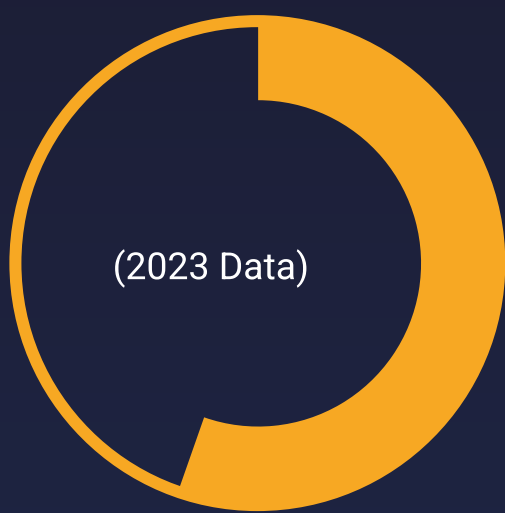


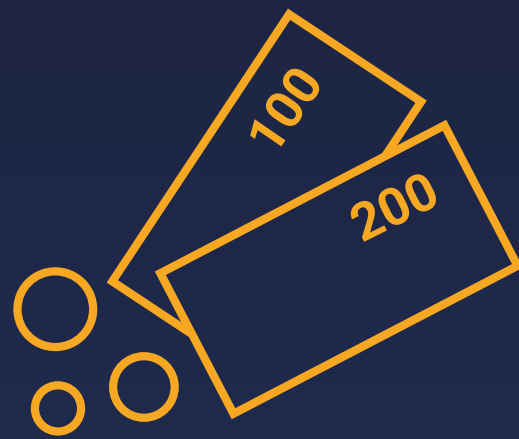


# How Many Czech Viewers Do Subscribe to a Pay-TV Service and Why?



**56%**

of Czech Viewers Aged 15–69  
Have Subscribed to a Pay-TV \*



**395 CZK**

Average Monthly  
Subscription Cost (16,- €) \*

## Why Do Viewers Pay For Their TV Watching

**41%**

Would Prefer to Have an Option of **REWATCHING TV SHOWS** After Their Live Broadcasting

**38%**

Do Appreciate the Possibility to **WATCH TV CHANNELS BEYOND THE ONES INCLUDED** Within the Terrestrial Broadcasting

**28%**

Are Keen on Being Able to **STREAM TV ON MULTIPLE DEVICES** at the Same Time

\* TV is being viewed via either satellite, cable or IPTV operator; \* They pay directly to a Pay-TV Operator,

\* Conversion based on the average € exchange rate to CZK in 2023: 24,- CZK

DATA COLLECTION: ResOLUTION / Nielsen, April 2023, July 2023, October 2023, January 2024, CAWI

RESPONDENTS: Czech National Panel - 8,326 Respondents; Online TV Population 15–69