

# Television vs. Streaming

## Czechs Turn on TV for Local Content and to Streaming for International Titles

Share of Viewers by Preference for Local/International Content



39% 10% 51%

Local Content

International Content

Local and International Content



15% 38% 47%

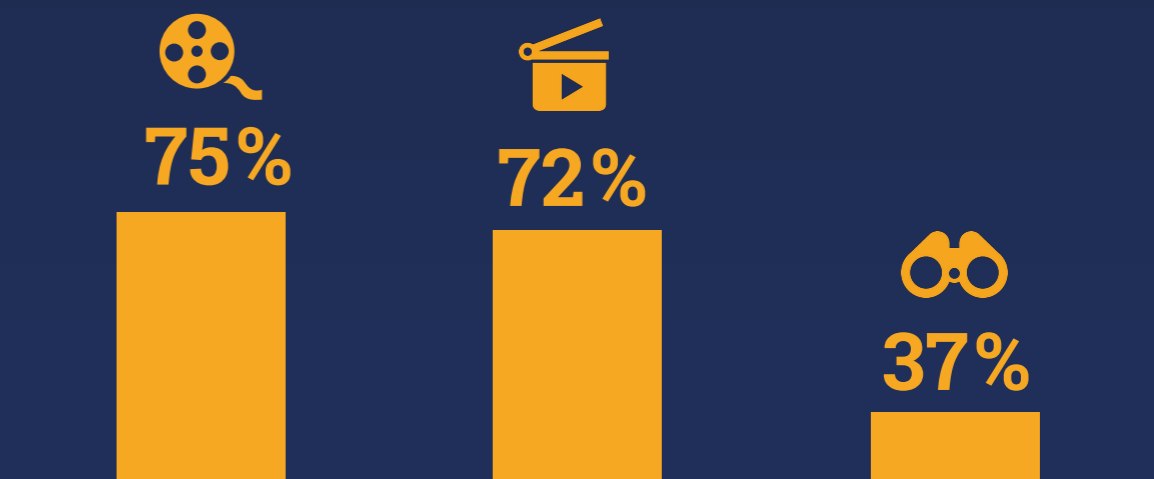
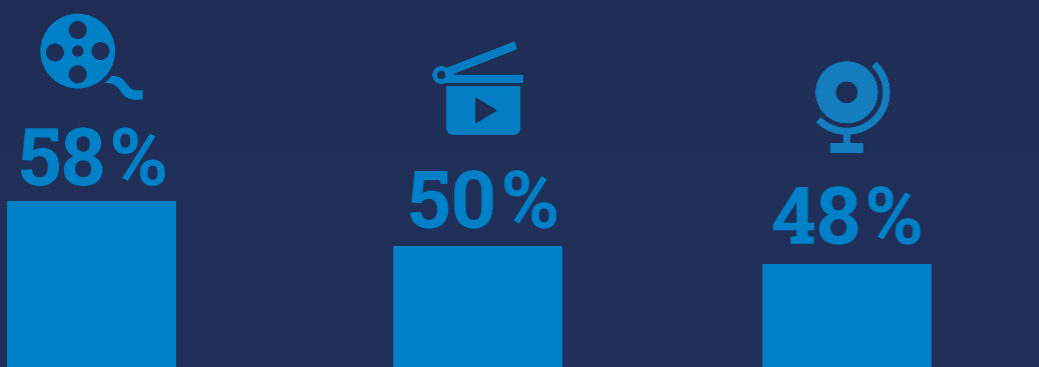
Local Content

International Content

Local and International Content

## TOP Programme Choices Among Viewers

Share of Viewers Watching a Given Programme Type



Movies

Series

Documentaries

News

DATA COLLECTION: ResSOLUTION, 20. 6. – 1. 7. 2025, CAWI; RESPONDENTS: Czech National Panel, 2,002 Respondents, Online Population Aged 15–69