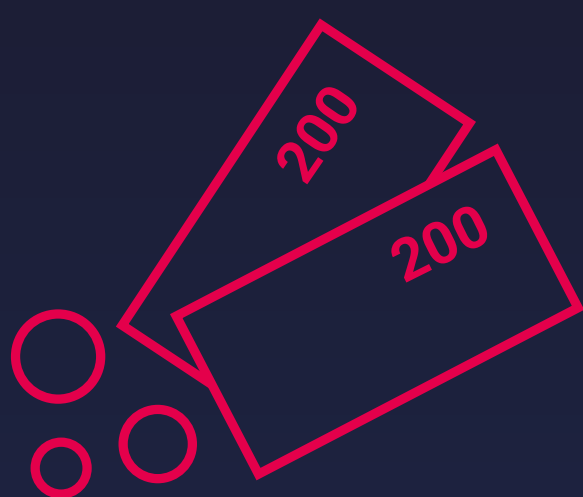


# For the First Time, the Average Spend on Pay-TV Has Gone Over 400 CZK



424 CZK

The Average Monthly Spend on Pay-TV



## Why Are Viewers Willing to Pay for TV?

48 %

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

32 %

Do Appreciate the Possibility to **WATCH TV CONTENT NOT JUST ON THE TV**, But Across Multiple Devices

31 %

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

DATA COLLECTION: ResOLUTION, April 2024, July 2024, October 2024, January 2025, CAWI  
RESPONDENTS: Czech National Panel, 8 041 respondents, Online Population Aged 15–69