

Television vs. Streaming

Czechs Seek Exclusive Programmes Mainly on Streaming, but Also on TV

Share of Viewers by Preference for Exclusive/Generally Available Content



13% 43% 44%

Exclusive Content

Generally Available Content

Both Equally, or Do Not Consider



25% 30% 45%

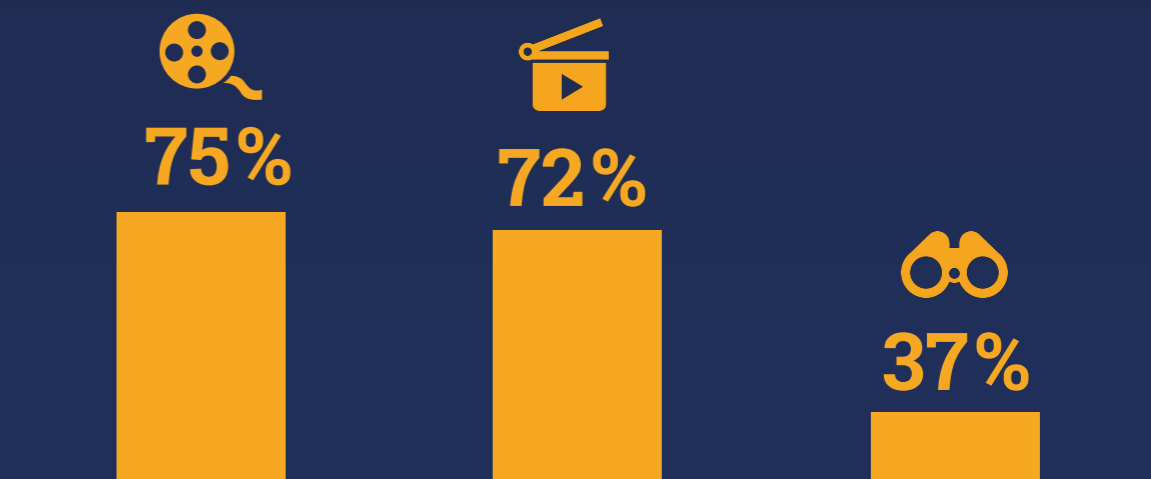
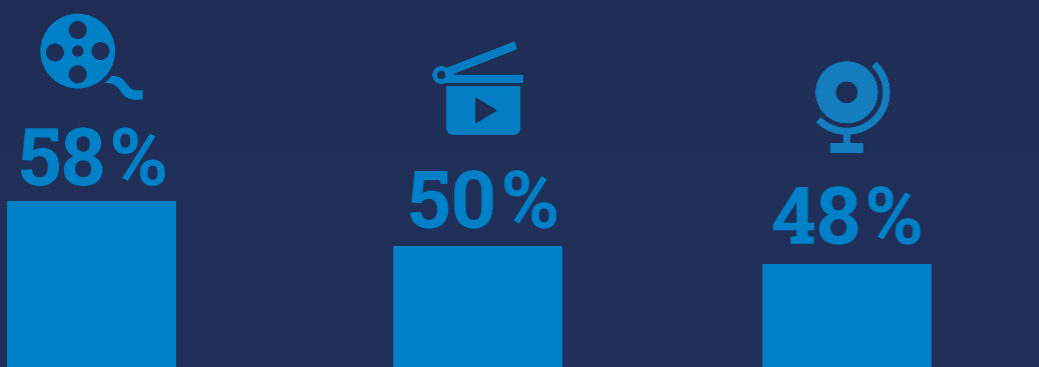
Exclusive Content

Generally Available Content

Both Equally, or Do Not Consider

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