

Quantitative impact of the regulation on TV advertising markets in EU Member States, EEA countries, the new Member States and a number of third party countries

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The Czech Republic – Report 3 (16/18)

Stages B and C

V.3.3.

*June 2005*

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## I. About Channels in the Czech Republic

# 1. Types of broadcast 2002 - 2003

TAB1a	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
<b>Channels with a national coverage*</b> *covering at least 80% of the national population	CT 1	Public service	Mainstream	max 1% of total broadcast time, max 6 min per hour in prime time
	CT 2	Public service	Mainstream	max 1% of total broadcast time, max 6 min per hour in prime time
	PRIMA TV	Commercial channel free to air	Mainstream	max 15% of total broadcast time, max 12 min per hour in prime time
	TV NOVA	Commercial channel free to air	Mainstream	max 15% of total broadcast time, max 12 min per hour in prime time
<b>Local* Channels</b> *By "local", we mean channels covering specific regions or provinces of the country	Emurfilm TV	Commercial channel free to air	Information / Business	max 15% of total broadcast time, max 12 min per hour in prime time
	Fatem TV	Commercial channel free to air	Information / Business	max 15% of total broadcast time, max 12 min per hour in prime time
	Galaxie Sport	Commercial channel free to air	Sports	max 15% of total broadcast time, max 12 min per hour in prime time
	Genus TV	Commercial channel free to air	Information / Business	max 15% of total broadcast time, max 12 min per hour in prime time
	Gimi	Commercial channel free to air	Information / Business	max 15% of total broadcast time, max 12 min per hour in prime time
	Ocko	Commercial channel free to air	Entertainment (incl. Modern Music)	max 15% of total broadcast time, max 12 min per hour in prime time
	TV Dakr	Commercial channel free to air	Information / Business	max 15% of total broadcast time, max 12 min per hour in prime time
	TV Lyra	Commercial channel free to air	Information / Business	max 15% of total broadcast time, max 12 min per hour in prime time
	TV Morava	Commercial channel free to air	Information / Business	max 15% of total broadcast time, max 12 min per hour in prime time
	TV Polar	Commercial channel free to air	Information / Business	max 15% of total broadcast time, max 12 min per hour in prime time
	TV Praha	Commercial channel free to air	Mainstream	max 15% of total broadcast time, max 12 min per hour in prime time
	TV Puls	Commercial channel free to air	Information / Business	max 15% of total broadcast time, max 12 min per hour in prime time
	TV Zak	Commercial channel free to air	Information / Business	max 15% of total broadcast time, max 12 min per hour in prime time

# 1. Types of broadcast 2002 - 2003

TAB1b	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
<b>Non-domestic Channels</b> These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	ARD	Public service	Mainstream	
	Markiza	Commercial channel free to air	Mainstream	
	ORF 1	Public service	Mainstream	
	ORF 2	Public service	Mainstream	
	Polsat	Commercial channel free to air	Mainstream	
	Pro 7	Commercial channel free to air	Mainstream	
	RTL	Commercial channel free to air	Mainstream	
	RTL 2	Commercial channel free to air	Mainstream	
	RTL 7	Commercial channel free to air	Mainstream	
	SAT 1	Commercial channel free to air	Mainstream	
	STV 1	Public service	Mainstream	
	STV 2	Public service	Mainstream	
	TVP 1	Commercial channel free to air		
	TVP 2	Commercial channel free to air		
	ZDF	Public service	Mainstream	
<b>International Channels (Worldwide models)</b>	Animal Planet	Commercial channel free to air		
	BBC World	Commercial channel free to air	Mainstream	
	Cartoon Network	Commercial channel free to air	Children	
	CNN	Commercial channel free to air		
	CNN International	Commercial channel free to air	Information / Business	
	Discovery Channel	Commercial channel free to air		
	Euronews	Commercial channel free to air	Information / Business	
	Eurosport	Commercial channel free to air	Sports	
	MCM	Commercial channel free to air		
	MTV	Commercial channel free to air	Entertainment (incl. Modern)	
	Sky News	Commercial channel free to air		
<b>Other Channels</b>	Hallmark	Commercial channel free to air	Mainstream	max 15% of total broadcast time, max 12 min per hour in prime time
	HBO	Pay TV (no advertising)	Fiction	
	Private Gold	Pay TV (no advertising)		
	Spektrum	Commercial channel free to air	Mainstream	max 15% of total broadcast time, max 12 min per hour in prime time
	Supermax	Commercial channel free to air		max 15% of total broadcast time, max 12 min per hour in prime time

# 1. Types of broadcast 2002 - 2003

TAB1c	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
<b>Channels with a national coverage*</b> *covering at least 80% of the national population	CT 1	Analogical	Terrestrial (Hertzian)	
	CT 2	Analogical	Terrestrial (Hertzian)	
	PRIMA TV	Analogical	Terrestrial (Hertzian)	
	TV NOVA	Analogical	Terrestrial (Hertzian)	
<b>Local* Channels</b> *By "local", we mean channels covering specific regions or provinces of the country	Emurfilm TV	Analogical	Terrestrial (Hertzian)	
	Fatem TV	Analogical	Terrestrial (Hertzian)	
	Galaxie Sport	Analogical	TV Cable	
	Genus TV	Analogical	Terrestrial (Hertzian)	
	Gimi	Analogical	Terrestrial (Hertzian)	
	Ocko	Analogical	TV Cable	
	TV Dakr	Analogical	Terrestrial (Hertzian)	
	TV Lyra	Analogical	Terrestrial (Hertzian)	
	TV Morava	Analogical	Terrestrial (Hertzian)	
	TV Polar	Analogical	Terrestrial (Hertzian)	
	TV Praha	Analogical	TV Cable	
	TV Puls	Analogical	Terrestrial (Hertzian)	
	TV Zak	Analogical	Terrestrial (Hertzian)	

# 1. Types of broadcast 2002 - 2003

TAB1d	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
<b>Non-domestic Channels</b> These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	ARD	Analogical	Terrestrial (Hertzian)	
	Markiza	Analogical	Terrestrial (Hertzian)	
	ORF 1	Analogical	Terrestrial (Hertzian)	
	ORF 2	Analogical	Terrestrial (Hertzian)	
	Polsat	Analogical	Terrestrial (Hertzian)	
	Pro 7	Analogical	Terrestrial (Hertzian)	
	RTL	Analogical	Terrestrial (Hertzian)	
	RTL 2	Analogical	Terrestrial (Hertzian)	
	RTL 7	Analogical	Terrestrial (Hertzian)	
	SAT 1	Analogical	Terrestrial (Hertzian)	
	STV 1	Analogical	Terrestrial (Hertzian)	
	STV 2	Analogical	Terrestrial (Hertzian)	
	TVP 1	Analogical	Terrestrial (Hertzian)	
	TVP 2	Analogical	Terrestrial (Hertzian)	
<b>International Channels</b> (Worldwide models)	ZDF	Analogical	Terrestrial (Hertzian)	
	Animal Planet	Analogical	TV Cable	
	BBC World	Analogical	TV Cable	
	Cartoon Network	Analogical	TV Cable	
	CNN	Analogical	TV Cable	
	CNN International	Analogical	TV Cable	
	Discovery Channel	Analogical	TV Cable	
	Euronews	Analogical	TV Cable	
	Eurosport	Analogical	TV Cable	
	MCM	Analogical	TV Cable	
	MTV	Analogical	TV Cable	
	Sky News	Analogical	TV Cable	
<b>Other Channels</b>	Hallmark	Analogical	TV Cable	
	HBO	Analogical	TV Cable	
	Private Gold	Analogical	TV Cable	Adult TV
	Spektrum	Analogical	TV Cable	
	Supermax	Analogical	TV Cable	

## Comments about IDTV

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- IDTV will probably appear on the market by 2007. There is no legal environment for this yet. Trends in the Czech Republic are likely to follow trends in those countries where IDTV has been developed before.



## 2. TV day parts definitions in the Czech Republic:

**TAB2a**

	Main dayparts	Aged 15+	
		Average audience* TOTAL TV (rat%) Adults in 2002	Average audience* TOTAL TV (rat%) Adults in 2003
All Day (depending on daily programmes)	02h00-26h00	15,6	14,9
Morning	07h00-10h00	6,3	6,2
Day Time	10h00-16h00	13,3	12,8
Pre-Prime Time	16h00-19h00	23,5	22,4
Prime Time	19h00 - 22h00	45,5	43,2
Night Time	22h00-26h00	15,4	14,6
<i>Universes :</i>		8.449.865	8.453.632
<i>Sources :</i>		ATO - Mediaresearch	ATO - Mediaresearch

**TAB2b**

	Main dayparts	Aged 4-14	
		Average audience* TOTAL TV (rat%) Kids in 2002	Average audience* TOTAL TV (rat%) Kids in 2003
All Day (depending on daily programmes)	02h00-26h00	9,4	9,2
Morning	07h00-10h00	11,1	11,1
Day Time	10h00-16h00	10,6	10,6
Pre-Prime Time	16h00-19h00	14,9	15,4
Prime Time	19h00 - 22h00	23,0	21,4
Night Time	22h00-26h00	2,8	2,3
<i>Universes :</i>		1.281.229	1.280.453
<i>Sources :</i>		ATO - Mediaresearch	ATO - Mediaresearch

\* Rating (%) is the audience variable which defines the average number or percentage of people (belonging to a particular target group, e.g. adults or kids) that watch a selection of channels (or television in general) during a specific time period - see methodological report.

### 3. Audience Share\* - All Day

\* If total TV gathers 100 ind., share of each channel in total TV audience

**TAB3a**

	Names	Aged 15+		Aged 4-14	
		2002	2003	2002	2003
<b>Average Audience (Rat%) - see above</b>	<b>Total TV</b>	<b>15,6</b>	<b>14,9</b>	<b>9,4</b>	<b>9,2</b>
Channels with a national coverage	<b>CT 1</b>	21,3	22,1	23,4	24,7
	<b>CT 2</b>	8,7	7,6	5,8	5,9
	<b>PRIMA TV</b>	20,3	20,6	14,5	14,9
	<b>TV NOVA</b>	44,2	43,4	46,8	43,6
Local Channels	Emurfilm TV	-	-	-	-
	Fatem TV	-	-	-	-
	Galaxie Sport	-	-	-	-
	Genus TV	-	-	-	-
	Gimi	-	-	-	-
	Ocko	-	-	-	-
	TV Dakr	-	-	-	-
	TV Lyra	-	-	-	-
	TV Morava	-	-	-	-
	TV Polar	-	-	-	-
	TV Praha	-	-	-	-
	TV Puls	-	-	-	-
	TV Zak	-	-	-	-
Non-domestic Channels	ARD	-	-	-	-
	Markiza	-	-	-	-
	ORF 1	-	-	-	-
	ORF 2	-	-	-	-
	Polsat	-	-	-	-
	Pro 7	-	-	-	-
	RTL	-	-	-	-
	RTL 2	-	-	-	-
	RTL 7	-	-	-	-
	SAT 1	-	-	-	-
	STV 1	-	-	-	-
	STV 2	-	-	-	-
	TVP 1	-	-	-	-
TVP 2	-	-	-	-	
ZDF	-	-	-	-	
International Channels (Worldwide models)	Animal Planet	-	-	-	-
	BBC World	-	-	-	-
	Cartoon Network	-	-	-	-
	CNN	-	-	-	-
	CNN International	-	-	-	-
	Discovery Channel	-	-	-	-
	Euronews	-	-	-	-
	Eurosport	-	-	-	-
	MCM	-	-	-	-
	MTV	-	-	-	-
Sky News	-	-	-	-	
Other Channels	Hallmark	-	-	-	-
	HBO	-	-	-	-
	Private Gold	-	-	-	-
	Spektrum	-	-	-	-
	Supermax	-	-	-	-
<b>TOTAL</b>		<b>94,5</b>	<b>93,6</b>	<b>90,4</b>	<b>89,0</b>

### 3. Audience Share\* - Prime Time

\* If total TV gathers 100 ind., share of each channel in total TV audience

**TAB3b**

	Names	Aged 15+		Aged 4-14	
		2002	2003	2002	2003
<b>Average Audience (Rat%) - see above</b>	<b>Total TV</b>	<b>45,5</b>	<b>43,2</b>	<b>23</b>	<b>21,4</b>
Channels with a national coverage	<b>CT 1</b>	22,9	25,6	23,9	28,5
	<b>CT 2</b>	6,4	5,8	4,7	4,6
	<b>PRIMA TV</b>	19,0	19,3	17,4	17,5
	<b>TV NOVA</b>	48,2	45,1	48,6	43,3
Local Channels	Emurfilm TV	-	-	-	-
	Fatem TV	-	-	-	-
	Galaxie Sport	-	-	-	-
	Genus TV	-	-	-	-
	Gimi	-	-	-	-
	Ocko	-	-	-	-
	TV Dakr	-	-	-	-
	TV Lyra	-	-	-	-
	TV Morava	-	-	-	-
	TV Polar	-	-	-	-
	TV Praha	-	-	-	-
	TV Puls	-	-	-	-
	TV Zak	-	-	-	-
Non-domestic Channels	ARD	-	-	-	-
	Markíza	-	-	-	-
	ORF 1	-	-	-	-
	ORF 2	-	-	-	-
	Polsat	-	-	-	-
	Pro 7	-	-	-	-
	RTL	-	-	-	-
	RTL 2	-	-	-	-
	RTL 7	-	-	-	-
	SAT 1	-	-	-	-
	STV 1	-	-	-	-
	STV 2	-	-	-	-
	TVP 1	-	-	-	-
TVP 2	-	-	-	-	
ZDF	-	-	-	-	
International Channels (Worldwide models)	Animal Planet	-	-	-	-
	BBC World	-	-	-	-
	Cartoon Network	-	-	-	-
	CNN	-	-	-	-
	CNN International	-	-	-	-
	Discovery Channel	-	-	-	-
	Euronews	-	-	-	-
	Eurosport	-	-	-	-
	MCM	-	-	-	-
	MTV	-	-	-	-
Sky News	-	-	-	-	
Other Channels	Hallmark	-	-	-	-
	HBO	-	-	-	-
	Private Gold	-	-	-	-
	Spektrum	-	-	-	-
	Supermax	-	-	-	-
<b>TOTAL</b>		<b>96,4</b>	<b>95,8</b>	<b>94,6</b>	<b>93,9</b>

## Comments about Audience Share

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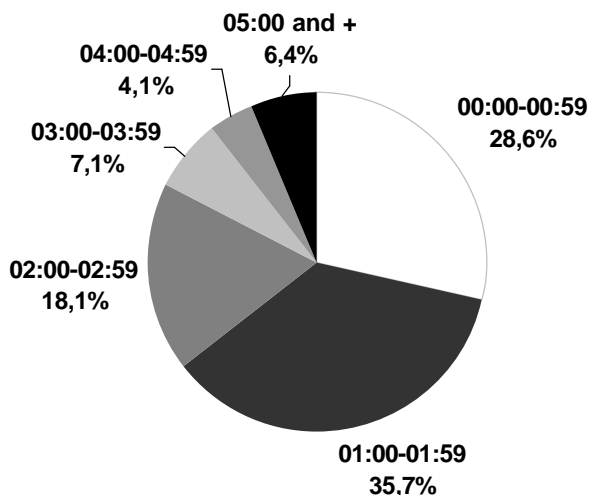
- In addition to the four main TV channels, only the channel "Others" is measured. No further information is available.



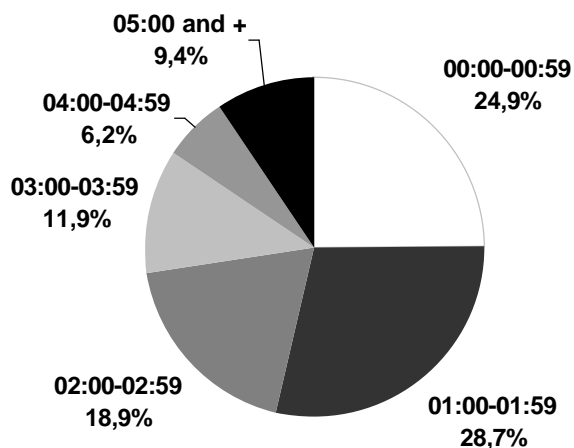
## II. Advertising

## 4. Block\* breakdown by duration % (yearly) (based on nation-wide number of blocks) - ALL DAY

**2002**



**2003**



Average duration: number of seconds: **114**

Total number of blocks: **30.798**

Average number of blocks by channel in a day : **21**

Average duration: number of seconds: **135**

Total number of blocks: **31.861**

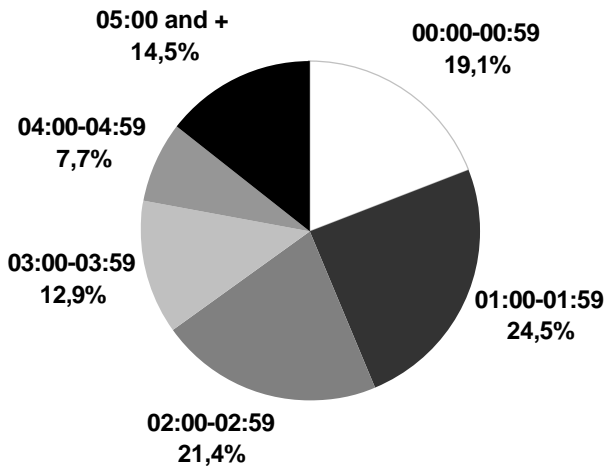
Average number of blocks by channel in a day : **22**

**4 channels covered:** CT 1, CT 2, TV NOVA, Prima TV  
Audience Share: 93,6% (All Day – 2003 – Target Adults 15+)

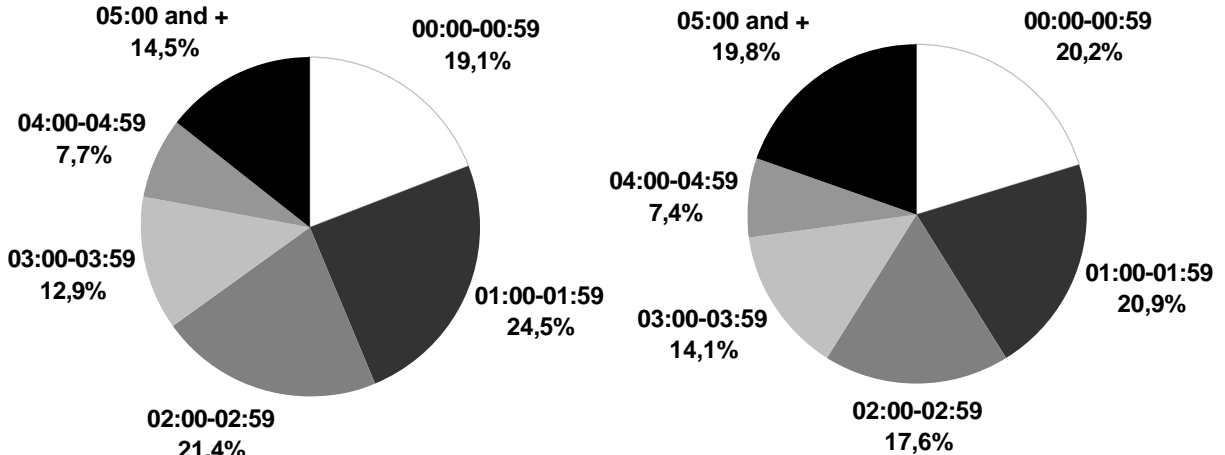
\* Block: an advertising period including spots and separated from other parts of the programme by optical and/or acoustic means - see methodological report.

## 4. Block\* breakdown by duration % (yearly) (based on nation-wide number of blocks) - PRIME TIME

**2002**



**2003**



Average duration: number of seconds: **157**

Total number of blocks: **7.333**

Average number of blocks by channel in a day : **5**

Average duration: number of seconds: **170**

Total number of blocks: **7.360**

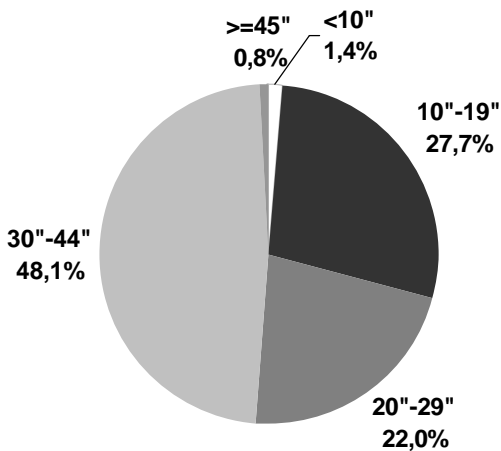
Average number of blocks by channel in a day : **5**

**4 channels covered:** CT 1, CT 2, TV NOVA, Prima TV  
Audience Share: 95,8% (Prime Time – 2003 – Target Adults 15+)

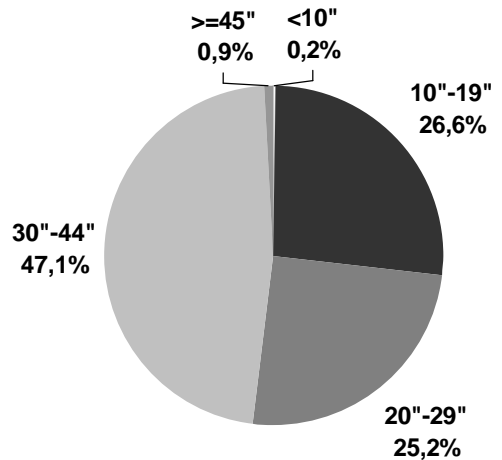
\* Block: an advertising period including spots and separated from other parts of the programme by optical and/or acoustic means - see methodological report.

## 5. Proportion breakdown of spots per duration % (based on nation-wide number of spots broadcast) - ALL DAY

**2002**



**2003**



Average duration: number of seconds: **23,3**

Total number of spots broadcast: **145.274**

Average number of spots by channel in a day : **100**

Average duration: number of seconds: **23,4**

Total number of spots broadcast: **177.701**

Average number of spots by channel in a day : **122**

**4 channels covered:** CT 1, CT 2, TV NOVA, Prima TV  
Audience Share: 93,6% (All Day – 2003 – Target Adults 15+)

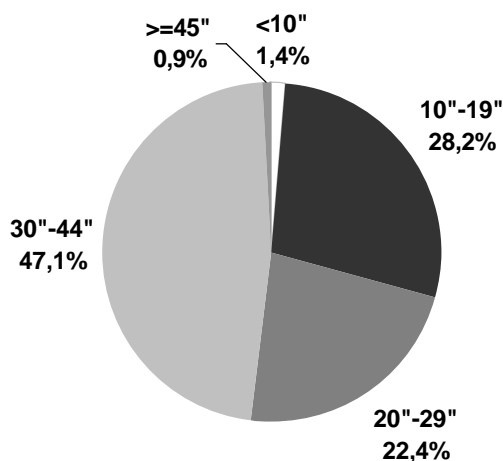
### Comment:

Most of the spots in the segment 30s - 44s are 30s spots. Therefore, the average duration amounts to 23 seconds.



## 5. Proportion breakdown of spots per duration % (based on nation-wide number of spots broadcast) - PRIME TIME

**2002**

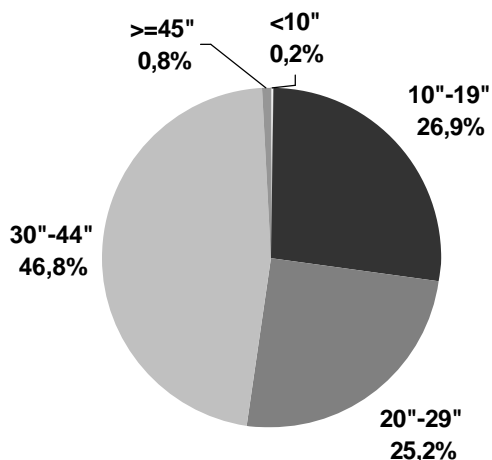


Average duration: number of seconds: **23,1**

Total number of spots broadcast: **47.448**

Average number of spots by channel in a day : **32**

**2003**



Average duration: number of seconds: **23,2**

Total number of spots broadcast: **50.924**

Average number of spots by channel in a day : **35**

**4 Channels covered:** CT 1, CT 2, TV NOVA, Prima TV  
Audience Share: 95,8% (Prime Time – 2003 – Target Adults 15+)

### Comment:

Most of the spots in the segment '30 seconds to 44 seconds' are 30-second spots. The average duration is 23 seconds.

## 6. Advertising revenues - Top 5 TV stations

gross income 2002 in (000) euros		
TV NOVA	307.991 €	
Prima TV	95.947 €	
CT 1	57.343 €	
CT 2	2.079 €	
-	-	% of tot TV in 2002
<b>TOTAL</b>	<b>463.360 €</b>	<b>100,0%</b>

gross income 2003 in (000) euros		
TV NOVA	337.569 €	
Prima TV	106.046 €	
CT 1	62.708 €	
CT 2	1.097 €	
-	-	% of tot TV in 2003
<b>TOTAL</b>	<b>507.420 €</b>	<b>100,0%</b>

conversion rates for 1 euro :

1 EUR = 32 CZK

### Comments:

Advertising revenues relate to advertising spots only.

## 7. National Advertising Category: Definitions (1)

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### Advertising

- Advertising spots:
  - Traditional advertising slot, transmitted in a break separately from the channel's programme
  - Variable duration, multiples of 5 sec. No programme overlapping
- Advertising spots linked with sponsoring:
  - Spots tied to a sponsorship contract
  - Reinforcement of billboard spots with advertising spots
  - Same as advertising spots but with references to sponsored programmes
- Splitscreen
  - Simultaneous transmission of a programme and advertising (as a banner or a screen section)
- Public interest messages and charity appeals
  - Programme co-produced to provide specific information to a large target audience with no commercial purpose in return for payment.
  - Example: political messages, public health campaigns
- Isolated spot
  - Advertising spot which appears alone in a traditional break clearly separated from the rest of the programme
- Insert or product placement:
  - Presence and/or demonstration of a product or service or trademark in a programme, when such presentation is intended to serve advertising.
  - With/without financial contribution
- Verbal reference
  - As part of a programme, the host or a famous person names the product and the brand
  - Verbal, lasts a few seconds

## 7. National Advertising Category: Definitions (2)

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### Sponsoring

- Sponsoring (billboard spots):
  - Message during which the programme sponsor's name is mentioned
  - Usually shorter than 10 sec./ Short visual or sound quotation, before and/or after the programme
- Break bumper:
  - Type of billboard spot placed in a bumper or jingle
- Sponsored self-promotion spots (trailers):
  - Self-promotion message transmitted by the channel to inform the audience of a forthcoming programme and broadcast time; sponsored by an advertiser
- Infomercial / programming
  - Programme co-produced through a commercial partnership to provide specific information to a selected target audience
  - Example: a bank's new structure or financial possibilities
- Bartering
  - Programme (co)financed by an advertiser against advertising space
- Virtual advertising
  - Advertising messages usually without argumentation (single logos) inserted electronically in special programmes. Overlapping technique with the programme
- Injection / pop-ups
  - Brief inlay of a logo on a small part of the screen, for example during a sequence in slow motion or a crucial phase in a football match
- Scoreboards / chrono watches
  - Includes a billboard that appears in the scoreboards, for example during a sports broadcast

### Teleshopping

- Direct Response TV spots (DRTV)
  - Spot prompts audience to call a number to obtain more information or to order a product. With phone number. Often considered as an advertising spot
- Teleshopping spots
  - Category of DRTV spots. Direct offers broadcast to public with a view to supplying goods or services, including immovable property, rights and obligations, in return for payment

## 7. National Advertising Category: National Measurements

	Does this advertising category exist in the Czech Republic ?	Is it used in the Czech Republic ?
<b>Advertising</b>		
Advertising Spots	Yes	Yes
Advertising Spots linked with sponsoring	No	No
Splitscreen	Yes	Yes
Public Interest messages	Yes	Yes
Isolated Spot	No	No
Insert or Product Placement	No	No
Verbal reference	No	No
<b>Sponsoring</b>		
Sponsoring (Billboard Spots)	Yes	Yes
BreakBumper	No	No
Sponsored Self-Promotion Spots (trailers)	Yes	Yes
Infomercial / programming	Yes	No
Bartering	Yes	Yes
Virtual Advertising	No	No
Injection / pop up's	Yes	Yes
Scoreboards / chronowatches	Yes	Yes
<b>Teleshopping</b>		
Direct Response TV Spots	Yes	Yes
Teleshopping Spots	No	No

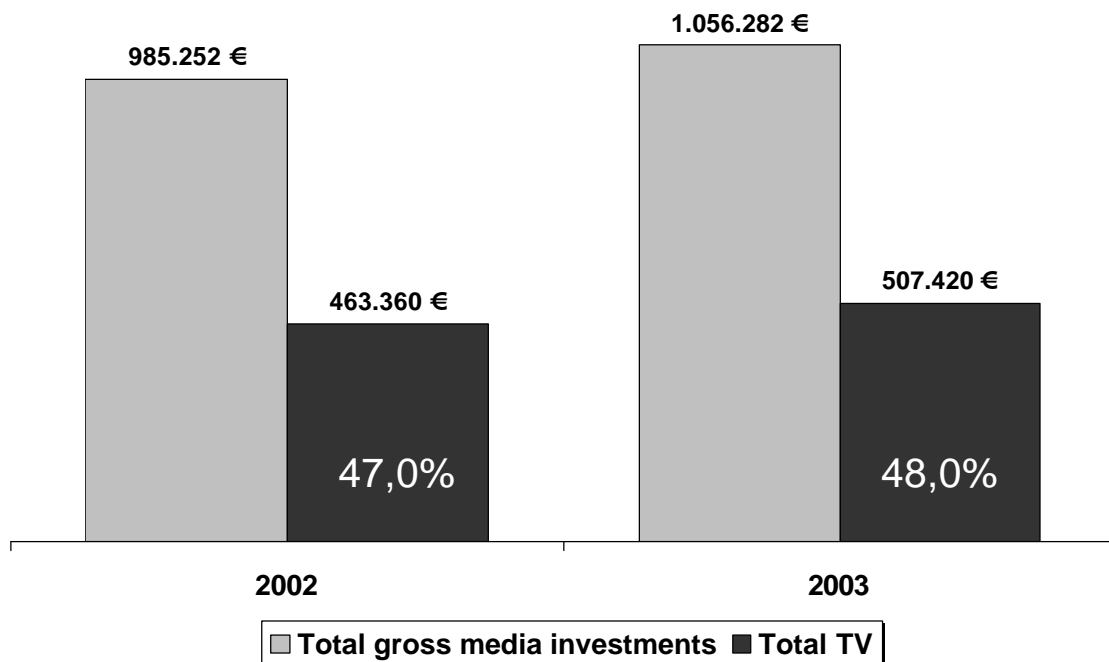
	Are they measured ? Please specify value definition modes...	
	... for audience ?	... for investment ?
<b>Advertising</b>		
Advertising Spots	Yes	Yes
Advertising Spots linked with sponsoring	No	No
Splitscreen	Yes	No
Public Interest messages	No	No
Isolated Spot	No	No
Insert or Product Placement	No	No
Verbal reference	No	No
<b>Sponsoring</b>		
Sponsoring (Billboard Spots)	Yes	Yes
BreakBumper	No	No
Sponsored Self-Promotion Spots (trailers)	partly	No
Infomercial / programming	No	No
Bartering	No	No
Virtual Advertising	No	No
Injection / pop up's	No	No
Scoreboards / chronowatches	No	No
<b>Teleshopping</b>		
Direct Response TV Spots	No	No
Teleshopping Spots	No	No

## 7. National Advertising Category: National Measurements

	Comments	Sources
<b>Advertising</b>		
Advertising Spots		TNS A-Connect
Advertising Spots linked with sponsoring		
Splitscreen	Individual valorisation Used just only once (3 years ago)	TNS A-Connect
Public Interest messages	Individual valorisation	
Isolated Spot		
Insert or Product Placement		
Verbal reference		
<b>Sponsoring</b>		
Sponsoring (Billboard Spots)	Individual valorisation, usually a part of the whole package (sponsorship + injection) Increased usage : not included into commercial advertising time, so it represents money on top of traditional commercial activities.	TNS A-Connect
BreakBumper		
Sponsored Self-Promotion Spots (trailers)	Individual valorisation	ATO
Infomercial / programming	Individual valorisation	
Bartering	Individual valorisation Decreased usage : TV stations prefer to avoid this.	
Virtual Advertising		
Injection / pop up's	Individual valorisation, usually a part of the whole package (sponsorship + injection) Increased usage, usually related to sponsorship contract.	
Scoreboards / chronowatches	Individual valorisation, usually a part of the whole package (sponsorship + injection) Increased usage, usually related to sponsorship contract.	
<b>Teleshopping</b>		
Direct Response TV Spots		
Teleshopping Spots		

Do you know of other kind of TV advertising messages/action modes in the Czech Republic? **No**

## 8. Media Investments (gross) Rate cards \* - in 000 EURO



### Comments:

- In 2002 and a big part of 2003, only 4 stations were monitored.
- Since autumn 2003, 4 other stations were monitored as well (Ocko, Spektrum, Supermax and MTV) with total ad spends of 1.012.520 euros. Sponsorship is not included in these figures.

\* Rate cards: based on official rates as applied by media sales houses  
- see methodological report.

## 9. Yearly number of total minutes broadcast - Breakdown by channel

	All Day		Prime Time	
	2002	2003	2002	2003
CT 1	496.520	498.642	63.578	62.487
CT 2	509.137	510.580	67.742	66.409
Prima TV	402.667	440.115	70.042	69.552
TV NOVA	487.640	488.210	61.439	64.352
Total number of minutes	1.895.965	1.937.547	262.800	262.800
Average Number of hours / day	87	88	12	12
Maximum potential per year in nbr of minutes	525.600	525.600	65.700	65.700
Source :	Carat estimates			

### Comments:

- Proportions time will be calculated in comparison to the real number of minutes broadcast in this report, except for the prime time day part in table 10, as explained in the methodological report.



## 10. Category of advertising by Channel – All Day

TAB10a		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
TOTAL	CT 1	27.548	28.724	60.113,62	65.763,20
	CT 2	5.215	5.973	3.731,84	2.634,22
	Prima TV	55.066	68.922	97.254,34	107.689,08
	TV NOVA	72.116	92.533	310.614,00	341.250,36
	<b>TOTAL</b>	<b>159.945</b>	<b>196.152</b>	<b>471.713,79</b>	<b>517.336,85</b>
Advertising Spots :	CT 1	21.310	21.740	57.343,34	62.708,38
	CT 2	619	362	2.078,84	1.097,10
	Prima TV	52.548	65.546	95.947,36	106.046,20
	TV NOVA	70.797	90.053	307.990,69	337.568,55
	<b>TOTAL</b>	<b>145.274</b>	<b>177.701</b>	<b>463.360,23</b>	<b>507.420,22</b>
TOTAL Advertising	CT 1	21.310	21.740	57.343,34	62.708,38
	CT 2	619	362	2.078,84	1.097,10
	Prima TV	52.548	65.546	95.947,36	106.046,20
	TV NOVA	70.797	90.053	307.990,69	337.568,55
	<b>TOTAL</b>	<b>145.274</b>	<b>177.701</b>	<b>463.360,23</b>	<b>507.420,22</b>
Sponsoring (Billboard Spots) :	CT 1	6.218	6.965	2.770,28	3.054,82
	CT 2	4.552	5.542	1.653,00	1.537,13
	Prima TV	2.518	3.376	1.306,98	1.642,88
	TV NOVA	1.319	2.480	2.623,30	3.681,81
	<b>TOTAL</b>	<b>14.607</b>	<b>18.363</b>	<b>8.353,56</b>	<b>9.916,63</b>
Sponsored Self-Promotion Spots (trailers) :	CT 1	20	19	-	-
	CT 2	44	69	-	-
	Prima TV	-	-	-	-
	TV NOVA	-	-	-	-
	<b>TOTAL</b>	<b>64</b>	<b>88</b>	<b>-</b>	<b>-</b>
TOTAL Sponsoring	CT 1	6.238	6.984	2.770,28	3.054,82
	CT 2	4.596	5.611	1.653,00	1.537,13
	Prima TV	2.518	3.376	1.306,98	1.642,88
	TV NOVA	1.319	2.480	2.623,30	3.681,81
	<b>TOTAL</b>	<b>14.671</b>	<b>18.451</b>	<b>8.353,56</b>	<b>9.916,63</b>
TOTAL Teleshopping Spots	CT 1	-	-	-	-
	CT 2	-	-	-	-
	Prima TV	-	-	-	-
	TV NOVA	-	-	-	-
	<b>TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

Note that new adv. or sponsorship techniques either not exist or are not measured.  
See chapter 7 about availability of the figures and/or comments on value definition modes.

### Comments:

- Sponsored Self-Promotion is monitored partly and there is no division between commercialized and not-commercialized self-promotions. No spendings information at all.

## 10. Category of advertising by Channel - All day

TAB10b		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
TOTAL	CT 1	9.697	9.986	1,2	1,2	2,0%	2,0%
	CT 2	1.533	1.508	0,2	0,2	0,3%	0,3%
	Prima TV	20.408	25.957	3,0	3,5	5,1%	5,9%
	TV NOVA	27.934	35.544	3,4	4,4	5,7%	7,3%
	<b>TOTAL</b>	<b>59.572</b>	<b>72.995</b>	<b>1,9</b>	<b>2,3</b>	<b>100,0%</b>	<b>100,0%</b>
Advertising Spots :	CT 1	8.535	8.716	1,0	1,0	1,7%	1,7%
	CT 2	285	164	0,0	0,0	0,1%	0,0%
	Prima TV	19.953	25.334	3,0	3,5	5,0%	5,8%
	TV NOVA	27.594	35.000	3,4	4,3	5,7%	7,2%
	<b>TOTAL</b>	<b>56.366</b>	<b>69.214</b>	<b>1,8</b>	<b>2,1</b>	<b>94,6%</b>	<b>94,8%</b>
TOTAL Advertising	CT 1	8.535	8.716	1,0	1,0	1,7%	1,7%
	CT 2	285	164	0,0	0,0	0,1%	0,0%
	Prima TV	19.953	25.334	3,0	3,5	5,0%	5,8%
	TV NOVA	27.594	35.000	3,4	4,3	5,7%	7,2%
	<b>TOTAL</b>	<b>56.366</b>	<b>69.214</b>	<b>1,8</b>	<b>2,1</b>	<b>94,6%</b>	<b>94,8%</b>
Sponsoring (Billboard Spots) :	CT 1	1.116	1.228	0,1	0,1	0,2%	0,2%
	CT 2	1.218	1.328	0,1	0,2	0,2%	0,3%
	Prima TV	455	624	0,1	0,1	0,1%	0,1%
	TV NOVA	340	543	0,0	0,1	0,1%	0,1%
	<b>TOTAL</b>	<b>3.130</b>	<b>3.723</b>	<b>0,1</b>	<b>0,1</b>	<b>5,3%</b>	<b>5,1%</b>
Sponsored Self-Promotion Spots (trailers) :	CT 1	46	42	0,0	0,0	0,0%	0,0%
	CT 2	30	16	0,0	0,0	0,0%	0,0%
	Prima TV	-	-	-	-	-	-
	TV NOVA	-	-	-	-	-	-
	<b>TOTAL</b>	<b>76</b>	<b>59</b>	<b>0,0</b>	<b>0,0</b>	<b>0,1%</b>	<b>0,1%</b>
TOTAL Sponsoring	CT 1	1.162	1.270	0,1	0,2	0,2%	0,3%
	CT 2	1.249	1.344	0,1	0,2	0,2%	0,3%
	Prima TV	455	624	0,1	0,1	0,1%	0,1%
	TV NOVA	340	543	0,0	0,1	0,1%	0,1%
	<b>TOTAL</b>	<b>3.206</b>	<b>3.781</b>	<b>0,1</b>	<b>0,1</b>	<b>5,4%</b>	<b>5,2%</b>
TOTAL Teleshopping Spots	CT 1	-	-	-	-	-	-
	CT 2	-	-	-	-	-	-
	Prima TV	-	-	-	-	-	-
	TV NOVA	-	-	-	-	-	-
	<b>TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

Note that new adv. or sponsorship techniques are either nonexistent or are not measured. See chapter 7 about availability of the figures and/or comments on value definition modes.

### Comments:

- Sponsored Self-Promotion is monitored partly and there is no division between commercialized and not-commercialized self-promotions. There is no spending information at all.

## 10. Category of advertising by Channel - Prime Time

TAB10c		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
<b>TOTAL</b>	CT 1	13.121	14.512	40.947,52	46.649,90
	CT 2	1.103	1.203	2.063,01	1.266,96
	Prima TV	19.708	18.918	46.072,49	42.662,32
	TV NOVA	17.256	21.237	144.006,47	151.612,15
	<b>TOTAL</b>	<b>51.188</b>	<b>55.870</b>	<b>233.089,48</b>	<b>242.191,34</b>
<b>Advertising Spots :</b>	CT 1	11.525	12.640	39.526,80	44.926,02
	CT 2	296	191	1.409,92	694,51
	Prima TV	19.143	17.828	45.606,29	41.998,89
	TV NOVA	16.780	20.456	142.331,61	149.250,88
	<b>TOTAL</b>	<b>47.744</b>	<b>51.115</b>	<b>228.874,61</b>	<b>236.870,30</b>
<b>TOTAL Advertising</b>	CT 1	11.525	12.640	39.526,80	44.926,02
	CT 2	296	191	1.409,92	694,51
	Prima TV	19.143	17.828	45.606,29	41.998,89
	TV NOVA	16.780	20.456	142.331,61	149.250,88
	<b>TOTAL</b>	<b>47.744</b>	<b>51.115</b>	<b>228.874,61</b>	<b>236.870,30</b>
<b>Sponsoring (Billboard Spots) :</b>	CT 1	1.592	1.872	1.420,73	1.723,88
	CT 2	783	1.003	653,08	572,46
	Prima TV	565	1.090	466	663,43
	TV NOVA	476	781	1.674,86	2.361,27
	<b>TOTAL</b>	<b>3.416</b>	<b>4.746</b>	<b>4.214,87</b>	<b>5.321,04</b>
<b>Sponsored Self-Promotion Spots (trailers) :</b>	CT 1	4	0	-	-
	CT 2	24	9	-	-
	Prima TV	-	-	-	-
	TV NOVA	-	-	-	-
	<b>TOTAL</b>	<b>28</b>	<b>9</b>	<b>-</b>	<b>-</b>
<b>TOTAL Sponsoring</b>	CT 1	1.596	1.872	1.420,73	1.723,88
	CT 2	807	1.012	653,08	572,46
	Prima TV	565	1.090	466,20	663,43
	TV NOVA	476	781	1.674,86	2.361,27
	<b>TOTAL</b>	<b>3.444</b>	<b>4.755</b>	<b>4.214,87</b>	<b>5.321,04</b>
<b>TOTAL Teleshopping Spots</b>	CT 1	-	-	-	-
	CT 2	-	-	-	-
	Prima TV	-	-	-	-
	TV NOVA	-	-	-	-
	<b>TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

Note that new adv. or sponsorship techniques are either nonexistent or are not measured. See chapter 7 about availability of the figures and/or comments on value definition modes.

### Comments:

- Sponsored Self-Promotion is monitored partly and there is no division between commercialized and not-commercialized self-promotions. There is no spending information at all.

## 10. Category of advertising by Channel - Prime Time

TAB10d		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
TOTAL	CT 1	4.878	5.373	4,5	4,9	7,4%	8,2%
	CT 2	428	362	0,4	0,3	0,7%	0,6%
	Prima TV	7.294	6.976	6,7	6,4	11,1%	10,6%
	TV NOVA	6.608	8.063	6,0	7,4	10,1%	12,3%
	TOTAL	19.209	20.774	4,4	4,7	100,0%	100,0%
Advertising Spots :	CT 1	4.562	5.042	4,2	4,6	6,9%	7,7%
	CT 2	140	86	0,1	0,1	0,2%	0,1%
	Prima TV	7.182	6.767	6,6	6,2	10,9%	10,3%
	TV NOVA	6.503	7.893	5,9	7,2	9,9%	12,0%
	TOTAL	18.387	19.788	4,2	4,5	95,7%	95,3%
TOTAL Advertising	CT 1	4.562	5.042	4,2	4,6	6,9%	7,7%
	CT 2	140	86	0,1	0,1	0,2%	0,1%
	Prima TV	7.182	6.767	6,6	6,2	10,9%	10,3%
	TV NOVA	6.503	7.893	5,9	7,2	9,9%	12,0%
	TOTAL	18.387	19.788	4,2	4,5	95,7%	95,3%
Sponsoring (Billboard Spots) :	CT 1	296	330	0,3	0,3	0,5%	0,5%
	CT 2	228	248	0,2	0,2	0,3%	0,4%
	Prima TV	112	209	0,1	0,2	0,2%	0,3%
	TV NOVA	106	169	0,1	0,2	0,2%	0,3%
	TOTAL	742	957	0,2	0,2	3,9%	4,6%
Sponsored Self-Promotion Spots (trailers) :	CT 1	20	0	0,0	0,0	0,0%	0,0%
	CT 2	59	29	0,1	0,0	0,1%	0,0%
	Prima TV	-	-	-	-	-	-
	TV NOVA	-	-	-	-	-	-
	TOTAL	79	29	0,0	0,0	0,4%	0,1%
TOTAL Sponsoring	CT 1	316	330	0,3	0,3	0,5%	0,5%
	CT 2	288	277	0,3	0,3	0,4%	0,4%
	Prima TV	112	209	0,1	0,2	0,2%	0,3%
	TV NOVA	106	169	0,1	0,2	0,2%	0,3%
	TOTAL	821	986	0,2	0,2	4,3%	4,7%
TOTAL Teleshopping Spots	CT 1	-	-	-	-	-	-
	CT 2	-	-	-	-	-	-
	Prima TV	-	-	-	-	-	-
	TV NOVA	-	-	-	-	-	-
	TOTAL	-	-	-	-	-	-

Note that new adv. or sponsorship techniques are either nonexistent or are not measured. See chapter 7 about availability of the figures and/or comments on value definition modes.

### Comments:

- Sponsored Self-Promotion is monitored partly and there is no division between commercialized and not-commercialized self-promotions. There is no spending information at all.



### III. Programmes

# 11. Duration - Breakdown of Programme types

**Channels covered: CT 1, CT 2, TV NOVA, Prima TV**

<b>TAB 11a</b>		
<b>All Day</b>	<b>2002</b>	<b>2003</b>
Children, educational programmes, cartoons	1,8%	2,1%
Documentary	4,5%	4,9%
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	17,3%	16,4%
Film, TV Films and Mini Series (TV films in several episodes)	19,2%	18,8%
Information (News, Flash and Info Magazines)	10,7%	10,7%
Other Magazines	9,5%	8,1%
Political, Religious, Philosophical, Unions programmes	0,4%	0,3%
Series and Soap	19,9%	20,6%
Sports	5,7%	4,7%
Teleshopping (excl. of spots and ad formats)	4,4%	6,2%
Advertising (excl. teleshopping programme and channel self-promotion)	3,1%	3,8%
Self-promotion (presentation, trailers, titles signs, channel housestyle)	0,1%	0,1%
Others	3,3%	3,3%
	100%	100%
<b>Total number of minutes in the year</b>	<b>1.895.965</b>	<b>1.937.547</b>
<b>Total number of hours in the year</b>	<b>31.599</b>	<b>32.292</b>
<b>Cumulative nbr of hours in an average day</b>	<b>87</b>	<b>88</b>
<b>Sources:</b>	<b>Carat estimates</b>	<b>Carat estimates</b>

Please, precise the category of Reality TV :

**No broadcasts**

**Comments about “Others“:** plays, short films, weather reports, stock market reports, regional programming, service broadcasting, lottery, third-parties' communications, loops.

## 12. Typology of Programmes by Channel - All Day Total adv. IN and BEFORE each type of programme

TAB12a		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Children, educational programmes, cartoons	CT 1	2,4%	2,9%	0,8%	0,5%
	CT 2	4,5%	5,0%	0,0%	0,0%
	Prima TV	0,0%	0,0%	0,0%	0,0%
	TV NOVA	0,0%	0,0%	0,0%	0,0%
	<b>Total</b>	<b>1,8%</b>	<b>2,1%</b>	<b>0,3%</b>	<b>0,2%</b>
Documentary	CT 1	5,6%	6,8%	1,7%	1,4%
	CT 2	10,0%	11,1%	0,0%	0,0%
	Prima TV	1,4%	1,0%	1,9%	1,5%
	TV NOVA	0,1%	0,0%	3,6%	6,2%
	<b>Total</b>	<b>4,5%</b>	<b>4,9%</b>	<b>0,7%</b>	<b>0,6%</b>
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	CT 1	16,8%	15,7%	1,8%	1,7%
	CT 2	11,7%	14,5%	0,1%	0,0%
	Prima TV	15,9%	15,4%	4,9%	6,7%
	TV NOVA	24,9%	20,0%	5,1%	7,0%
	<b>Total</b>	<b>17,3%</b>	<b>16,4%</b>	<b>3,3%</b>	<b>4,0%</b>
Film, TV Films and Mini Series	CT 1	18,5%	17,5%	1,5%	1,6%
	CT 2	9,6%	10,0%	0,0%	0,0%
	Prima TV	25,2%	22,2%	5,0%	7,4%
	TV NOVA	25,0%	26,2%	8,4%	9,2%
	<b>Total</b>	<b>19,2%</b>	<b>18,8%</b>	<b>4,6%</b>	<b>5,6%</b>
Information (News, Flash and Info Magazines)	CT 1	14,3%	14,5%	2,7%	2,8%
	CT 2	22,4%	23,5%	0,0%	0,0%
	Prima TV	2,2%	1,7%	0,0%	14,4%
	TV NOVA	1,9%	1,7%	10,5%	12,1%
	<b>Total</b>	<b>10,7%</b>	<b>10,7%</b>	<b>1,4%</b>	<b>2,0%</b>
Other Magazines	CT 1	14,3%	13,9%	1,0%	0,9%
	CT 2	15,5%	13,2%	0,0%	0,0%
	Prima TV	2,1%	1,8%	5,2%	8,3%
	TV NOVA	4,5%	2,6%	4,5%	8,1%
	<b>Total</b>	<b>9,5%</b>	<b>8,1%</b>	<b>1,2%</b>	<b>1,5%</b>
Political, Religious, Philosophical, Unions programmes	CT 1	0,6%	0,5%	0,0%	0,0%
	CT 2	0,8%	0,9%	0,0%	0,0%
	Prima TV	0,0%	0,0%	0,0%	0,0%
	TV NOVA	0,0%	0,0%	0,0%	0,0%
	<b>Total</b>	<b>0,4%</b>	<b>0,3%</b>	<b>0,0%</b>	<b>0,0%</b>

## 12. Typology of Programmes by Channel - All Day

Total adv. IN and BEFORE each type of programme

TAB12b		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Series and Soap	CT 1	16,9%	16,1%	1,7%	1,7%
	CT 2	1,8%	1,9%	0,0%	0,0%
	Prima TV	33,5%	31,9%	7,3%	8,2%
	TV NOVA	30,7%	34,5%	6,9%	8,2%
	<b>Total</b>	<b>19,9%</b>	<b>20,6%</b>	<b>5,7%</b>	<b>6,7%</b>
Sports	CT 1	2,1%	2,7%	5,7%	4,2%
	CT 2	15,7%	11,4%	0,3%	0,2%
	Prima TV	3,0%	2,8%	7,2%	7,5%
	TV NOVA	1,1%	1,2%	10,8%	18,0%
	<b>Total</b>	<b>5,7%</b>	<b>4,7%</b>	<b>2,1%</b>	<b>3,0%</b>
Teleshopping (excl. of spots and adv. formats)	CT 1	2,5%	3,2%	0,0%	0,0%
	CT 2	1,9%	2,7%	0,0%	0,0%
	Prima TV	10,3%	16,0%	0,0%	0,0%
	TV NOVA	4,1%	4,2%	0,0%	0,0%
	<b>Total</b>	<b>4,4%</b>	<b>6,2%</b>	<b>0,0%</b>	<b>0,0%</b>
Advertising (excl. teleshopping programme and channel self-promotion)	CT 1	1,8%	1,9%		
	CT 2	0,3%	0,3%		
	Prima TV	4,8%	5,6%		
	TV NOVA	5,4%	6,8%		
	<b>Total</b>	<b>3,1%</b>	<b>3,8%</b>		
Self-promotion (presentation, trailers, title signs, channel housestyle)	CT 1	0,0%	0,0%		
	CT 2	0,0%	0,0%		
	Prima TV	0,3%	0,4%		
	TV NOVA	0,0%	0,2%		
	<b>Total</b>	<b>0,1%</b>	<b>0,1%</b>		
Others	CT 1	4,0%	4,0%	6,2%	6,2%
	CT 2	5,7%	5,7%	0,0%	0,0%
	Prima TV	1,1%	0,9%	3,6%	15,3%
	TV NOVA	2,0%	2,1%	9,9%	13,0%
	<b>Total</b>	<b>3,3%</b>	<b>3,3%</b>	<b>3,7%</b>	<b>5,0%</b>
<b>Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)</b>	<b>CT 1</b>	<b>100,0%</b>	<b>100,0%</b>	<b>1,9%</b>	<b>1,8%</b>
	<b>CT 2</b>	<b>100,0%</b>	<b>100,0%</b>	<b>0,1%</b>	<b>0,0%</b>
	<b>Prima TV</b>	<b>100,0%</b>	<b>100,0%</b>	<b>4,9%</b>	<b>6,0%</b>
	<b>TV NOVA</b>	<b>100,0%</b>	<b>100,0%</b>	<b>6,2%</b>	<b>7,6%</b>
	<b>Total</b>	<b>100,0%</b>	<b>100,0%</b>	<b>3,1%</b>	<b>3,8%</b>



## 12. Typology of Programmes by Channel - All Day Total adv. IN and BEFORE each type of programme

TAB12c		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Children, educational programmes, cartoons	CT 1	245	214	339,38	348,21
	CT 2	6	0	9,86	0,00
	Prima TV	0	0	0,00	0,00
	TV NOVA	0	0	0,00	0,00
	<b>Total</b>	<b>251</b>	<b>214</b>	<b>349,24</b>	<b>348,21</b>
Documentary	CT 1	1.274	1.304	3.353,72	4.096,61
	CT 2	39	30	122,11	94,58
	Prima TV	263	185	323,37	151,03
	TV NOVA	62	29	258,68	90,22
	<b>Total</b>	<b>1.638</b>	<b>1.548</b>	<b>4.057,87</b>	<b>4.432,45</b>
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	CT 1	4.108	3.544	10.346,19	9.392,73
	CT 2	91	8	108,67	20,23
	Prima TV	8.716	12.176	14.413,09	19.294,55
	TV NOVA	16.569	18.257	78.379,12	83.989,06
	<b>Total</b>	<b>29.484</b>	<b>33.985</b>	<b>103.247,07</b>	<b>112.696,58</b>
Film, TV Films and Mini Series	CT 1	3.567	3.639	11.218,61	11.261,88
	CT 2	3	5	15,96	9,88
	Prima TV	13.639	19.379	25.127,06	31.917,63
	TV NOVA	26.490	31.396	121.073,21	115.441,32
	<b>Total</b>	<b>43.699</b>	<b>54.419</b>	<b>157.434,85</b>	<b>158.630,72</b>
Information (News, Flash and Info Magazines)	CT 1	4.877	5.248	11.528,28	13.508,00
	CT 2	0	4	0,00	12,74
	Prima TV	0	3.088	0,00	7.196,34
	TV NOVA	3.029	3.087	11.260,41	10.699,79
	<b>Total</b>	<b>7.906</b>	<b>11.427</b>	<b>22.788,69</b>	<b>31.416,88</b>
Other Magazines	CT 1	1.834	1.718	4.107,79	3.468,73
	CT 2	33	9	99,32	28,52
	Prima TV	1.221	1.824	3.663,08	4.313,29
	TV NOVA	2.612	2.719	10.877,14	10.612,90
	<b>Total</b>	<b>5.700</b>	<b>6.270</b>	<b>18.747,34</b>	<b>18.423,44</b>
Political, Religious, Philosophical, Unions programmes	CT 1	3	0	7,66	0,00
	CT 2	0	0	0,00	0,00
	Prima TV	0	0	0,00	0,00
	TV NOVA	0	0	0,00	0,00
	<b>Total</b>	<b>3</b>	<b>0</b>	<b>7,66</b>	<b>0,00</b>

## 12. Typology of Programmes by Channel - All Day Total adv. IN and BEFORE each type of programme

TAB12d		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Series and Soap	CT 1	3.686	3.564	7.538,42	10.962,01
	CT 2	2	1	4,90	3,98
	Prima TV	27.443	31.392	41.677,98	38.754,10
	TV NOVA	28.073	37.488	73.110,81	84.759,32
	<b>Total</b>	<b>59.204</b>	<b>72.445</b>	<b>122.332,10</b>	<b>134.479,42</b>
Sports	CT 1	1.641	1.589	3.542,67	3.215,27
	CT 2	527	336	1.798,99	943,83
	Prima TV	2.179	2.392	2.533,99	2.803,29
	TV NOVA	1.567	2.798	13.956,60	22.756,55
	<b>Total</b>	<b>5.914</b>	<b>7.115</b>	<b>21.832,24</b>	<b>29.718,94</b>
Teleshopping (excl. of spots and adv. formats)	CT 1	0	0	0,00	0,00
	CT 2	0	0	0,00	0,00
	Prima TV	0	0	0,00	0,00
	TV NOVA	0	0	0,00	0,00
	<b>Total</b>	<b>0</b>	<b>0</b>	<b>0,00</b>	<b>0,00</b>
Advertising (excl. teleshopping programme and channel self-promotion)	CT 1				
	CT 2				
	Prima TV				
	TV NOVA				
	<b>Total</b>				
Self-promotion (presentation, trailers, title signs, channel housestyle)	CT 1				
	CT 2				
	Prima TV				
	TV NOVA				
	<b>Total</b>				
Others	CT 1	3.105	3.173	7.792,04	7.680,45
	CT 2	2	2	7,17	4,78
	Prima TV	438	1.596	783,08	3.310,87
	TV NOVA	2.492	3.514	12.133,79	15.488,00
	<b>Total</b>	<b>6.037</b>	<b>8.285</b>	<b>20.716,07</b>	<b>26.484,10</b>
<b>Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)</b>	CT 1	24.340	23.993	59.774,74	63.933,90
	CT 2	703	395	2.166,99	1.118,54
	Prima TV	53.899	72.032	88.521,64	107.741,11
	TV NOVA	80.894	99.288	321.049,75	343.837,18
	<b>Total</b>	<b>159.836</b>	<b>195.708</b>	<b>471.513,12</b>	<b>516.630,72</b>

**Comments about "Others":** plays, short films, weather reports, stock market reports, regional programming, service broadcasting, lottery, third parties' communications, loops.

## 12. Typology of Programmes by Channel – Prime Time Total adv. IN and BEFORE each type of programme

TAB12e		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Children, educational programmes, cartoons	CT 1	0,0%	0,0%	26,0%	32,3%
	CT 2	2,2%	1,3%	0,1%	0,0%
	Prima TV	0,0%	0,0%	0,0%	0,0%
	TV NOVA	0,0%	0,0%	0,0%	0,0%
	<b>Total</b>	<b>0,6%</b>	<b>0,3%</b>	<b>0,4%</b>	<b>0,8%</b>
Documentary	CT 1	4,1%	4,8%	11,0%	10,9%
	CT 2	17,3%	19,0%	0,0%	0,1%
	Prima TV	0,0%	0,0%	168,2%	0,0%
	TV NOVA	0,1%	0,0%	10,0%	21,9%
	<b>Total</b>	<b>5,5%</b>	<b>5,9%</b>	<b>2,1%</b>	<b>2,2%</b>
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	CT 1	11,4%	10,1%	10,9%	11,0%
	CT 2	4,6%	6,2%	0,1%	0,0%
	Prima TV	11,4%	24,7%	9,9%	7,1%
	TV NOVA	31,4%	29,7%	10,3%	13,3%
	<b>Total</b>	<b>14,3%</b>	<b>17,8%</b>	<b>9,5%</b>	<b>9,6%</b>
Film, TV Films and Mini Series	CT 1	30,3%	30,0%	4,9%	5,6%
	CT 2	16,6%	19,3%	0,0%	0,0%
	Prima TV	23,7%	22,0%	7,9%	10,2%
	TV NOVA	34,0%	37,4%	12,4%	12,5%
	<b>Total</b>	<b>25,9%</b>	<b>27,0%</b>	<b>7,1%</b>	<b>7,9%</b>
Information (News, Flash and Info Magazines)	CT 1	14,0%	15,2%	9,9%	12,1%
	CT 2	11,5%	11,2%	0,0%	0,0%
	Prima TV	6,8%	6,8%	13,7%	15,3%
	TV NOVA	10,9%	9,7%	9,2%	12,4%
	<b>Total</b>	<b>10,7%</b>	<b>10,6%</b>	<b>7,6%</b>	<b>9,5%</b>
Other Magazines	CT 1	3,9%	3,4%	11,1%	12,7%
	CT 2	11,5%	12,2%	0,1%	0,0%
	Prima TV	1,4%	3,6%	17,5%	18,4%
	TV NOVA	0,8%	0,2%	24,2%	23,8%
	<b>Total</b>	<b>4,5%</b>	<b>4,9%</b>	<b>4,9%</b>	<b>5,9%</b>
Political, Religious, Philosophical, Unions programmes	CT 1	0,0%	0,0%	0,0%	0,0%
	CT 2	0,1%	0,1%	0,0%	0,0%
	Prima TV	0,0%	0,0%	0,0%	0,0%
	TV NOVA	0,0%	0,0%	0,0%	0,0%
	<b>Total</b>	<b>0,0%</b>	<b>0,0%</b>	<b>0,0%</b>	<b>0,0%</b>

## 12. Typology of Programmes by Channel – Prime Time Total adv. IN and BEFORE each type of programme

TAB12f		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Series and Soap	CT 1	13,2%	15,3%	5,7%	6,2%
	CT 2	3,0%	3,8%	0,0%	0,0%
	Prima TV	44,9%	31,5%	15,3%	15,8%
	TV NOVA	6,8%	5,1%	17,2%	20,3%
	<b>Total</b>	<b>17,5%</b>	<b>14,2%</b>	<b>13,1%</b>	<b>12,7%</b>
Sports	CT 1	5,6%	5,6%	9,1%	9,7%
	CT 2	28,7%	21,0%	0,6%	0,5%
	Prima TV	0,6%	0,3%	13,6%	26,5%
	TV NOVA	2,9%	2,9%	21,8%	41,5%
	<b>Total</b>	<b>9,6%</b>	<b>7,4%</b>	<b>3,5%</b>	<b>6,3%</b>
Teleshopping (excl. of spots and adv. formats)	CT 1	0,0%	0,1%	0,0%	0,0%
	CT 2	0,0%	0,0%	0,0%	0,0%
	Prima TV	0,1%	0,5%	0,0%	0,0%
	TV NOVA	0,0%	0,0%	0,0%	0,0%
	<b>Total</b>	<b>0,0%</b>	<b>0,2%</b>	<b>0,0%</b>	<b>0,0%</b>
Advertising (excl. teleshopping programme and channel self-promotion)	CT 1	7,4%	8,2%		
	CT 2	0,7%	0,6%		
	Prima TV	11,1%	10,6%		
	TV NOVA	10,1%	12,3%		
	<b>Total</b>	<b>7,3%</b>	<b>7,9%</b>		
Self-promotion (presentation, trailers, title signs, channel housestyle)	CT 1	0,0%	0,0%		
	CT 2	0,1%	0,0%		
	Prima TV	0,0%	0,0%		
	TV NOVA	0,0%	0,0%		
	<b>Total</b>	<b>0,0%</b>	<b>0,0%</b>		
Others	CT 1	9,9%	7,3%	12,0%	17,9%
	CT 2	3,8%	5,4%	0,0%	0,0%
	Prima TV	0,0%	0,0%	0,0%	2,7%
	TV NOVA	3,1%	2,7%	5,8%	8,8%
	<b>Total</b>	<b>4,1%</b>	<b>3,8%</b>	<b>8,0%</b>	<b>9,8%</b>
<b>Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)</b>	<b>CT 1</b>	<b>100,2%</b>	<b>100,4%</b>	<b>7,5%</b>	<b>8,4%</b>
	<b>CT 2</b>	<b>100,0%</b>	<b>100,0%</b>	<b>0,2%</b>	<b>0,1%</b>
	<b>Prima TV</b>	<b>99,3%</b>	<b>99,4%</b>	<b>11,2%</b>	<b>10,8%</b>
	<b>TV NOVA</b>	<b>100,7%</b>	<b>100,3%</b>	<b>10,5%</b>	<b>12,3%</b>
	<b>Total</b>	<b>100,0%</b>	<b>100,0%</b>	<b>7,3%</b>	<b>7,9%</b>

## 12. Typology of Programmes by Channel – Prime Time

Total adv. IN and BEFORE each type of programme

TAB12g		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Children, educational programmes, cartoons	CT 1	17	19	56,40	67,50
	CT 2	2	0	3,28	0,00
	Prima TV	0	0	0,00	0,00
	TV NOVA	0	0	0,00	0,00
	<b>Total</b>	<b>19</b>	<b>19</b>	<b>59,67</b>	<b>67,50</b>
Documentary	CT 1	750	868	2.421,36	3.322,56
	CT 2	8	18	39,76	72,78
	Prima TV	8	0	14,45	0,00
	<b>TV NOVA</b>	<b>13</b>	<b>8</b>	<b>159,49</b>	<b>41,53</b>
	<b>Total</b>	<b>779</b>	<b>894</b>	<b>2.635,07</b>	<b>3.436,87</b>
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	CT 1	2.095	1.787	6.984,17	6.113,45
	CT 2	5	3	31,93	13,72
	Prima TV	2.135	3.308	6.739,36	8.378,38
	TV NOVA	5.190	6.769	46.437,88	51.598,48
	<b>Total</b>	<b>9.425</b>	<b>11.867</b>	<b>60.193,34</b>	<b>66.104,03</b>
Film, TV Films and Mini Series	CT 1	2.422	2.669	9.243,69	9.617,52
	CT 2	3	2	15,12	5,70
	Prima TV	3.537	4.289	10.333,62	11.449,82
	TV NOVA	6.755	8.107	54.019,80	48.434,02
	<b>Total</b>	<b>12.717</b>	<b>15.067</b>	<b>73.612,24</b>	<b>69.507,06</b>
Information (News, Flash and Info Magazines)	CT 1	2.242	3.011	7.069,99	9.183,55
	CT 2	0	3	0,00	10,02
	Prima TV	1.878	2.103	5.394,69	6.327,08
	TV NOVA	1.770	2.241	10.148,97	10.049,56
	<b>Total</b>	<b>5.890</b>	<b>7.358</b>	<b>22.613,65</b>	<b>25.570,21</b>
Other Magazines	CT 1	717	705	2.341,43	1.801,74
	CT 2	18	2	57,04	12,95
	Prima TV	451	1.253	2.227,79	3.647,03
	TV NOVA	294	64	2.145,02	507,87
	<b>Total</b>	<b>1.480</b>	<b>2.024</b>	<b>6.771,28</b>	<b>5.969,58</b>
Political, Religious, Philosophical, Unions programmes	CT 1	0	0	0,00	0,00
	CT 2	0	0	0,00	0,00
	Prima TV	0	0	0,00	0,00
	TV NOVA	0	0	0,00	0,00
	<b>Total</b>	<b>0</b>	<b>0</b>	<b>0,00</b>	<b>0,00</b>

## 12. Typology of Programmes by Channel – Prime Time

Total adv. IN and BEFORE each type of programme

TAB12h		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Series and Soap	CT 1	1.213	1.552	3.866,10	7.766,85
	CT 2	2	1	4,64	3,85
	Prima TV	13.230	9.492	25.274,91	17.549,93
	TV NOVA	1.886	1.808	13.986,16	14.016,19
	<b>Total</b>	<b>16.331</b>	<b>12.853</b>	<b>43.131,81</b>	<b>39.336,84</b>
Sports	CT 1	948	1.018	2.598,33	2.367,58
	CT 2	261	166	1.233,23	561,42
	Prima TV	143	141	300,38	351,33
	TV NOVA	1.012	1.981	12.343,64	20.537,07
	<b>Total</b>	<b>2.364</b>	<b>3.306</b>	<b>16.475,59</b>	<b>23.817,40</b>
Teleshopping (excl. of spots and adv. formats)	CT 1	0	0	0,00	0,00
	CT 2	0	0	0,00	0,00
	Prima TV	0	0	0,00	0,00
	TV NOVA	0	0	0,00	0,00
	<b>Total</b>	<b>0</b>	<b>0</b>	<b>0,00</b>	<b>0,00</b>
Advertising (excl. teleshopping programme and channel self-promotion)	CT 1				
	CT 2				
	Prima TV				
	TV NOVA				
	<b>Total</b>				
Self-promotion (presentation, trailers, title signs, channel housestyle)	CT 1				
	CT 2				
	Prima TV				
	TV NOVA				
	<b>Total</b>				
Others	CT 1	1.894	2.078	5.703,59	5.655,41
	CT 2	2	2	6,79	4,62
	Prima TV	0	1	0,00	4,54
	TV NOVA	287	397	1.886,46	2.687,19
	<b>Total</b>	<b>2.183</b>	<b>2.478</b>	<b>7.596,83</b>	<b>8.351,76</b>
<b>Total of Typologies and total of Advertising</b> (excl. teleshopping programme and channel self-promotion, considered as typologies)	<b>CT 1</b>	<b>12.298</b>	<b>13.707</b>	<b>40.285,07</b>	<b>45.896,17</b>
	<b>CT 2</b>	<b>301</b>	<b>197</b>	<b>1.391,78</b>	<b>685,06</b>
	<b>Prima TV</b>	<b>21.382</b>	<b>20.587</b>	<b>50.285,21</b>	<b>47.708,10</b>
	<b>TV NOVA</b>	<b>17.207</b>	<b>21.375</b>	<b>141.127,42</b>	<b>147.871,91</b>
	<b>Total</b>	<b>51.188</b>	<b>55.866</b>	<b>233.089,48</b>	<b>242.161,24</b>



## IV. Specific products

## 13. Advertising for Specific Products by Channel

TAB13a ALL DAY		Sum of Broadcast adv. minutes for specific product by channel in a year (nbr of minutes)		Share of adv. Minutes by channel in a year (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	CT 1	506,8	451,0	23,0%	16,0%
	CT 2	31,5	20,7	1,4%	0,7%
	TV NOVA	1.174,8	1.631,9	53,3%	57,7%
	Prima TV	491,5	723,3	22,3%	25,6%
	<b>TOTAL</b>	<b>2.204,6</b>	<b>2.826,9</b>	<b>100,0%</b>	<b>100,0%</b>
ALCOHOL - WINE & CHAMPAIGN	CT 1	36,2	6,5	30,5%	10,7%
	CT 2	0,0	0,0	0,0%	0,0%
	TV NOVA	42,2	33,7	35,5%	55,3%
	Prima TV	40,3	20,7	34,0%	34,0%
	<b>TOTAL</b>	<b>118,7</b>	<b>60,8</b>	<b>100,0%</b>	<b>100,0%</b>
ALCOHOL - SPIRITS	CT 1	101,8	113,2	9,6%	9,2%
	CT 2	0,0	0,0	0,0%	0,0%
	TV NOVA	604,4	649,8	57,0%	52,6%
	Prima TV	353,7	473,1	33,4%	38,3%
	<b>TOTAL</b>	<b>1.059,8</b>	<b>1.236,1</b>	<b>100,0%</b>	<b>100,0%</b>
products dedicated to Children	CT 1	133,2	232,3	7,7%	5,3%
	CT 2	19,5	7,5	1,1%	0,2%
	TV NOVA	1.110,3	3.026,3	64,0%	68,9%
	Prima TV	470,7	1.123,6	27,1%	25,6%
	<b>TOTAL</b>	<b>1.733,7</b>	<b>4.389,7</b>	<b>100,0%</b>	<b>100,0%</b>
Cleaning Products	CT 1	122,5	794,6	2,3%	13,3%
	CT 2	4,3	8,3	0,1%	0,1%
	TV NOVA	3.164,4	2.289,3	59,3%	38,2%
	Prima TV	2.041,6	2.896,6	38,3%	48,4%
	<b>TOTAL</b>	<b>5.332,9</b>	<b>5.988,8</b>	<b>100,0%</b>	<b>100,0%</b>
Cosmetics / Personal Hygiene	CT 1	506,3	1.530,2	7,0%	15,2%
	CT 2	11,7	0,0	0,2%	0,0%
	TV NOVA	4.158,3	3.910,4	57,6%	38,9%
	Prima TV	2.537,6	4.623,0	35,2%	45,9%
	<b>TOTAL</b>	<b>7.213,8</b>	<b>10.063,6</b>	<b>100,0%</b>	<b>100,0%</b>
Food (including drinks)	CT 1	3.059,6	2.066,6	13,0%	7,6%
	CT 2	59,5	34,0	0,3%	0,1%
	TV NOVA	12.638,1	16.704,4	53,9%	61,4%
	Prima TV	7.689,6	8.420,3	32,8%	30,9%
	<b>TOTAL</b>	<b>23.446,7</b>	<b>27.225,3</b>	<b>100,0%</b>	<b>100,0%</b>
Non Prescription Medical Products	CT 1	343,9	261,8	23,1%	9,3%
	CT 2	0,5	0,0	0,0%	0,0%
	TV NOVA	580,9	1.270,7	39,0%	45,3%
	Prima TV	564,8	1.270,0	37,9%	45,3%
	<b>TOTAL</b>	<b>1.490,2</b>	<b>2.802,4</b>	<b>100,0%</b>	<b>100,0%</b>
Tobacco		Forbidden			

- A number of brands cover children-oriented advertising:
  - toys, drinks, food (snacks), fast food, movies, etc. A minimum affinity level to children of 1,5 was taken as the criterion.



## 13. Advertising for Specific Products by Channel

TAB13b ALL DAY		Nbr of adv. insertions for specific product by channel in a year		Share of adv. Insertions by channel in a year (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	CT 1	1.072	1.017	24,0%	14,8%
	CT 2	63	42	1,4%	0,6%
	TV NOVA	2.273	3.840	50,8%	56,0%
	Prima TV	1.066	1.959	23,8%	28,6%
	<b>TOTAL</b>	<b>4.474</b>	<b>6.858</b>	<b>100,0%</b>	<b>100,0%</b>
ALCOHOL - WINE & CHAMPAIGN	CT 1	83	13	28,7%	9,4%
	CT 2	0,0	0,0	0,0%	0,0%
	TV NOVA	107	77	37,0%	55,4%
	Prima TV	99	49	34,3%	35,3%
	<b>TOTAL</b>	<b>289</b>	<b>139</b>	<b>100,0%</b>	<b>100,0%</b>
ALCOHOL - SPIRITS	CT 1	191	237	8,0%	7,9%
	CT 2	0,0	0,0	0,0%	0,0%
	TV NOVA	1.349	1.602	56,3%	53,6%
	Prima TV	857	1.148	35,8%	38,4%
	<b>TOTAL</b>	<b>2.397</b>	<b>2.987</b>	<b>100,0%</b>	<b>100,0%</b>
products dedicated to Children	CT 1	357	603	8,2%	5,4%
	CT 2	39	15	0,9%	0,1%
	TV NOVA	2.841	7.670	65,0%	69,0%
	Prima TV	1.132	2.822	25,9%	25,4%
	<b>TOTAL</b>	<b>4.369</b>	<b>11.110</b>	<b>100,0%</b>	<b>100,0%</b>
Cleaning Products	CT 1	285	1.888	2,2%	13,0%
	CT 2	9	31	0,1%	0,2%
	TV NOVA	7.705	5.910	59,3%	40,6%
	Prima TV	4.991	6.715	38,4%	46,2%
	<b>TOTAL</b>	<b>12.990</b>	<b>14.544</b>	<b>100,0%</b>	<b>100,0%</b>
Cosmetics / Personal Hygiene	CT 1	1.220	3.627	6,9%	14,5%
	CT 2	39		0,2%	0,0%
	TV NOVA	10.054	9.771	57,3%	38,9%
	Prima TV	6.244	11.690	35,6%	46,6%
	<b>TOTAL</b>	<b>17.557</b>	<b>25.088</b>	<b>100,0%</b>	<b>100,0%</b>
Food (including drinks)	CT 1	8.081	5.573	12,9%	7,7%
	CT 2	128	82	0,2%	0,1%
	TV NOVA	33.182	44.017	52,9%	61,1%
	Prima TV	21.355	22.408	34,0%	31,1%
	<b>TOTAL</b>	<b>62.746</b>	<b>72.080</b>	<b>100,0%</b>	<b>100,0%</b>
Non Prescription Medical Products	CT 1	1.048	895	24,0%	11,1%
	CT 2	1		0,0%	0,0%
	TV NOVA	1.606	3.548	36,8%	44,2%
	Prima TV	1.715	3.589	39,2%	44,7%
	<b>TOTAL</b>	<b>4.370</b>	<b>8.032</b>	<b>100,0%</b>	<b>100,0%</b>
Tobacco		Forbidden			

- A number of brands cover children-oriented advertising:
  - toys, drinks, food (snacks), fast food, movies, etc. A minimum affinity level to children of 1,5 was taken as the criterion.

## 13. Advertising for Specific Products by Channel

TAB13c ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	CT 1	2.824,35	2.951,66	16,3%	14,3%
	CT 2	272,66	143,91	1,6%	0,7%
	TV NOVA	12.328,37	15.156,93	71,1%	73,6%
	Prima TV	1.911,63	2.334,94	11,0%	11,3%
	<b>TOTAL</b>	<b>17.337,01</b>	<b>20.587,42</b>	<b>100,0%</b>	<b>100,0%</b>
ALCOHOL - WINE & CHAMPAIGN	CT 1	280,05	50,16	23,4%	8,7%
	CT 2	0,0	0,0	0,0%	0,0%
	TV NOVA	683,70	430,75	57,2%	74,4%
	Prima TV	231,40	98,43	19,4%	17,0%
	<b>TOTAL</b>	<b>1.195,15</b>	<b>579,34</b>	<b>100,0%</b>	<b>100,0%</b>
ALCOHOL - SPIRITS	CT 1	687,00	699,69	6,9%	6,8%
	CT 2	0,0	0,0	0,0%	0,0%
	TV NOVA	7.451,91	7.381,29	75,3%	72,2%
	Prima TV	1.752,82	2.139,22	17,7%	20,9%
	<b>TOTAL</b>	<b>9.891,73</b>	<b>10.220,20</b>	<b>100,0%</b>	<b>100,0%</b>
products dedicated to Children	CT 1	326,39	449,40	18,5%	13,8%
	CT 2	61,81	68,13	3,5%	2,1%
	TV NOVA	1.139,46	2.298,41	64,4%	70,7%
	Prima TV	240,69	434,38	13,6%	13,4%
	<b>TOTAL</b>	<b>1.768,35</b>	<b>3.250,31</b>	<b>100,0%</b>	<b>100,0%</b>
Cleaning Products	CT 1	657,36	5.373,25	1,6%	14,0%
	CT 2	25,81	70,55	0,1%	0,2%
	TV NOVA	32.246,47	21.939,70	76,9%	57,0%
	Prima TV	9.016,33	11.131,52	21,5%	28,9%
	<b>TOTAL</b>	<b>41.945,97</b>	<b>38.515,01</b>	<b>100,0%</b>	<b>100,0%</b>
Cosmetics / Personal Hygiene	CT 1	3.112,40	9.514,58	5,6%	15,0%
	CT 2	59,05	0,00	0,1%	0,0%
	TV NOVA	42.164,27	37.050,34	75,6%	58,4%
	Prima TV	10.452,00	16.825,43	18,7%	26,5%
	<b>TOTAL</b>	<b>55.787,72</b>	<b>63.390,35</b>	<b>100,0%</b>	<b>100,0%</b>
Food (including drinks)	CT 1	20.197,52	15.451,84	10,2%	7,5%
	CT 2	491,53	251,63	0,2%	0,1%
	TV NOVA	141.029,90	155.366,39	71,0%	75,4%
	Prima TV	36.827,80	34.991,62	18,5%	17,0%
	<b>TOTAL</b>	<b>198.546,75</b>	<b>206.061,47</b>	<b>100,0%</b>	<b>100,0%</b>
Non Prescription Medical Products	CT 1	2.757,75	2.479,73	20,9%	10,5%
	CT 2	0,94	0,00	0,0%	0,0%
	TV NOVA	7.087,99	14.668,89	53,7%	62,2%
	Prima TV	3.352,53	6.444,48	25,4%	27,3%
	<b>TOTAL</b>	<b>13.199,21</b>	<b>23.593,10</b>	<b>100,0%</b>	<b>100,0%</b>
Tobacco		Forbidden			

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