



atmedia 

SALES POLICY

2026



**We Added Three New
Thematic TV Channels
to Our Portfolio This Year**

Adventure, Romance & Emotions

*On Our New
Movie & Series Channels*

AXN
Black

AXN
White



Football, Volleyball & Basketball

*On Our New
Sports Channel*



SPORTY™



**We Will Be Adding Another
Thematic TV Channel Soon**

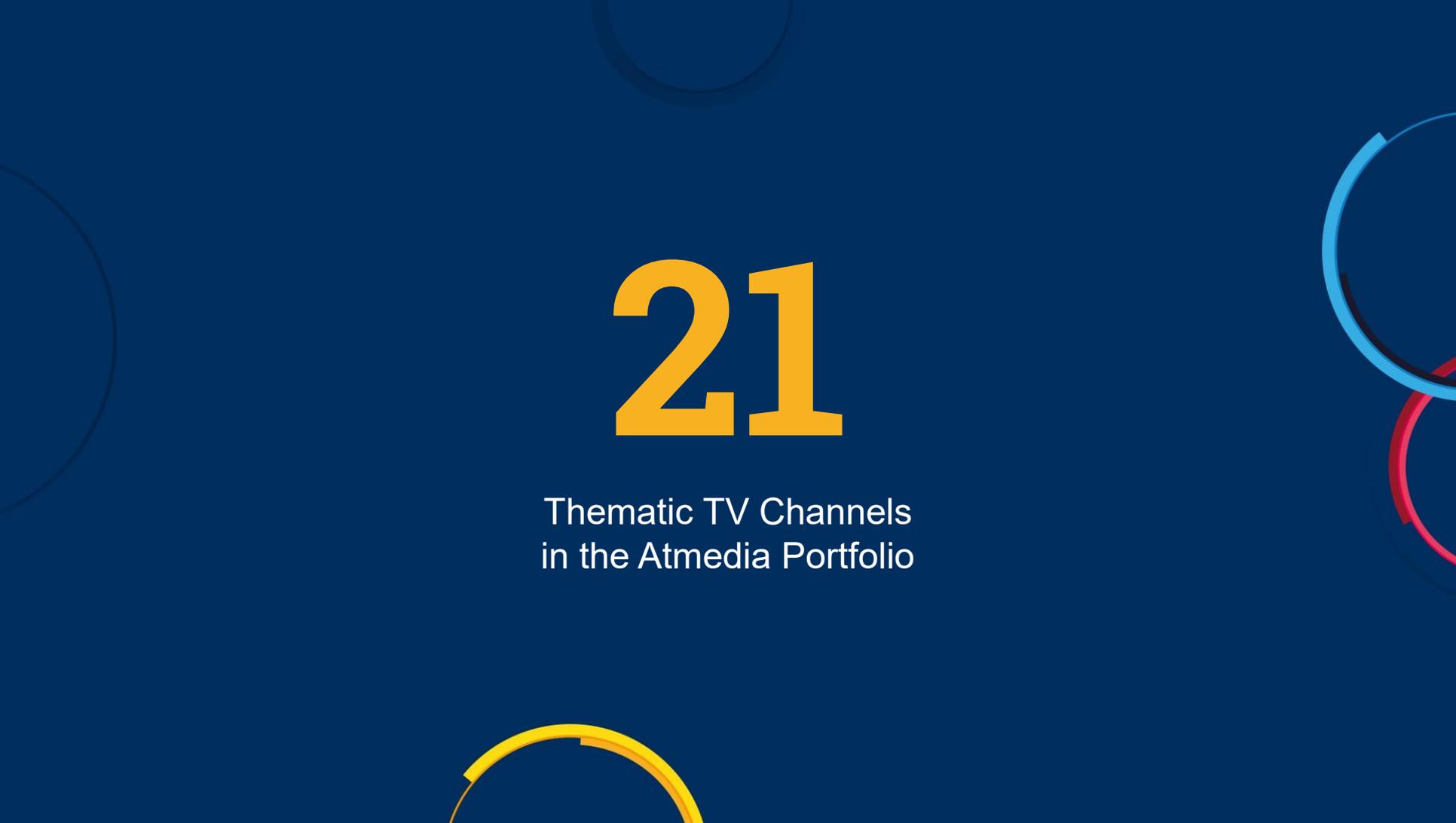
Nature, History & Science

*On Our New
Documentary Channel*





**Our Family of Thematic
TV Channels Now Includes...**



21

Thematic TV Channels
in the Atmedia Portfolio

AXN

SPORTY TV

Discovery

CANAL+
ACTION

AXN
Black

CS MYSTERY

WB TV
WARNER TV

TLC

CS HISTORY

SVĚT

Disney
CHANNEL

★EUROSPORT II

CS FILM

REBEL

FILM BOX

FILM BOX
STARS

AXN
White

JOJO CINEMA

family

NATIONAL
GEOGRAPHIC

RELA::

**Explore Them All and Tune In
to What Your Target Audience
Is Watching...**

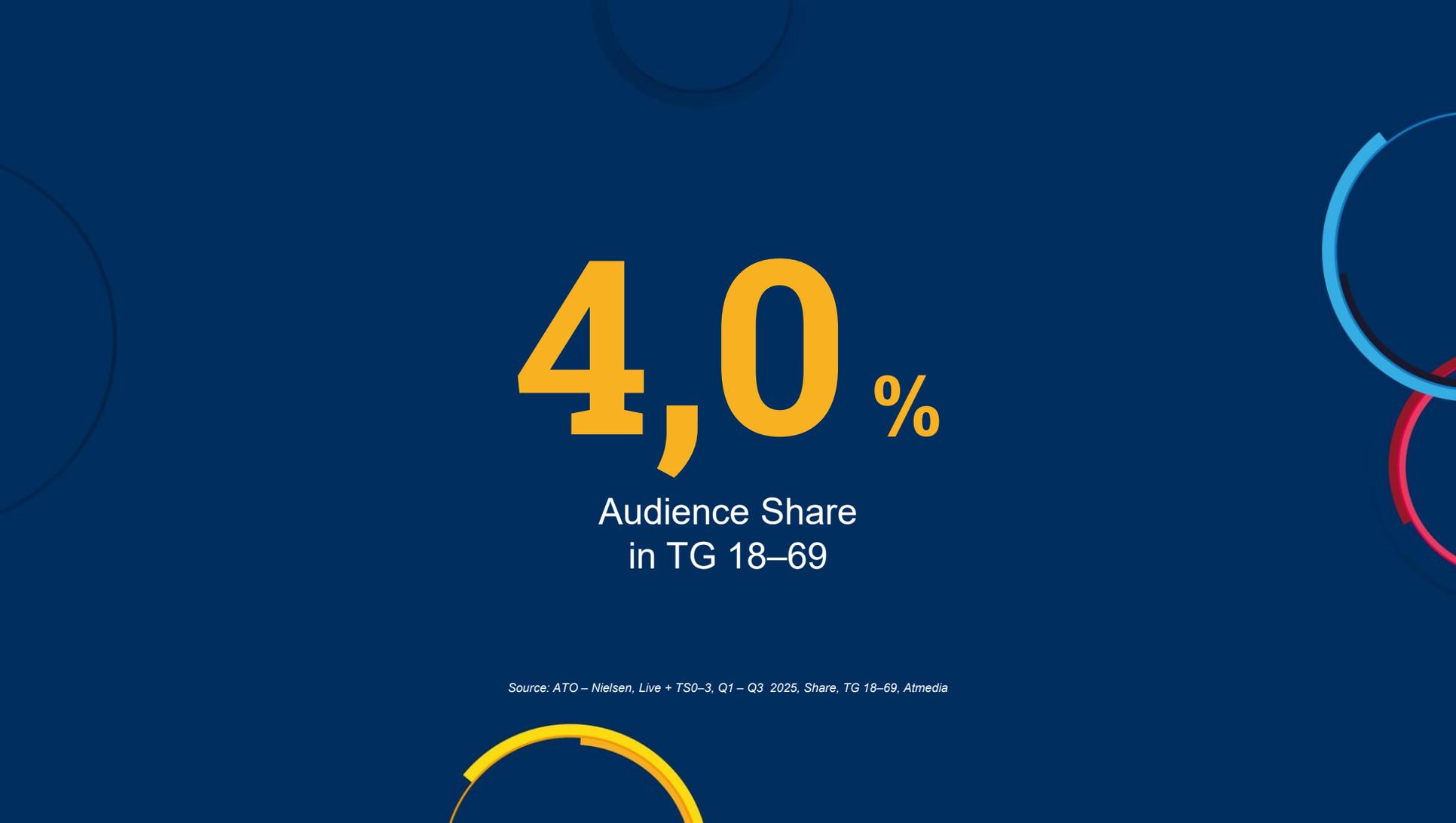
The background is a solid dark blue. It features several decorative circular elements: a thin yellow circle at the top center, a thin light blue circle on the left side, a thick light blue circle on the right side, a thick red circle on the right side overlapping the light blue one, and a thick yellow circle at the bottom center.

*Watch Our Latest
Promo Video*





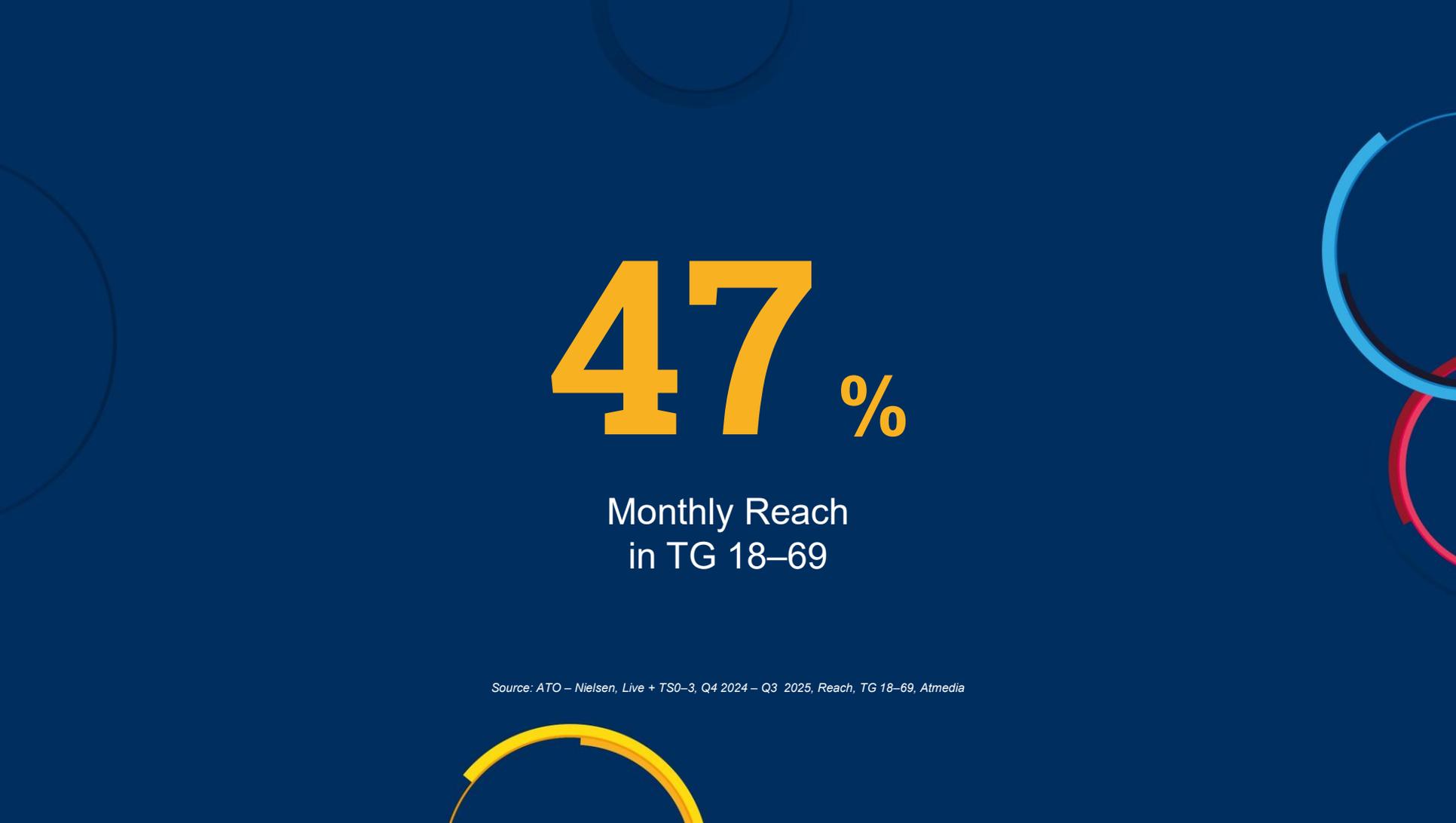
**We Are Entering 2026
With Stable Figures...**



4,0 %

Audience Share
in TG 18–69

Source: ATO – Nielsen, Live + TS0–3, Q1 – Q3 2025, Share, TG 18–69, Atmedia



47%

Monthly Reach
in TG 18–69

Source: ATO – Nielsen, Live + TS0–3, Q4 2024 – Q3 2025, Reach, TG 18–69, Atmedia



4 000

Average Monthly GRP Inventory
in TG 18–69

Source: ATO – Nielsen, Live + TS0–3, Q4 2024 – Q3 2025, TRPL 30s of Break, TG 18–69, Atmedia

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**We Are Offering Four Commercial
Packages for the Year 2026**

at**max**

Maximise Your Commercial Reach



ADVERTISING REACH

2,60 MM

Monthly Reach
in TG 18–69



at**adults**

Approach Your
Adult TV Viewers

20

Measured
TV Channels

ADVERTISING
REACH

2,56 MM

Monthly Reach
in TG 18-69





Reach Out to Kids and Their Parents





Effectively Address Your Desired Target Group

Men Aged 35-54
soc. ABC





Effectively Address Your Desired Target Group

*Women Aged 35-54
soc. AB*



Source: ATO – Nielsen, Live + TS0-3, Q2-Q3 2025, TRPL 30s of Break, TG W 35-54 soc. AB, to TG 18-69, atchoice Package (Selection of 8 TV Channels), *Min. 8 Out of 20 Measured TV Channels



Effectively Address Your Desired Target Group

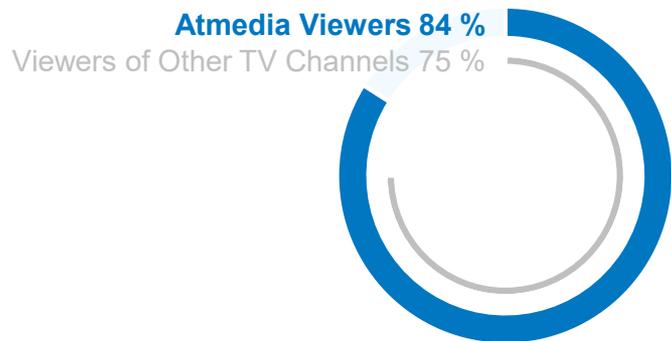
*Viewers Aged 45-64
soc. AB*



Source: ATO – Nielsen, Live + TS0-3, Q2-Q3 2025, TRPL 30s of Break, TG 45-64 soc. AB, to TG 18-69, atchoice Package (Selection of 8 TV Channels), *Min. 8 Out of 20 Measured TV Channels

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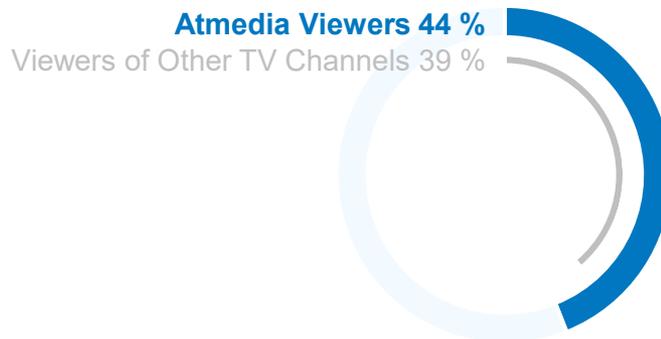
**With Us, You Can Target
High-Value Audience
Who Tend to Spend More**



+9 PPT

of Viewers Do
Drink Coffee

*And Other Products and Services –
Confirmed by MML-TGI Research*



+6 PPT

of Viewers Do
Use Cold Medicine



The Year 2026 Promises a Calendar Full of Premier Sporting Events





The Biggest Sporting Events on Eurosport 1 Reach...



592_K

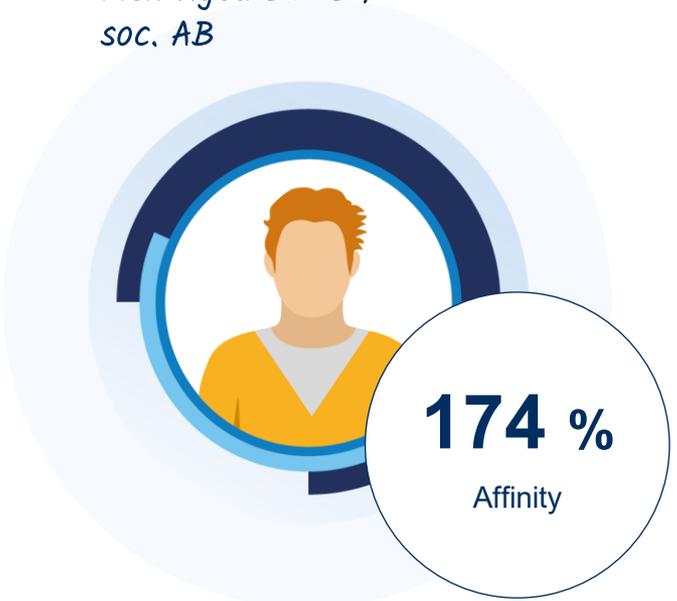
Audience Reach in TG 18–69 During
the 2024 Summer Olympics in Paris

Source: ATO – Nielsen, Live + TSO–3, July 24 – August 11, 2024, Reach 000, TG 18–69

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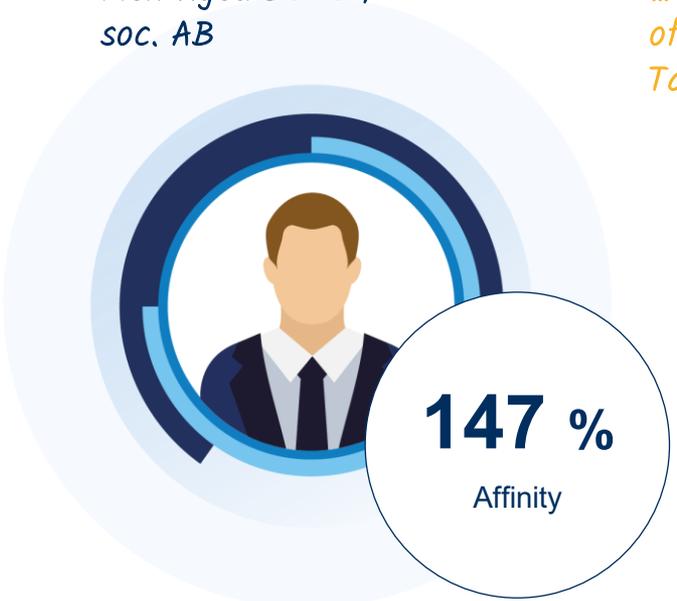
**Grand Slam and Grand Tour Are
Popular Among Younger Men
With Higher Incomes**

Men Aged 25-34
soc. AB



174 %
Affinity

Men Aged 35-54
soc. AB



147 %
Affinity

*... and More Affinities
of Other Attractive
Target Groups of Viewers*



**We Are Increasing Our
List Prices by 10 %**

GRP Advertising

Product	Number of TV Channels	TV Channel	TG	CPP
Individual Sale	1	1 measured TV channel of atkids	4–14	22 100
Individual Sale	1	1 measured TV channel of atadults	18–69	29 800
atkids	1	Disney Channel	4–14	21 900
atchoice	8 (MIN) out of 20	AXN, AXN Black, AXN White, CANAL+ Action, CS Film, CS History, CS Mystery, Discovery Channel, Eurosport 1, FilmBox, FilmBox Stars, JOJ Cinema, JOJ Family, JOJ Svět*, National Geographic, REBEL, RELAX, SPORTY TV, TLC, Warner TV	18–69	27 900
atadults	20	AXN, AXN Black, AXN White, CANAL+ Action, CS Film, CS History, CS Mystery, Discovery Channel, Eurosport 1, FilmBox, FilmBox Stars, JOJ Cinema, JOJ Family, JOJ Svět*, National Geographic, REBEL, RELAX, SPORTY TV, TLC, Warner TV	18–69	24 400
atmax	21	AXN, AXN Black, AXN White, CANAL+ Action, CS Film, CS History, CS Mystery, Discovery Channel, Disney Channel, Eurosport 1, FilmBox, FilmBox Stars, JOJ Cinema, JOJ Family, JOJ Svět*, National Geographic, REBEL, RELAX, SPORTY TV, TLC, Warner TV	18–69	23 300

* The date for adding JOJ Svět to Atmedia's portfolio will be specified.

Shown prices are in CZK and are VAT exclusive.

The respective seasonal and footage coefficients are an integral part of the price calculation.

Atmedia reserves the right to amend the atkids, atadults and atmax sales packages by adding any measured TV channel not yet included within any of the packages.

Atmedia reserves the right to increase the minimum number of TV channels in the atchoice package.

Individual Sale of Spot Advertising & Sponsorship

TV Channel	Spot Sale Price per 1 Spot (30 Seconds)	Sponsorship Price per 1 Sponsorship Message
AXN	5 700	3 000
AXN Black	4 500	2 300
AXN White	4 500	2 300
CANAL+ Action	7 000	-
CS Film	7 000	3 700
CS History	4 500	2 300
CS Mystery	5 700	3 000
Discovery Channel	4 500	-
Disney Channel	12 400	6 500
Eurosport 1	7 000	3 700
FilmBox	8 800	-

TV Channel	Spot Sale Price per 1 Spot (30 Seconds)	Sponsorship Price per 1 Sponsorship Message
FilmBox Stars	5 700	-
JOJ Cinema	5 700	3 000
JOJ Family	14 200	7 800
JOJ Svět*		
National Geographic	5 700	3 000
REBEL	4 500	2 300
RELAX	4 500	2 300
SPORTY TV	4 500	2 300
TLC	4 500	-
Warner TV	7 000	3 700

* The date for adding JOJ Svět to Atmedia's portfolio will be specified.

Shown prices are in CZK and are VAT exclusive.

The respective seasonal and footage coefficients are an integral part of the price calculation.

Price for sports events' partnership is set on an individual basis.

Ad Pricing Coefficients

Seasonal Coefficients

January	February	March	April	May	June	July	August	September	October	November	December (until 24th)	December (from 25th)
0,90	1,25	1,35	1,40	1,45	1,45	0,90	1,20	1,55	1,55	1,55	1,50	1,10

Footage Coefficients

10 sec	15 sec	20 sec	25 sec	30 sec	35 sec	40 sec	45 sec	50 sec	55 sec	60 sec
0,50	0,77	0,90	1,10	1,15	1,35	1,55	1,70	1,90	2,10	2,30

Tandem Spots

In case of using the so-called tandem spots, there will be applied a coefficient equal to the sum of coefficients of the respective spot lengths that will be used (eq. 30 sec + 10 sec: 1,00 + 0,50 = 1,50).

Additional Charges, Discounts and Other Booking Terms & Conditions

Additional Charges

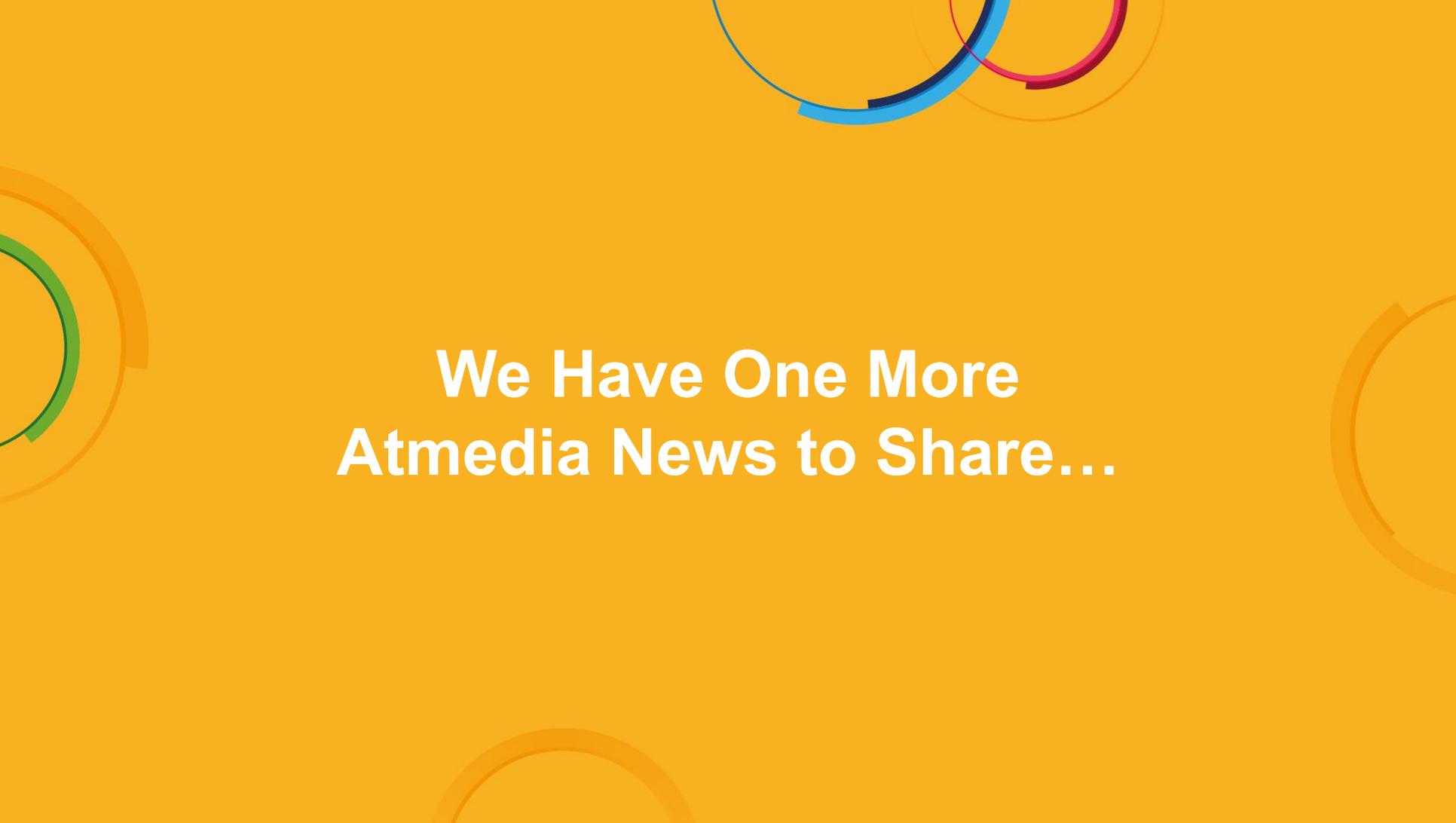
- > Requested position: **10%**
- > Second and any other product in the spot (up to 20% of the spot): **5%**
- > A one-off fee of **1 500,- CZK** per each campaign, in case client requires time-spacing between individual spots.

Discounts

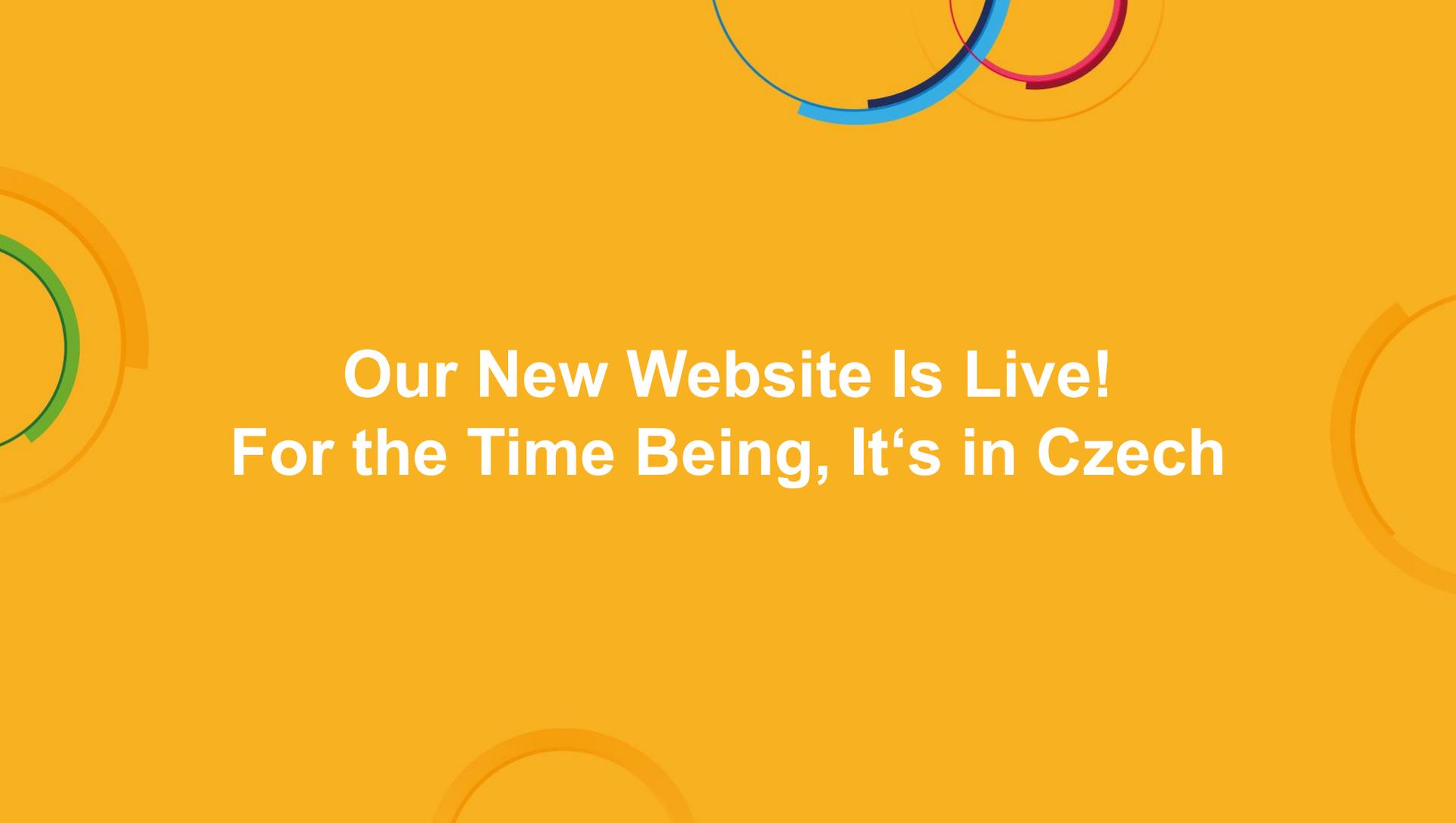
- > New client with a one year contract: **15% discount**

Terms & Conditions for Booking Short-Term Campaigns

- > An order for a TV campaign lasting 1–4 days will be considered properly fulfilled after the broadcast plan is aired and will be invoiced based on the actual GRPs received.
- > An order for a TV campaign up to 10 GRPs will be invoiced based on the actual GRPs received, up to a maximum of 110% of the order.

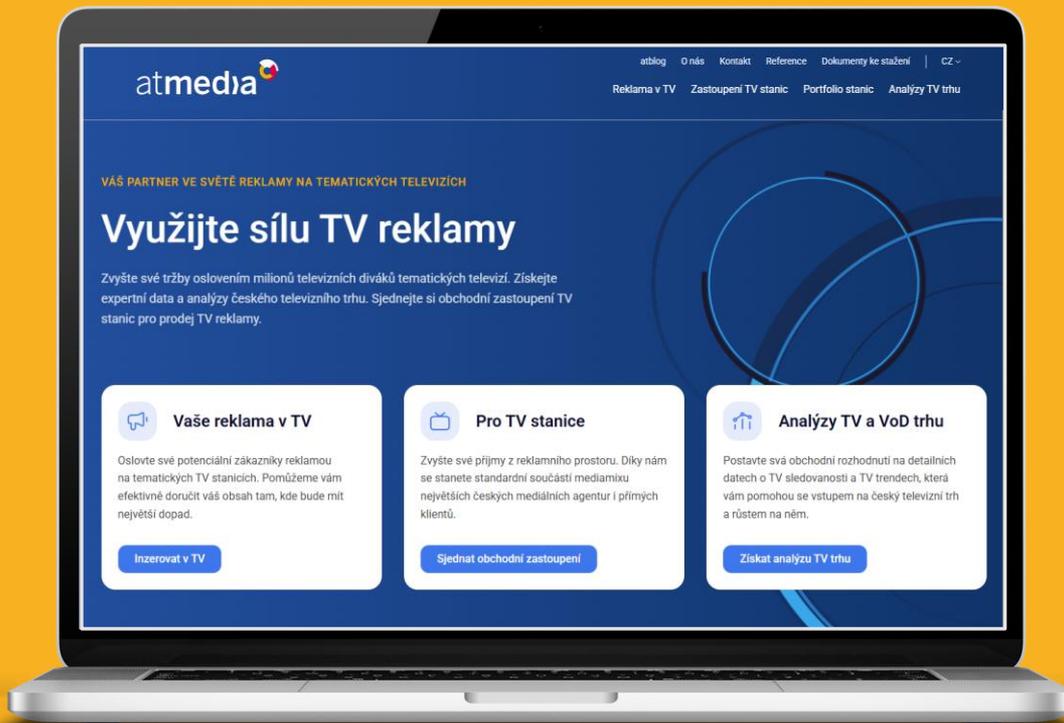
The background is a solid orange color. It features several decorative elements: a large orange circle in the top right corner with a blue arc and a pink arc overlapping it; a large orange circle in the bottom right corner; a large orange circle in the bottom center; and a large orange circle on the left side with a green arc overlapping it.

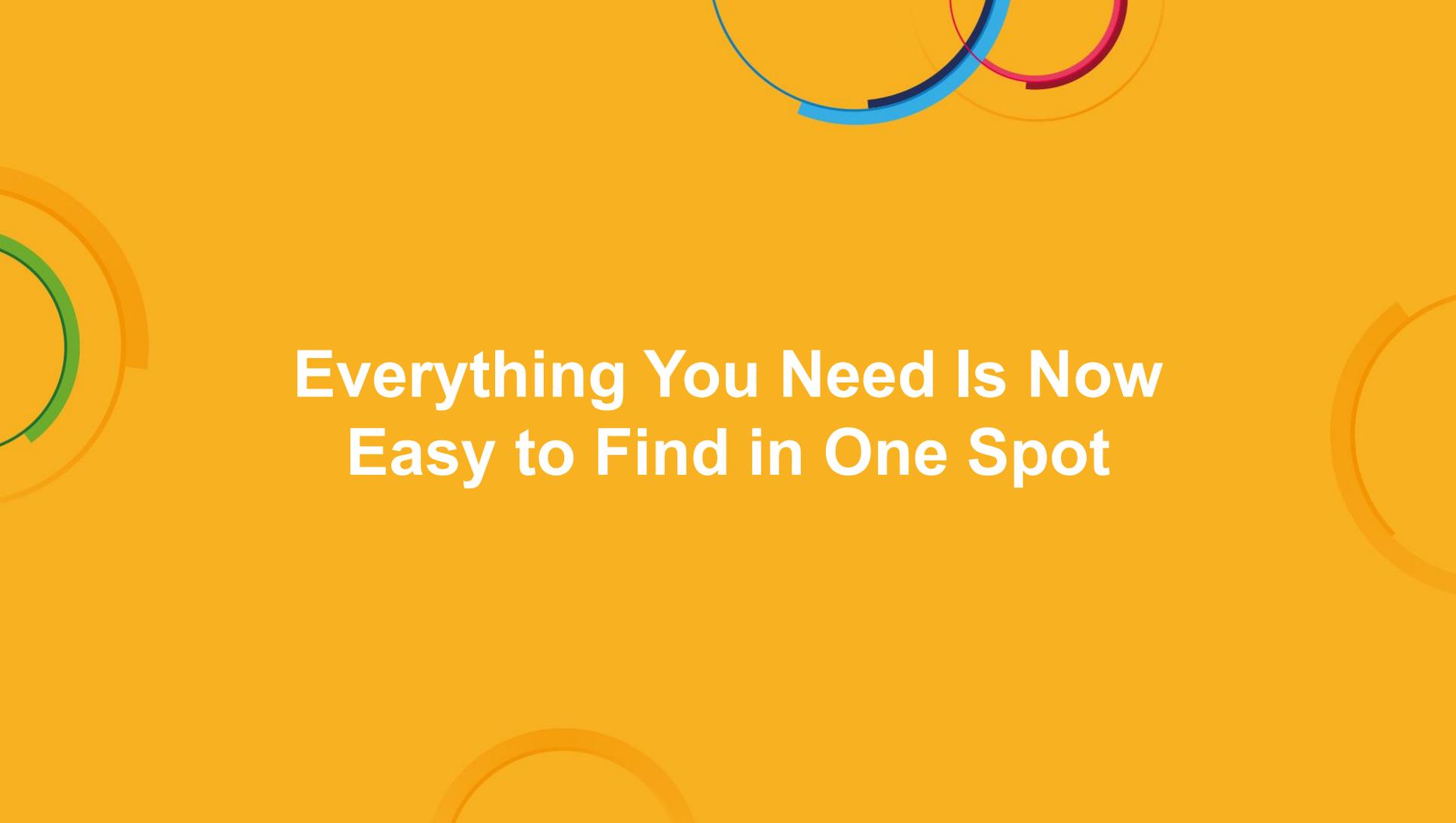
**We Have One More
Atmedia News to Share...**

The background is a solid orange color. It features several decorative elements: a large orange circle on the left side, a large orange circle on the right side, and a large orange circle at the bottom center. Additionally, there are several overlapping arcs in various colors (blue, green, pink, yellow) scattered across the top and left areas.

Our New Website Is Live!
For the Time Being, It's in Czech

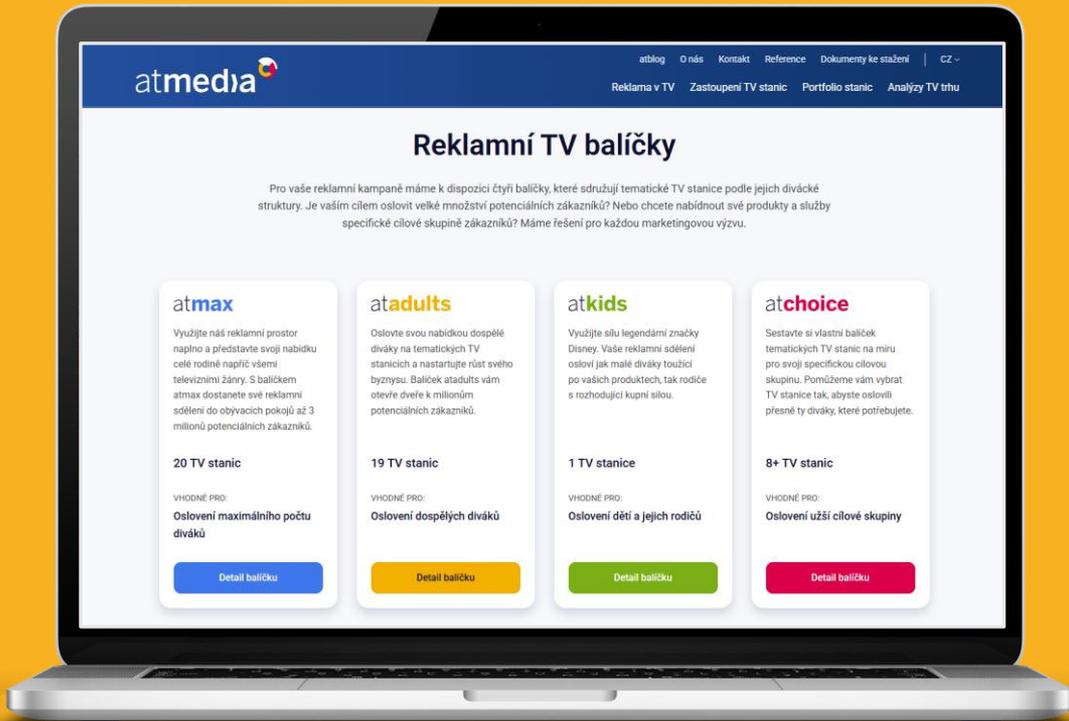
Visit
www.atmedia.cz



The background is a solid orange color. It features several decorative elements: a large orange circle on the left side, a large orange circle on the right side, and a large orange circle at the bottom center. In the top right corner, there are three overlapping arcs in blue, purple, and orange. In the top left corner, there are two overlapping arcs in green and orange.

**Everything You Need Is Now
Easy to Find in One Spot**

Commercial Packages and Other Advertising Options



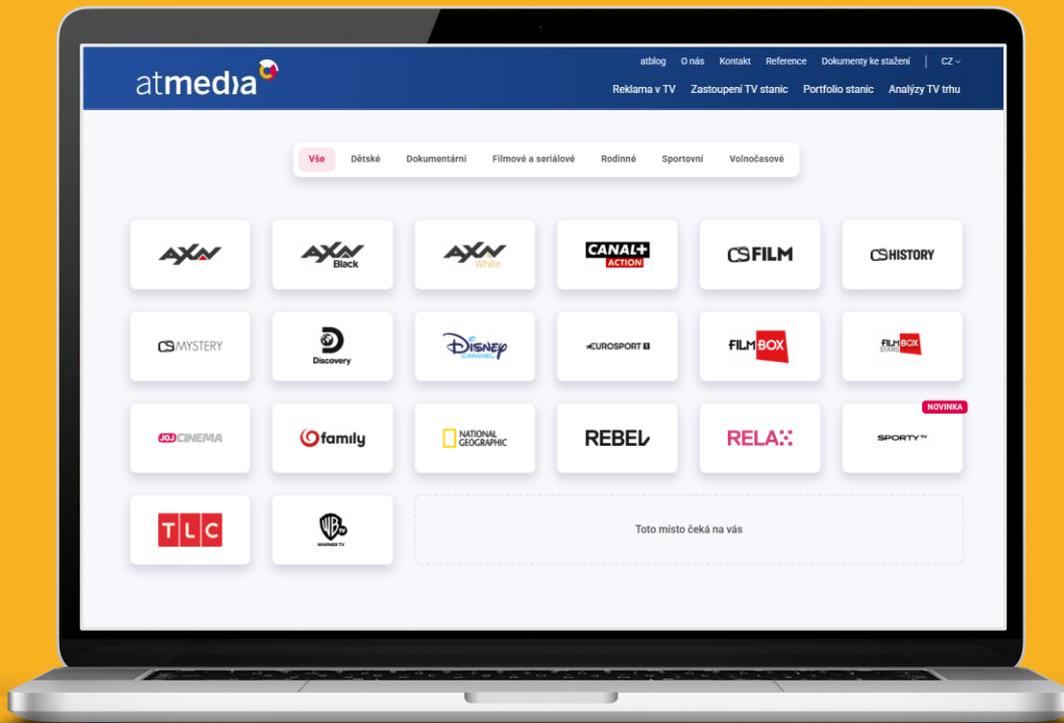
The screenshot shows the 'atmedia' website with a navigation bar at the top containing links for 'atblog', 'O nás', 'Kontakt', 'Reference', 'Dokumenty ke stažení', and 'CZ'. Below the navigation bar, the main heading is 'Reklamní TV balíčky'. A sub-heading explains that there are four packages available, each targeting a different demographic group. The packages are presented in four columns, each with a logo, a description, the number of TV stations, a target audience, and a 'Detail balíčku' button.

Package Name	Description	Number of TV Stations	Target Audience
atmax	Využijte náš reklamní prostor naplno a představte svoji nabídku celé rodině napříč všemi televizními žánry. S balíčkem atmax dostanete své reklamní sdělení do obyvatelských pokojů až 3 milionů potenciálních zákazníků.	20 TV stanic	Oslovení maximálního počtu diváků
atadults	Oslovte svou nabídkou dospělé diváky na tematických TV stanicích a nastartujte růst svého byznysu. Balíček atadults vám otevře dveře k milionům potenciálních zákazníků.	19 TV stanic	Oslovení dospělých diváků
atkids	Využijte sílu legendární značky Disney. Vaše reklamní sdělení osloví jak malé diváčky toužící po vašich produktech, tak rodiče s rozhodující kupní silou.	1 TV stanice	Oslovení dětí a jejich rodičů
atchoice	Sestavte si vlastní balíček tematických TV stanic na míru pro svoji specifickou cílovou skupinu. Pomůžeme vám vybrat TV stanice tak, abyste oslovili přesně ty diváčky, které potřebujete.	8+ TV stanice	Oslovení užší cílové skupiny

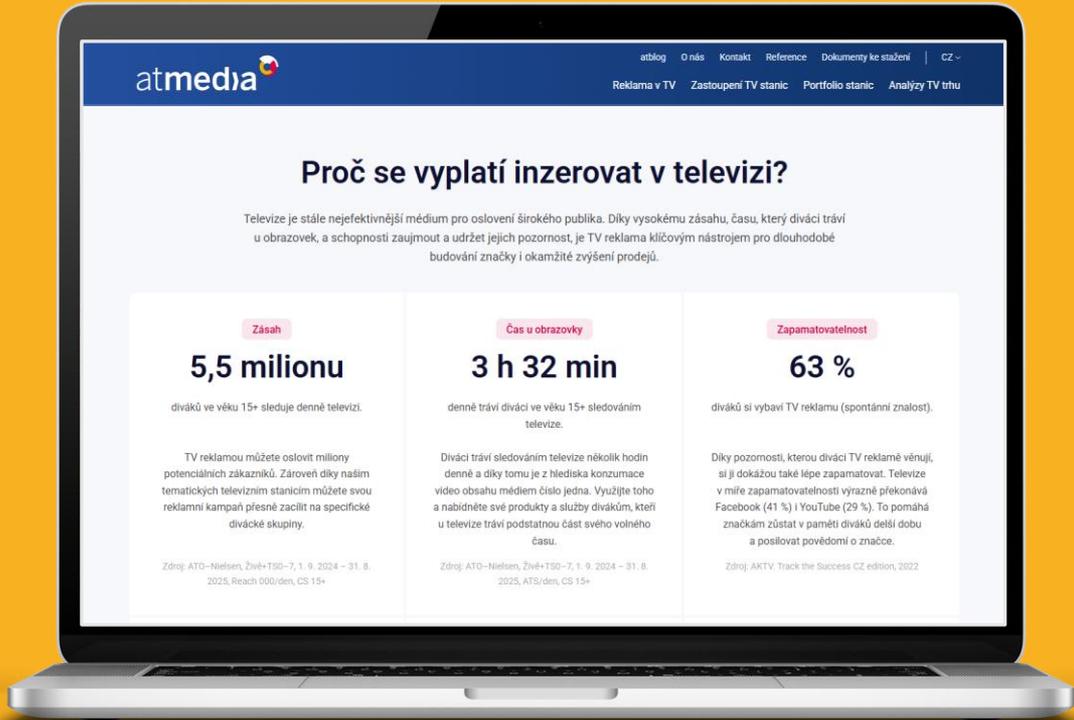
*Sports Events
on Eurosport 1*



*Our Portfolio of
Thematic TV Channels*



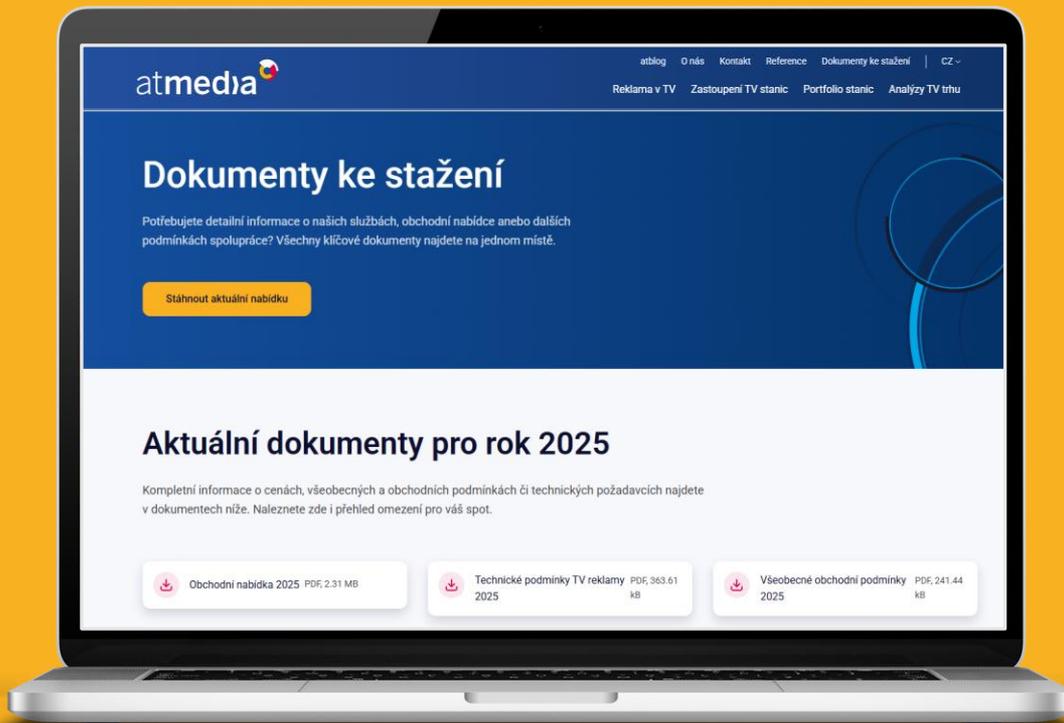
*Why Advertise (Not Only)
on Thematic TV Channels*



Atmedia Index: Pay-TV & VOD Services



*All Documents
in One Place*



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**We Regularly Carry Out
Our Own Research Study
on Pay-TV and VOD Services**

atmedia index

powered by atmedia

*Get in Touch With Us & Get
Your Own Atmedia Index!*

52 %

of Czechs Aged 15–69
Used Paid VOD Services
in H1 2025

NETFLIX

HBOMAX

prima+

oneplay

Disney+

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**We Publish Interviews
With TV Market Experts**

► expert talks

powered by **atmedia**

Check Out Our Interviews
on [vimeo!](#)



Marcel Procházka
České Radiokomunikace



Jamie Cooke
Warner Bros. Discovery



Wojciech Kowalczyk
TVP

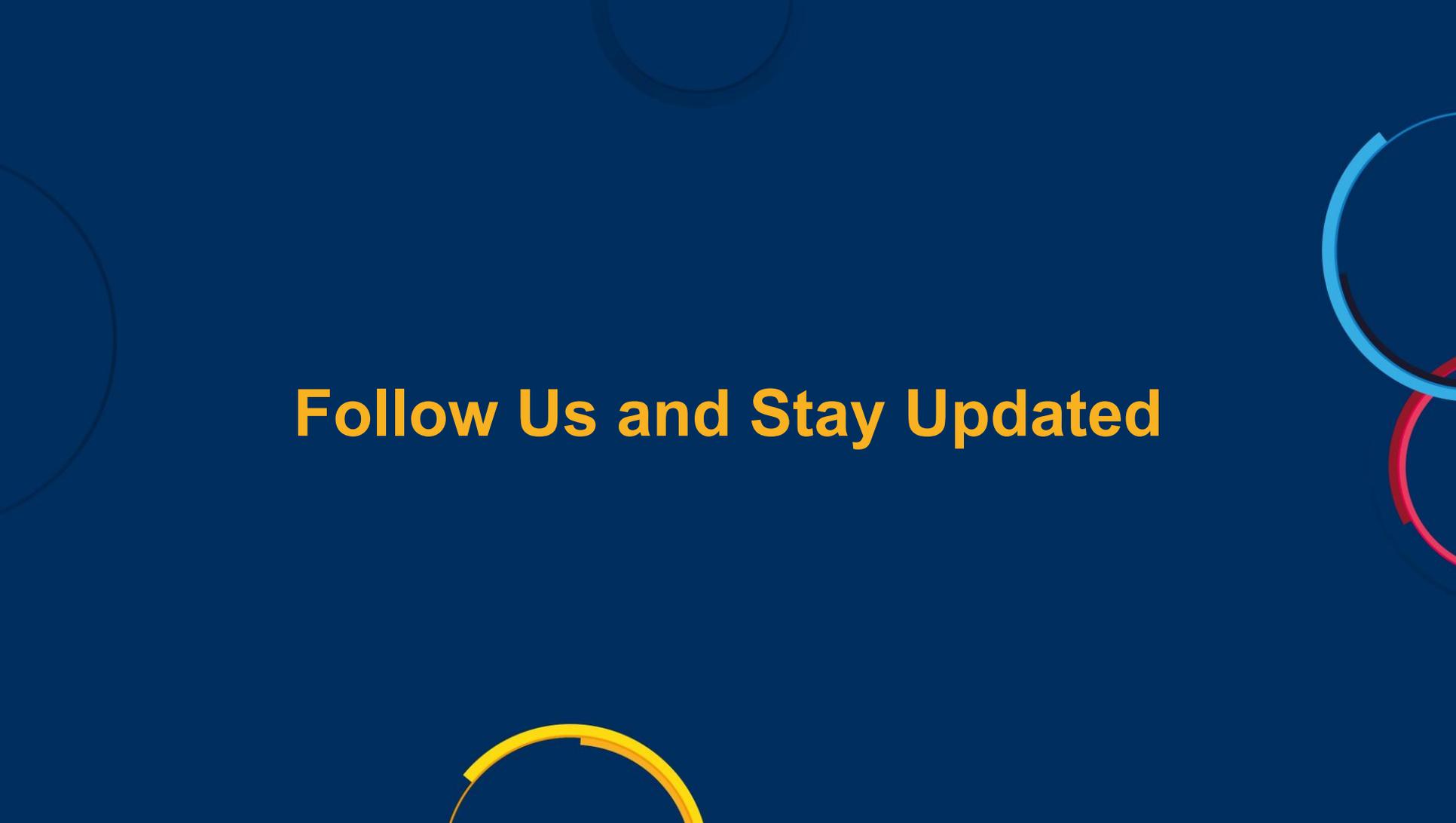


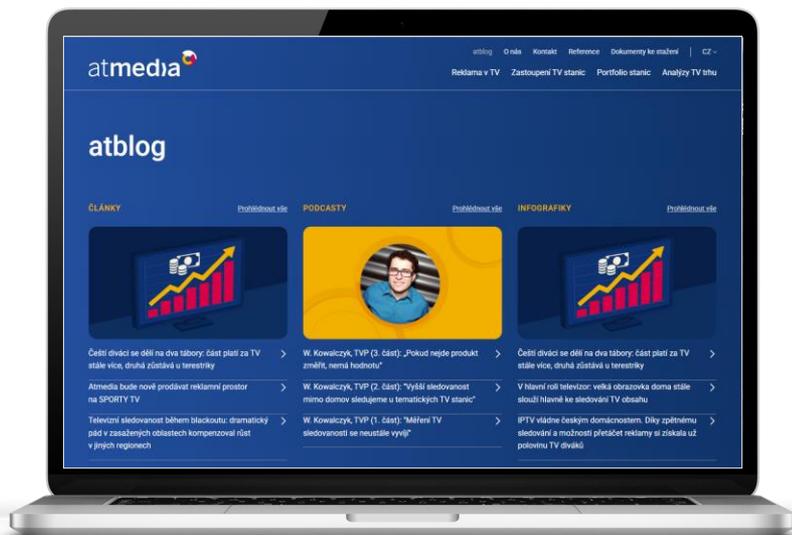
**We Are Happy That You Work
With Us and Also Take Part
in Our Competitions**

*Remember the
atmedia CUP 2025*



Follow Us and Stay Updated

The image features a solid dark blue background. In the center, the text "Follow Us and Stay Updated" is written in a bold, yellow, sans-serif font. Surrounding the text are several decorative circular elements: a thin yellow arc at the bottom center, a thin light blue arc at the top center, and a cluster of overlapping light blue and red arcs on the right side. There are also faint, larger circular outlines in the corners.



[Atmedia Czech s.r.o.](#)



[atmediaczech](#)



[expert talks](#)



[www.atmedia.cz/atblog](#)

In 2026, We Will Continue to Be

**Your Partner
in the World of Advertising
on Thematic TV Channels**