

TV Nova Remains the Most Popular Channel in 2007

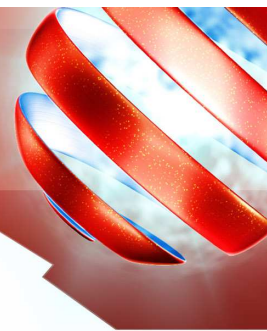
The ratings achieved in 2007 have again proven Nova's leading position in the Czech media market. In target group D15-54, the channel achieved an all-day share of 42.99%, with an even more successful share of 46.83% during prime time (7 – 11 p.m.). During the past year, TV Nova further improved its position, especially in the group of young viewers. Compared to the year 2006, prime time ratings in the 15-24 age group increased by 2.04% (52.22%), whereas all-day ratings grew by 2.80% (47.30%). The largest increase in ratings for this target age group occurred during access prime time (4 – 7 p.m.) on weekdays, having grown by 11.18% to a total of 50.99%.

Prague, January 7, 2008 – TV Nova's ratings have again confirmed its dominant position in the Czech television market, and have proven that it is **still the channel with the youngest audience**. This is proved by significant growth in ratings within the **15 to 24** age bracket. Ratings for this age group during access prime time (4 – 7 p.m.) on weekdays increased by 11.18% to a total of 50.99%. However, the group **Women 15-24** scored an even **greater growth** in market share during this time, by **12.82%** (54.9% share). Nova's main target group, viewers from the age of 15 to the age of 54, also showed increased ratings during weekday access prime time, by 4.45% (44.84% share), primarily due to first-rate afternoon content: **Odpolední Televizní noviny [Afternoon TV News]**, as well as the series **Ulice [Street]**, **CSI: Las Vegas**, and **CSI: Miami**.

In 2007, all types of programs were popular with the audience – newscast, journalism, entertainment, series, and films. Nova's average share in ratings for its main target group (age 15-54) was 42.99% for the whole day, and 46.83% during prime time. The list of **TOP 100 programs in 2007** (excluding various newscast programs, which traditionally rank among the most successful content on TV Nova and would occupy the entire chart), ranked by ratings among the D15-54 group, did not contain a single program from other channels. All hundred positions were taken by Nova programs, the first place going to an episode of the Wife Swap reality show. Rival channel programs only placed in the **TOP 500** chart.

Newscast and TV journalism. Nova's main newscast program, **Televizní noviny [TV News]** has been a long-standing contributor to TV Nova's success, and again secured a leading position among news programs of all Czech TV channels. With an average audience of **2,392,000 adult viewers** over the age of 15, **Televizní noviny** ranks among the most popular TV programs in Europe, with an average share of **67.77%** within **D15+** group, and **64.43%** within **D15-54** group. **Odpolední Televizní noviny [Afternoon TV News]**, broadcast since 5 February





2007, has also been immensely successful, gaining an average audience of **759,000 viewers** over the age of 15 Monday through Friday, with a share of 54.09% within the 15-54 age bracket. With its spectacular ratings, Afternoon TV News managed to beat main newscast programs on rival channels several times, just a few months after its first airing.

The **Víkend [Weekend]** magazine, with a share of 47.66% (D15 – 54) was Nova's most successful journalistic show, watched by an average of 1,317,000 viewers over the age of 15 every Monday. **Střepiny [Fragments]** gained an average weekly audience of 1,202,000 viewers over 15, with a share of 51.48% within the 15-54 age group. **Na vlastní oči [In Your Own Eyes]**, the many award-winning investigative journalistic show, had an average audience of 1,075,000 adult viewers over 15 (share of 40.46% within D15-54). **Rady ptáka Loskutáka [Tips of Mynah the Bird]** was also very popular, with an average weekly audience of 1,026,000 adult viewers in the 15+ category.

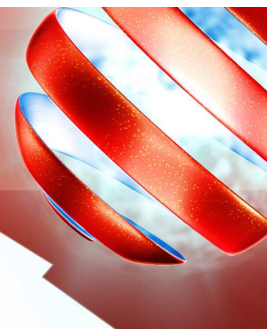
Series of Nova's own production have traditionally been very successful. **Ordinace v růžové zahradě [Rose Garden Medical Office]** again became the most popular series in 2007, watched every Tuesday and Thursday evening by an average of **2,083,000 viewers** over 15, which means that within Nova's main target group, i.e. viewers from 15 to 54 it was watched by an average of 53.77% of all viewers in a given time. The first run of the third series of **Pojišťovna štěstí [Insure Your Happiness]** was watched by an average of **1,860,000** viewers over 15, with an average share of 51.64% within the 15-54 age group. **Ulice [Street]**, a daily soap aired before TV News, gained an average audience of **1,217,000 viewers** over 15, with an average share of 47.19% within the 15-54 age group.

The **Wife Swap** reality show, aired by Nova in the first half of 2007, was also very popular, with an average share of 48.82% (D15-54). The episode aired on April 1 became the most popular program of 2007 (see TOP 100).

Films and series. TV Nova produced, co-produced, or bought broadcasting rights for a number of first-rate, attractive feature films, some of which have already been shown on the channel. **Účastníci zájezdu [Vacationers]**, by director Jiří Vejdělek, became the most popular Czech film of 2007, watched by 2,135,000 viewers over 15, with a spectacular share of 59.02% within the 15-54 age group. In the TOP 10 Czech movies, the film is followed by **Vesničko má středisková [My Sweet Little Village]**, with 2,050,000 viewers in the 15+ category (share of 54.37% within the 15-54 age group), **Noc na Karlštejně [A Night at Karlštejn]** with 1,902,000 adult viewers over 15 (share of 50.75% within the 15-54 age group), and **Raftáci [Rafters]** with 1,702,000 adult viewers over 15 (share of 54.02% within the 15-54 age group). As regards foreign movies, the most popular among adult viewers over 15 were **Pretty Woman** (2,125,000; share of 43.46% in D15-54), followed by **The Transporter** (1,905,000; share of 55.9% in D15-54), and **Spartacus** (1,831,000, share of 47.52% in D15-54) in third place; fourth place



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belonged to **Category 6: Day of Destruction** (1,809,000; share of 49.52% in D15-54); and fifth to **A Knight's Tale**, a film shot in Prague (1,691,000; share of 47.57% in D15-54).

The most popular foreign series of the last year included House M.D., CSI: Las Vegas, CSI: Miami, and Lost. The stories of the grumpy but brilliant doctor **House** gained an average of 1,053,000 adult viewers over 15 (average share of 53.08% in D15-54). **CSI: Las Vegas** attracted an average audience of 1,383,000 viewers over 15 (average share of 53.33% in D15-54), closely followed by **CSI: Miami** with an average of 1,360,000 15+ viewers (average share of 50.44% in D15-54). The worldwide hit **Lost** garnered an average weekly audience of 1,207,000 15+ viewers (average share of 44.59% in D15-54).

TV Nova's ratings in 2007 have been achieved thanks to its first class team and they have confirmed that the channel still remains both the most popular and the "youngest" TV channel.

Annex: TOP 100 programs of 2007 from all channels

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