 2022

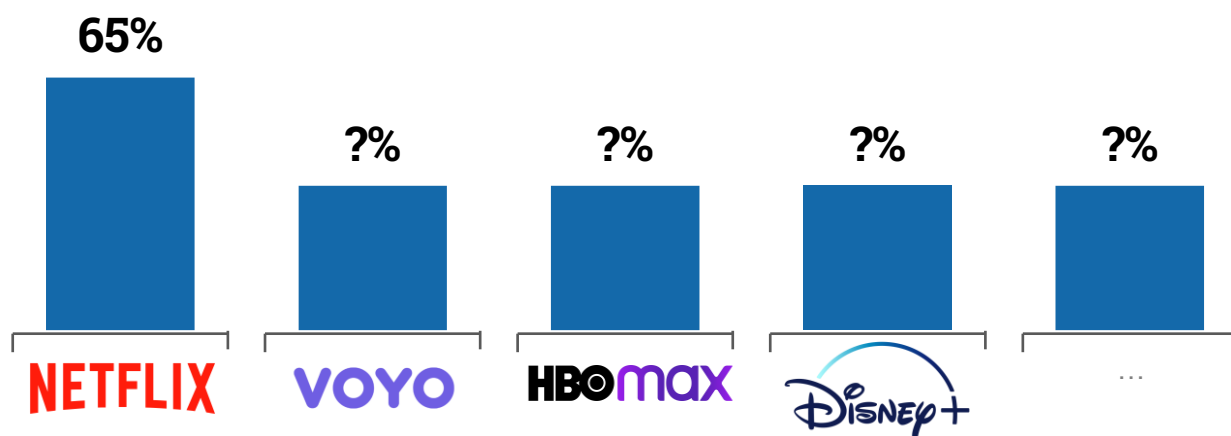


How does the use frequency differ among the various platforms? We'll be happy to tell!

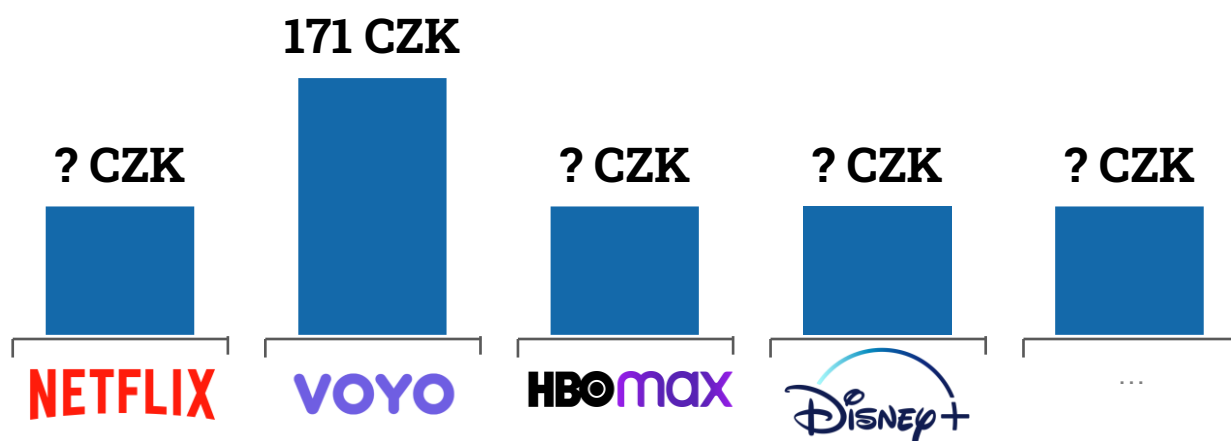
Discover the SVOD Services' Fees & the Payment Methods

Which service does carry the highest price tag, and which one appeals to viewers with its competitive cost? How many viewers do subscribe directly to the actual service, and how many viewers do share a joint user account?

SHARE OF ACTIVE USERS FOR EACH INDIVIDUAL SVOD SERVICE WHO PAID DIRECTLY TO THE SERVICE PROVIDER IN H2 2022



AVERAGE MONTHLY PAYMENT FOR EACH INDIVIDUAL SVOD SERVICE IN H2 2022

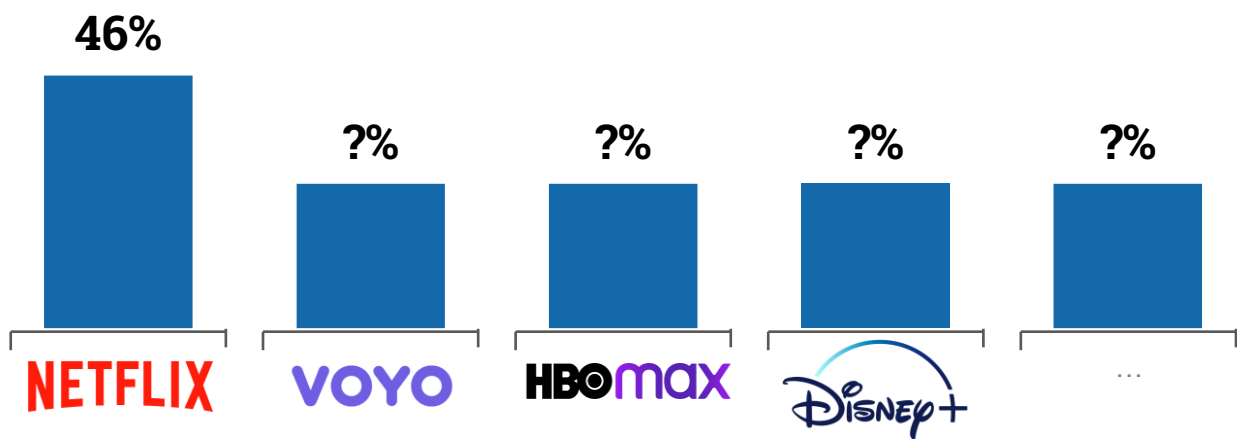


Which service does have the largest direct subscriber base, and which holds the largest number of shared accounts?

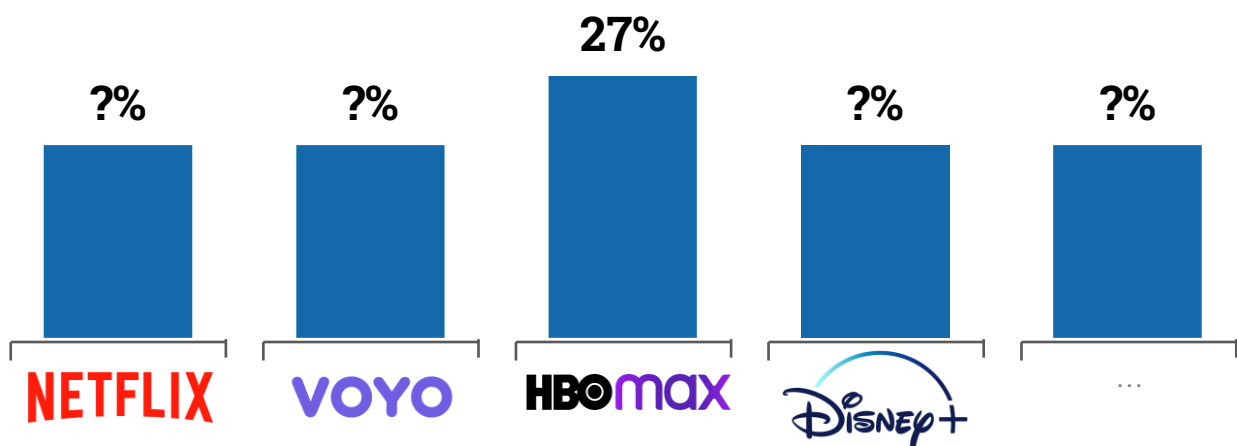
Why Do Viewers Subscribe to SVOD Services?

Viewers do opt for SVOD platforms, for instance, due to their diverse content range, the ability to watch movies not readily available elsewhere, or due to the absence of commercial ads. We do also recognise the viewers' primary motivations as well as the devices they use to watch the SVOD content.

SHARE OF ACTIVE USERS FOR EACH INDIVIDUAL SVOD SERVICE WHO USED THEM FOR THEIR RICH CONTENT LIBRARY IN H2 2022



SHARE OF ACTIVE USERS FOR EACH INDIVIDUAL SVOD SERVICE WHO WATCHED THEM ON A MOBILE PHONE IN H2 2022

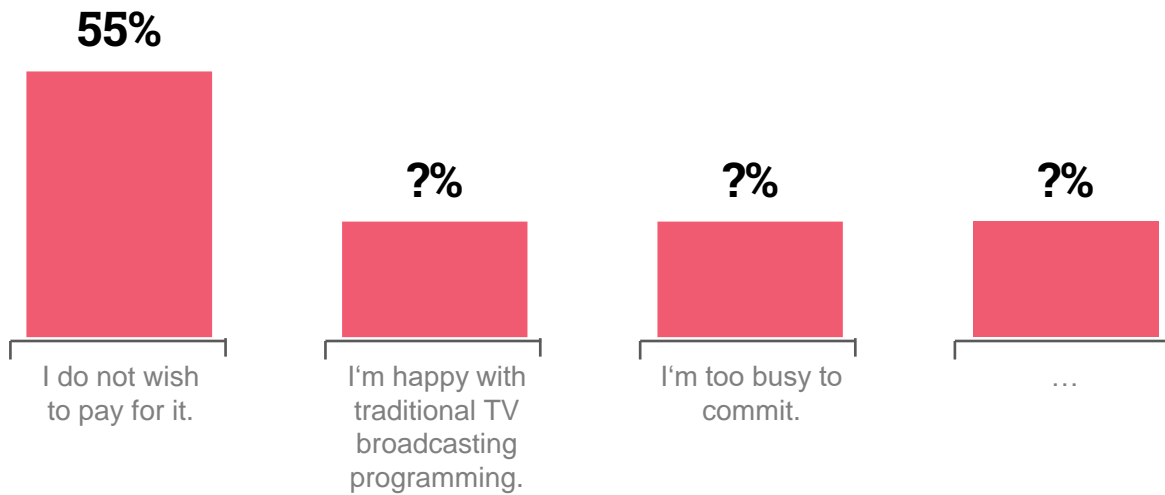


Are viewers shifting from TV sets to mobile phones or tablets? On which devices do they prefer to watch SVOD services?

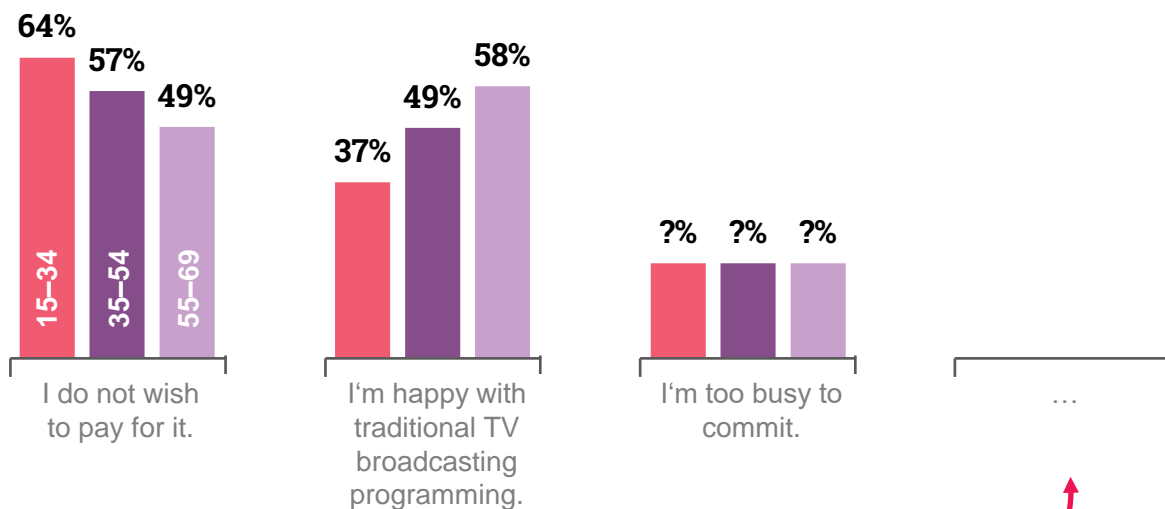
How About the Viewers Who Do Not Subscribe to SVOD Services?

Despite the increasing number of SVOD customers in recent years, a considerable portion of viewers choose not to subscribe and instead opt for free platforms or traditional linear TV. We've come to understand their reasons and their willingness to consider SVOD subscription in the future.

SHARE OF PEOPLE NOT USING SVOD SERVICES IN H2 2022 – REASONS FOR NON-USAGE



SHARE OF PEOPLE NOT USING SVOD SERVICES IN H2 2022 – REASONS FOR NON-USAGE



The reasons for not subscribing do vary with the viewers' age.

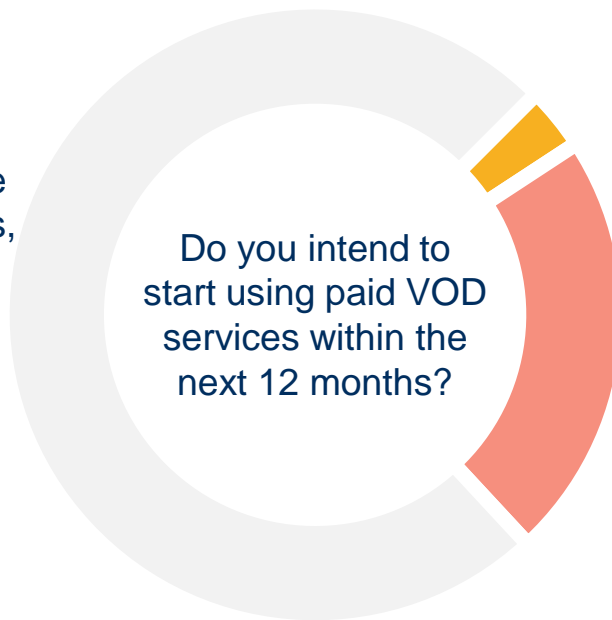
How Many Viewers Intend to Start Subscribing to Paid VOD Services?

A portion of people who have not yet subscribed to any paid VOD services have expressed their intention to start using them – and we are well acquainted with this specific population segment. How many people do fall into this category?

PERCENTAGE OF PEOPLE NOT USING SVOD SERVICES IN H2 2022 WHO DO HAVE AN INTENTION TO START USING THEM

? %

I do not subscribe to SVOD services, and I have no plans to start using them.

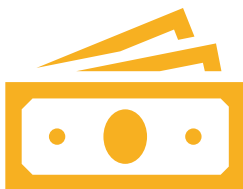


? %

I don't currently subscribe to SVOD services, but I do plan to start using them.

? %

I do not subscribe to SVOD services and I am still undecided about whether or not to start using them.



? CZK

The average monthly amount that viewers would be willing to pay for SVOD services.

How much can we expect the SVOD service market to grow in the upcoming year? We've got the answer!



Not to Mention – We Do Have a Wealth of Other Information!

In point of fact, we do survey the viewers directly, which allows us to have a great deal of SVOD market knowledge. Aside from the market size or number of active users, we've also surveyed the viewers for other enthralling aspects.



- How willing are viewers to pay for VOD services that do combine advertisements?
- How much cheaper would the subscription need to be?
- How many other people do users usually share their account with?

Is there any specific information that you'd like to know about the SVOD market? Reach out to us and we will prepare a tailor-made Atmedia Index to meet your needs. Intelligibly and clear!

Order our exclusive report results and gain an insight into how Czech and Slovak viewers use VOD services.

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

marketing@atmedia.cz

+420 602 429 501

The atmedia index provides results every quarter!

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!



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More than that – we do also have some dealings with the viewers' evaluation of **TV channels** on the Czech market.



- **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

+420 602 429 501



Your Partner in the World of Thematic TV Channels

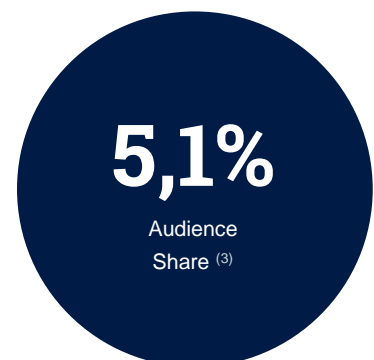
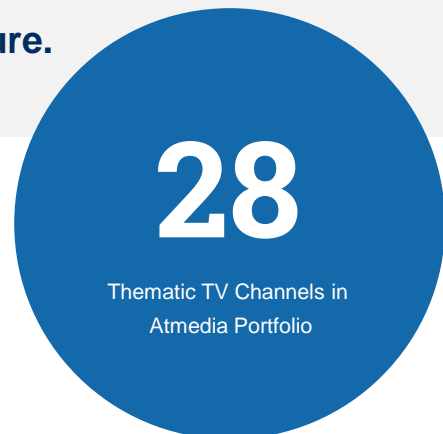
Atmedia is a media sales house of thematic TV channels, which has been active on the Czech market since 2008. Our company's focus primarily lies in selling TV advertising space, but we're also being a partner who does help the channels succeed on the Czech TV market.

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.



(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