

atmedia

SALES POLICY

2027

Media Service Proven Over 18 Racing Seasons



Long-standing Experience

We have been racing on the Czech TV market for 18 years. We know its pace and understand what it takes to keep your campaign moving smoothly from the starting line.



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We have been racing on the Czech TV market for 18 years. We know its pace and understand what it takes to keep your campaign moving smoothly from the starting line.

Speed and Reliability

We are always available, respond quickly, keep track of deadlines and help prevent issues before they slow your campaign down. So you can leave your campaigns in our hands and focus on what matters.



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One Team, Zero Worries

All 22 thematic TV channels are under one roof, managed as one media portfolio, with one service and one experienced team.

Our Racing Field Just Got a Little More Diverse



Entertainment for the Whole Family

Viewer 35–59
Affinity 113%

FILMBOX+ comedy



Source: ATO, L+TS0–3 BS, 1–21 October 2026, Affinity, TG 35–59, to TG 19–69, calculated on 22 October 2026

Powerful Real-Life Stories

Woman 25–54
Affinity 101%

FILMBOX+ emotion



Source: ATO, L+TS0–3 BS, 1–21 October 2026, Affinity, TG W 25–54, to TG 19–69, calculated on 22 October 2026

Iconic Movies Across Genres

Viewer 35–54
Affinity 129%

FILMBOX+ hits



Source: ATO, L+TS0–3 BS, 1–21 October 2026, Affinity, TG 35–54, to TG 19–69, calculated on 22 October 2026

Our Stable of Thematic TV Channels Now Includes…



22

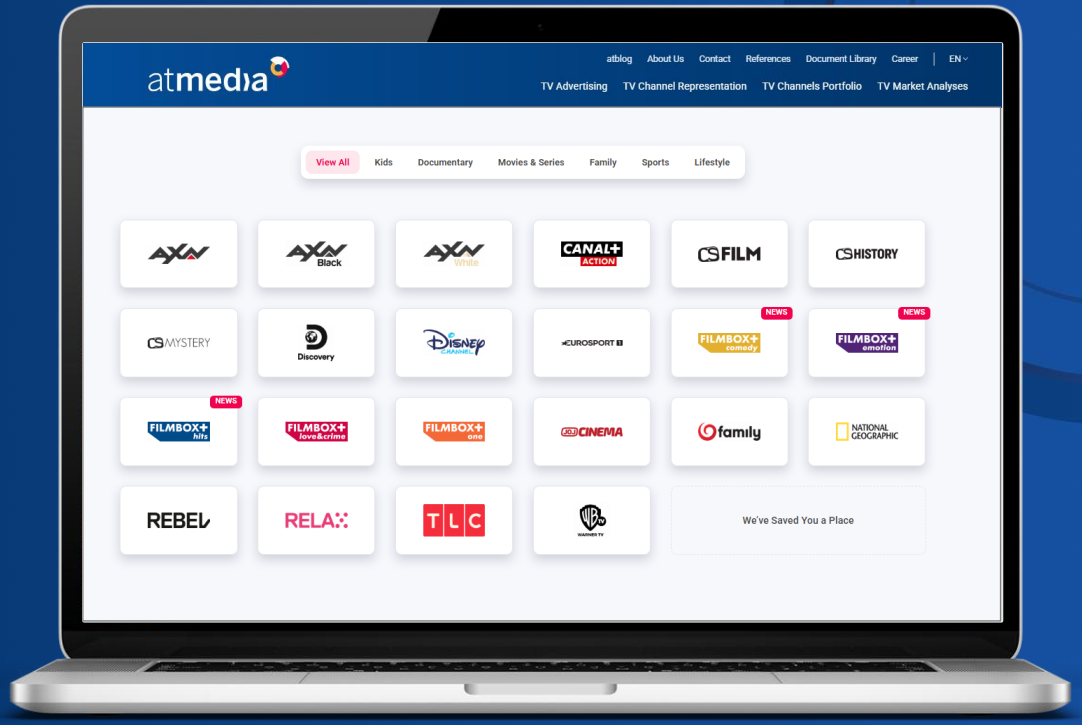
Thematic TV Channels Across
Different Genres in the Atmedia Portfolio


AXN
FILMBOX+ comedy
FILMBOX+ emotion
family
WARNER TV
Disney CHANNEL
TLC
CS HISTORY
FILMBOX+ love&crime
EUROSPORT 1
RELAX
Discovery
CS MYSTERY
FILMBOX+ hits
NATIONAL GEOGRAPHIC
AXN White
JOJ CINEMA
FILMBOX+ one
CS FILM
CANAL+ ACTION
AXN Black
REBEL

Watch Our Latest
Promo Video



More Detailed Information About Each Channel Is Available on Our Website



The Racecourse Is Changing: Targeting Viewers Aged 19–69



+1,3%

Space on the Track
for Your GRPs

Source: ATO, L+TS0–3 BS, Q1–Q3 2026, TRPL 30s of Break, TG 18–69, 19–69, excluding “foreign languages”

We’re Heading Into the 2027 Season with Stable Numbers…



4,0%

Audience Share
in TG 19–69

Source: ATO, L+TS0–3 BS, Q1–Q3 2026, Share, TG 19–69

50%

Average Monthly Reach
in TG 19–69

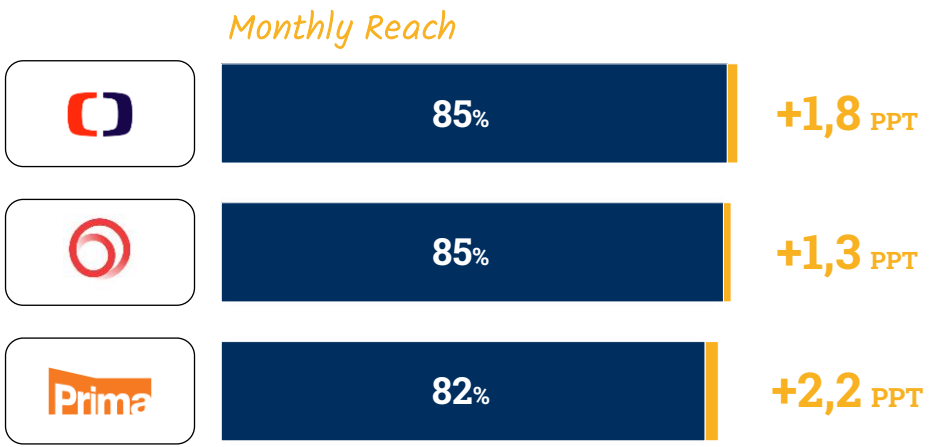
Source: ATO, L+TS0–3 BS, Q1–Q3 2026, Reach, TG 19–69

3 900–5 200

Average Monthly GRP Inventory
in TG 19–69

Source: Atmedia, Q4 2025–Q3 2026, TRPL 30s of Break, TG 19–69

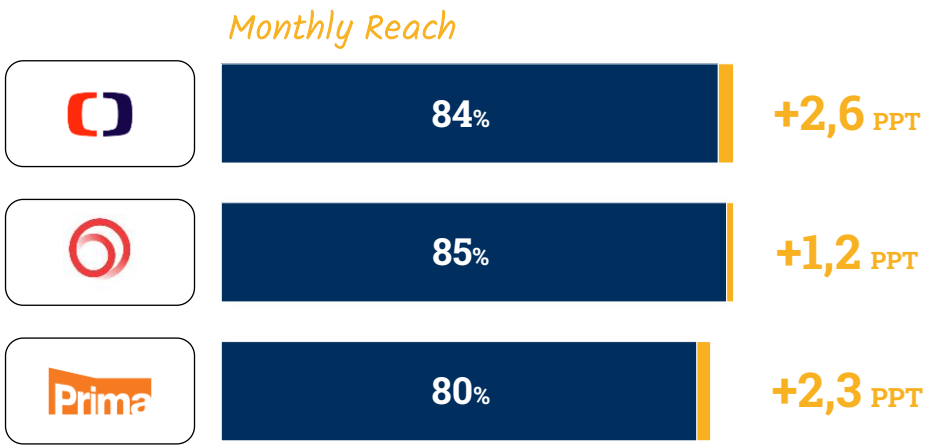
Atmedia Expands Overall Reach Through Unique Viewers

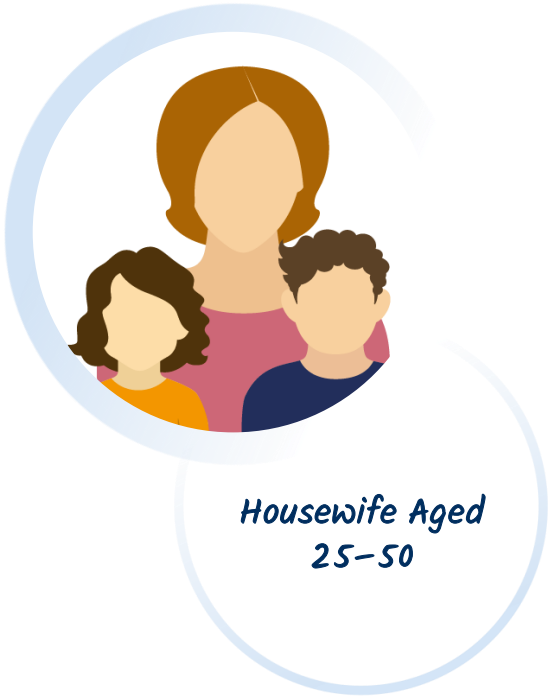




Source: ATO, L+TS0–3 BS, Q4 2025–Q3 2026, Reach, TG 19–69, ČT total vs. ČT total + Atmedia, Nova Group vs. Nova Group + Atmedia, FTV Prima vs. FTV Prima + Atmedia

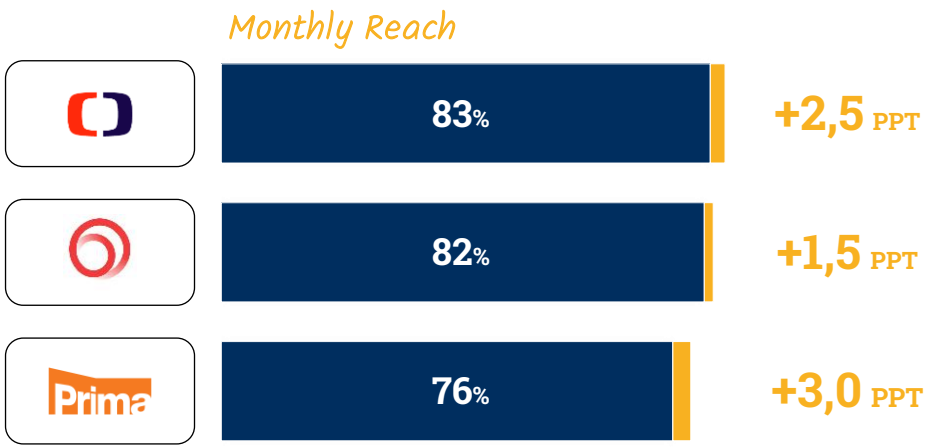
Atmedia Expands Overall Reach Through Unique Viewers





Source: ATO, L+TS0–3 BS, Q4 2025–Q3 2026, Reach, TG HW 25–50, ČT total vs. ČT total + Atmedia, Nova Group vs. Nova Group + Atmedia, FTV Prima vs. FTV Prima + Atmedia

Atmedia Expands Overall Reach Through Unique Viewers





Family with Kids Aged 0–14

Source: ATO, L+TS0–3 BS, Q4 2025–Q3 2026, Reach, TG 19–69 with children aged 0–14, ČT total vs. ČT total + Atmedia, Nova Group vs. Nova Group + Atmedia, FTV Prima vs. FTV Prima + Atmedia

We’re Heading Into the 2027 Season with Four Sales Packages



atmax

Maximise Your Commercial Reach

22
Measured TV Channels

ADVERTISING REACH

2,6 MM
Monthly Reach in TG 19–69



Source: ATO, L+TS0–3 BS, Q4 2025–Q3 2026, Reach 000 (TV campaigns only), TG 19–69, atmax package, excluding "foreign languages"

atadults

Approach Your Adult TV Viewers

21
Measured TV Channels

ADVERTISING REACH

2,5 MM
Monthly Reach in TG 19–69



Source: ATO, L+TS0–3 BS, Q4 2025–Q3 2026, Reach 000 (TV campaigns only), TG 19–69, atadults package, excluding "foreign languages"

atkids

Reach Out to Kids and Their Parents

1
Measured TV Channel

ADVERTISING REACH

58 K
Monthly Reach in TG 4–14



Source: ATO, L+TS0–3 BS, Q4 2025–Q3 2026, Reach 000 (TV campaigns only), TG 4–14, atkids package, excluding "foreign languages"

atchoice

Effectively Address Your Desired Target Group

Men Aged 35–59
soc. ABC



8
Measured TV Channels*

106%
Commercial Affinity

AXN · AXN Black · AXN White · CANAL+ ACTION · CS FILM · CS HISTORY · CS MYSTERY · Discovery · EUROSPORT 1 · FILMBOX+ comedy · FILMBOX+ emotion · FILMBOX+ hits · FILMBOX+ love&crime · FILMBOX+ one · JOJ CINEMA · family · NATIONAL GEOGRAPHIC · REBEL · RELAX · TLC · WARNER TV

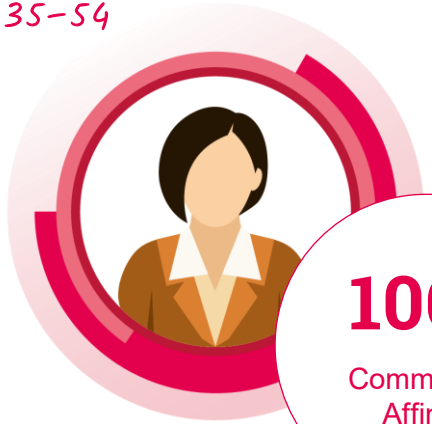
*Source: ATO, L+TS0–3 BS, Q2–Q3 2026, TRPL 30s of Break, M 35–59 Soc. ABC, to TG 19–69, atchoice package (8 TV channels), *min. 8 of 21 measured TV channels, excluding "foreign languages"*

atchoice

Effectively Address Your Desired Target Group

8
Measured TV Channels*

Women Aged 35–54 soc. AB



106%
Commercial Affinity

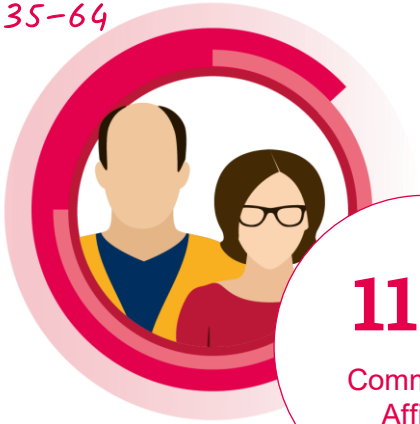
AXN · AXN Black · AXN White · CANAL+ ACTION · CS FILM · CS HISTORY · CS MYSTERY · Discovery · EUROSPORT 1 · FILMBOX+ comedy · FILMBOX+ emotion · FILMBOX+ hits · FILMBOX+ love&crime · FILMBOX+ one · JOJ CINEMA · family · NATIONAL GEOGRAPHIC · REBEL · RELAX · TLC · WARNER TV

*Source: ATO, L+TS0–3 BS, Q2–Q3 2026, TRPL 30s of Break, W 35–54 Soc. AB, to TG 19–69, atchoice package (8 TV channels), *min. 8 of 21 measured TV channels, excluding "foreign languages"*

atchoice

Effectively Address Your Desired Target Group

Viewers Aged 35–64
soc. AB



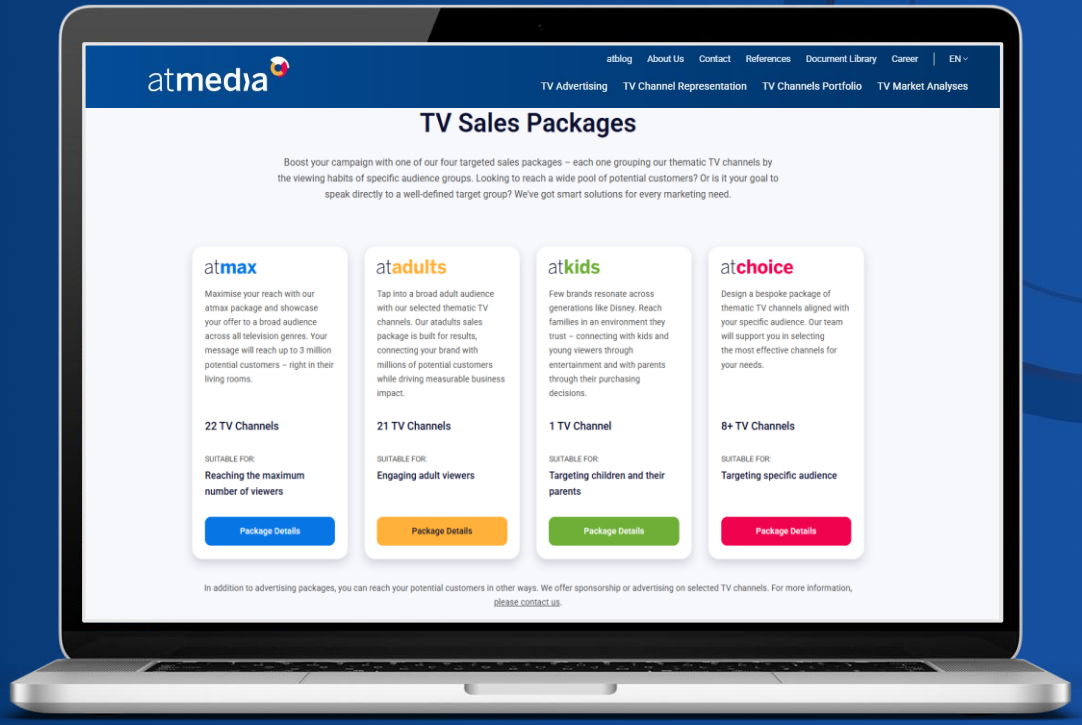
8
Measured
TV Channels*

110%
Commercial
Affinity

AXN · AXN Black · AXN White · CANAL+ ACTION · CS FILM · CS HISTORY · CS MYSTERY · Discovery · EUROSPORT 1 · FILMBOX+ comedy · FILMBOX+ emotion · FILMBOX+ hits · FILMBOX+ love&crime · FILMBOX+ one · JOJ CINEMA · family · NATIONAL GEOGRAPHIC · REBEL · RELAX · TLC · WARNER TV

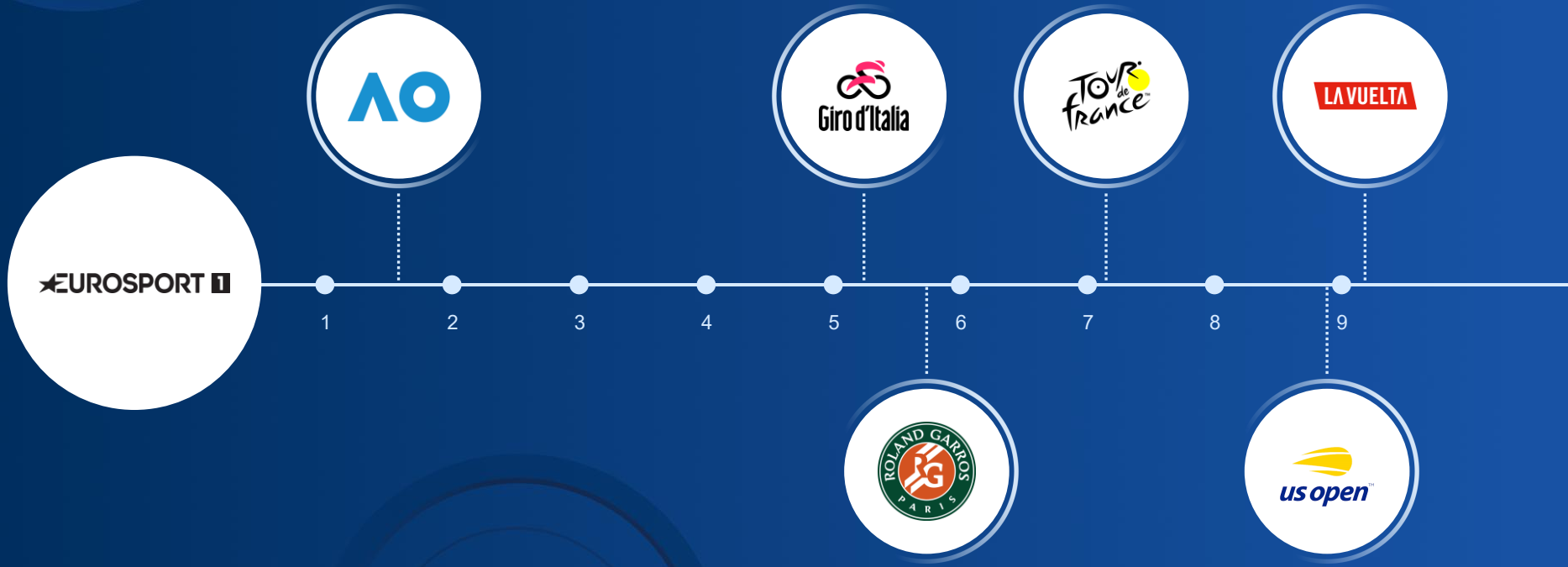
*Source: ATO, L+TS0–3 BS, Q2–Q3 2026, TRPL 30s of Break, 35–64 Soc. AB, to TG 19–69, atchoice package (8 TV channels), *min. 8 of 21 measured TV channels, excluding "foreign languages"*

More About Our Sales Packages on Our Website



The 2027 Season Brings a Packed Line-Up of Sporting Events




EUROSPORT 1
AO
Giro d'Italia
Tour de France
LA VUELTA
ROLAND GARROS PARIS
us open
1
2
3
4
5
6
7
8
9

1,3 MM

Audience Reach in TG 19–69 During the 2026 Winter Olympics

Source: ATO, L+TS0–3 BS, 4–22 February 2026, Reach 000, TG 19–69, Eurosport 1

Grand Slam on

EUROSPORT 1



787

Thousand Viewers
Aged 19–69

Source: ATO, L+TS0–3 BS, 2026, Reach 000, TG 19–69, Eurosport 1, live broadcasts only

Grand Slam on

EUROSPORT 1



117%

Affinity Among Men
Aged 35–54, Soc. AB

Source: ATO, L+TS0–3 BS, 2026, Affinity, M 35–54 Soc. AB, to TG 19–69, Eurosport 1, live broadcasts only

Grand Tour on

EUROSPORT 1



521

Thousand Viewers
Aged 19–69

Source: ATO, L+TS0–3 BS, 2026, Reach 000, TG 19–69, Eurosport 1, live broadcasts only

Grand Tour on

EUROSPORT 1

Giro d'Italia

Tour de France

LA VUELTA



111%

Affinity Among Men
Aged 35–64

Source: ATO, L+TS0–3 BS, 2026, Affinity, M 35–64, to TG 19–69, Eurosport 1, live broadcasts only

More About Advertising Opportunities on Eurosport I on Our Website

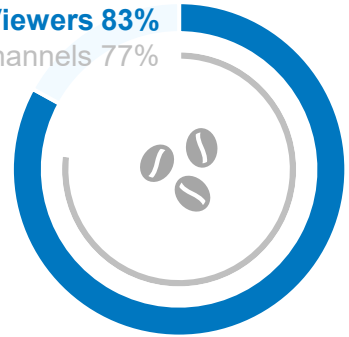


Our Racing Field Reaches Affluent Viewers Who Spend More



Atmedia Viewers 83%

Viewers of Other TV Channels 77%



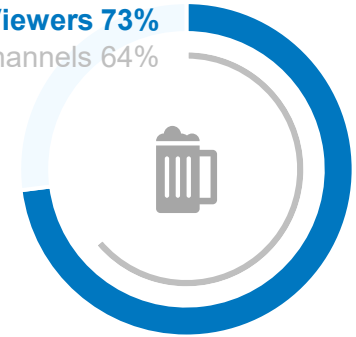
+6 PPT

Drink Coffee

Atmedia Viewers Spend More on Food and Beverages

Atmedia Viewers 73%

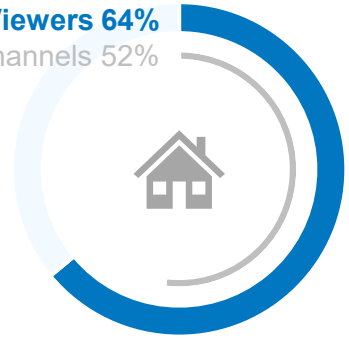
Viewers of Other TV Channels 64%



+9 PPT

Buy Beer

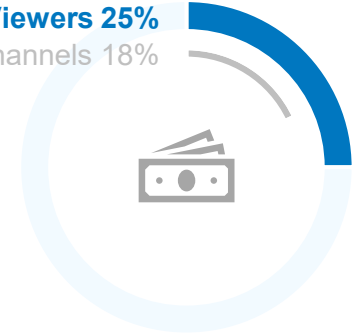
Source: MML–TGI Czech Republic, H1 2026, viewers of Atmedia TV channels, viewers of other TV channels



+12 PPT

Have Home Insurance

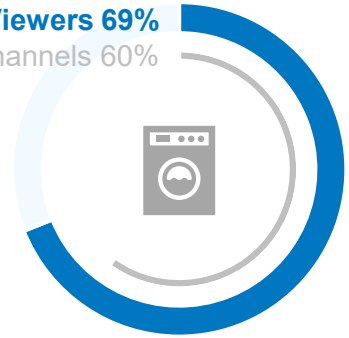
Atmedia Viewers Spend More on Financial Services



+7 PPT

Use Consumer Loans or Instalment Plans

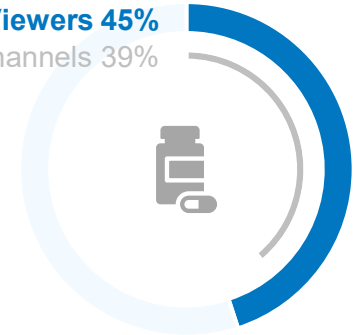
Source: MML–TGI Czech Republic, H1 2026, viewers of Atmedia TV channels, viewers of other TV channels



+9 PPT

Buy Fabric Softeners

Atmedia Viewers Spend More on Drugstore and Pharmacy Products



+6 PPT

Use Cold Medicine

Source: MML–TGI Czech Republic, H1 2026, viewers of Atmedia TV channels, viewers of other TV channels

PRICE LIST & TERMS AND CONDITIONS 2027

GRP Advertising

Product	Number of TV Channels	TV Channel	TG	CPP
Individual Sale	1	measured TV channel of atkids	4–14	24 300
Individual Sale	1	measured TV channel of atadults	19–69	32 700
atkids	1	Disney Channel	4–14	24 100
atchoice	min. 8 out of 21	AXN, AXN Black, AXN White, CANAL+ Action, CS Film, CS History, CS Mystery, Discovery Channel, Eurosport 1, FILMBOX+ Comedy, FILMBOX+ Emotion, FILMBOX+ Hits, FILMBOX+ Love & Crime, FILMBOX+ One, JOJ Cinema, JOJ Family, National Geographic, REBEL, RELAX, TLC, Warner TV	19–69	30 700
atadults	21	AXN, AXN Black, AXN White, CANAL+ Action, CS Film, CS History, CS Mystery, Discovery Channel, Eurosport 1, FILMBOX+ Comedy, FILMBOX+ Emotion, FILMBOX+ Hits, FILMBOX+ Love & Crime, FILMBOX+ One, JOJ Cinema, JOJ Family, National Geographic, REBEL, RELAX, TLC, Warner TV	19–69	26 800
atmax	22	AXN, AXN Black, AXN White, CANAL+ Action, CS Film, CS History, CS Mystery, Discovery Channel, Disney Channel, Eurosport 1, FILMBOX+ Comedy, FILMBOX+ Emotion, FILMBOX+ Hits, FILMBOX+ Love & Crime, FILMBOX+ One, JOJ Cinema, JOJ Family, National Geographic, REBEL, RELAX, TLC, Warner TV	19–69	25 600

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	6 700	3 700
AXN Black	6 000	3 300
AXN White	5 400	3 000
CANAL+ Action	6 200	-
CS Film	7 400	4 100
CS History	5 700	3 100
CS Mystery	7 900	4 300
Discovery Channel	5 400	-
Disney Channel	13 600	7 500
Eurosport 1	7 400	4 100
FILMBOX+ Comedy	5 900	-

TV Channel	Spot Sale Price per 1 Spot (30 Seconds)	Sponsorship Price per 1 Sponsorship Message
FILMBOX+ Emotion	5 900	-
FILMBOX+ Hits	5 900	-
FILMBOX+ Love & Crime	9 500	-
FILMBOX+ One	11 600	-
JOJ Cinema	6 000	3 300
JOJ Family	14 200	7 800
National Geographic	7 800	4 300
REBEL	6 200	3 400
RELAX	5 200	2 900
TLC	5 300	-
Warner TV	8 400	4 600

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 tandem spots, the applied coefficient will equal the sum of the coefficients for the respective spot lengths used (e.g. 30 sec + 10 sec: 1,15 + 0,50 = 1,65).

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: **15% discount** for the first year

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.

We Keep a Close Eye on the Czech TV and VoD Market



atmedia index

powered by atmedia



Get in Touch With Us & Get Your Own Atmedia Index

NETFLIX

HBOmax

prima+

oneplay

Disney+

Find Out More About Our Unique Analysis of the Czech Pay TV and VoD Market on Our Website



expert talks

powered by atmedia

Check Out Our Interviews on vimeo!



Marcel Procházka

České Radiokomunikace



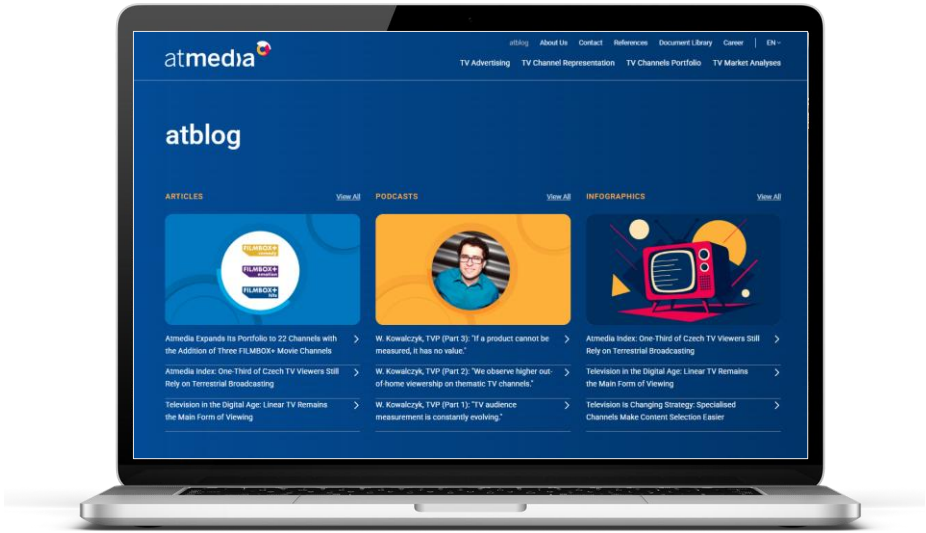
Jamie Cooke

Skydance



Wojciech Kowalczyk

TVP



Atmedia Czech s.r.o.

atmediaczech

expert talks

www.atmedia.cz/en/atblog

Keep Your TV Campaigns on Track and Under Control

22 TV Channels • 3.1 Million Viewers

Ready, Set, Go!



Your Partner in the World of Advertising on Thematic TV Channels



atmedia

www.atmedia.cz/en