

Czech Content Accounts for One-Third of the Programming, but Makes up Nearly Three-Fifths of Total Viewership



57%

Of TV Viewership in 2025 Was Driven by Local Programming ⁽¹⁾

31%

Of Programming Across Measured TV Channels Was Local Content

Local Content Appeals to All Generations ⁽²⁾

15-34 Y/O

50%

35-54 Y/O

55%

55+ Y/O

59%

