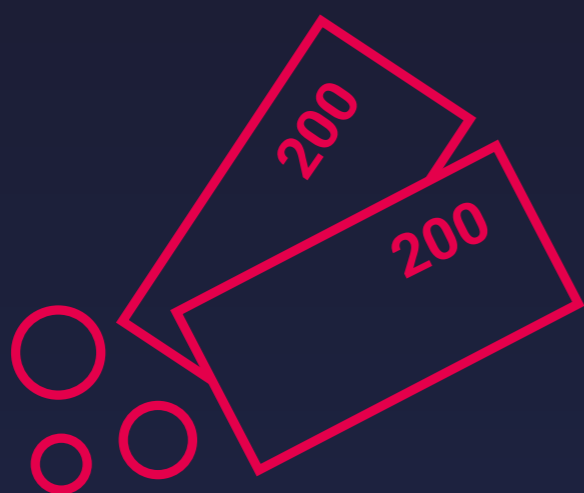




The Average Amount Spent on Pay-TV Increased by 9% Year-on-Year



460 CZK

The Average Monthly Spend on Pay-TV



Why Are Viewers Willing to Pay for TV?

48 %

Want the Option to **REWATCH TV SHOWS** After Their Live Broadcasting

34 %

Want the Option to **WATCH TV CONTENT NOT JUST ON THE TV,** But Across Multiple Devices

32 %

Want the Option to **SKIP COMMERCIALS**

DATA COLLECTION: ResOLUTION, October 2025, January 2026, CAWI
RESPONDENTS: National Sample CZ, 4 052 respondents, Online Population Aged 15-69