

DOMA, THE NEW TV CHANNEL IN SLOVAKIA



Silvia Porubská, Head of the channel, and Václav Míka, General Director of TV Markíza

DOMA was launched on 31st of August 2009, right at the start of the fall broadcast season: it is the first monothematic local channel oriented to the target group of women in the age between 12 and 54. Moreover, is the first niche channel in the CME family in Slovakia, with sister station Markíza as the market leader. On the first day of broadcast, it reached 2.5% share all day on its target group.

Silvia Porubská, Head of Channel, at DOMA, explains to Prensario: 'DOMA has become a dominant player on the Slovak market among the small niche channels (JOJ Plus, TA3, DVOJKA, TROJKA) running the target group (women in age from 12-54) we manage. Year-to-date 2010, with 2.9% Share is +0.5% ahead from the nearest competitor. The result of 3.5 and 3.7%, gained through the last weeks, continue being increased. Within this target group and the

coverage area, we have reached an all-day market share of 6,8%. It already averages 265,000 daily viewers in the target group 12-54 for a market of 5.4 million people. In addition to comprising a line-up of top international telenovelas and thematic film days, DOMA also has ambitiously planned to produce

local content.'

'One of the most successful programs is the daily telenovela *When you will be mine* (TV Azteca), that had a maximum audience of 3,1% rating and 13,8% share (average of two episodes on February 10th, female segment 12-54) during February. For the weekend, we have good movies: on Saturday, mainly based on Rosamunde Pilcher stories (maximum achieved February 13th: 5,5% share and 2,1% rating- women 12-54) and on Sunday evening, movie hits as *Life or something like it* (USA) that had the best result 5,8% of share and 2,4% rating. Also, *Million Dollar Baby*, *The Queen*, and even classics like *Flashdance*, *First Wives Club*, *Striptease*, or *Indecent Proposal*, run very well.'

'A very unique and rare record for DOMA was achieved by a romantic film *Boyfriend for Christmas* (USA) broadcasted on December 5th with 9% share and 2,6% rating within DOMA's TG. The channel has been capable of achieving 3% of market share during first six months within its target group in average month. Its coverage has gradually grown from 48% to 60% of population', adds Porubská.

'The channel offers a stable long-term structure based on long-running series building the viewer's habit. The female programming and all popular re-run or new blockbuster telenovelas



TV Azteca's telenovela *When you will be mine* reached 3,1% rating and 13,8% share in DOMA



US TV movie *Life or something like it* obtained a good result on Sunday evening with 5,8% of share and 2,4% rating



were transferred from Markíza's library to DOMA. Since launch, the ambition was to slowly transform the channel from jukebox format to a full-format station, so we have been developing local programs and we are ready to introduce first local production this spring season, in the form of a women magazine.'

'A modern magazine *L.O.V.E.*, starting in April, will bring its viewers, through an anchor trio, a huge range of topics and interesting reports on love, faith, relationships and emotions. A new format for an active woman of today will bring the curiosities and news in the area of lifestyle, fashion and will offer the practical services as well.'

Porubská continues: 'The most important acquisitions deals were made with biggest telenovela providers such as Televisa and Telemundo. DOMA cooperates very closely with other CME stations and broadcasts successful Romanian telenovelas from Acasa channel, produced by CME content division MediaPro, and Czech series from TV Nova. Our goal since launch has been to present an offer of programs that will make the viewers feel like 'at home' - positive, comfortable, safe, wanting to re-live the love and passion through our programs and our acquisition strategy is completely subdued to this.'

NEW MEDIA

'Our main focus currently is on Internet (www.tvdoma.sk) and providing the viewers with more ways to enjoy our shows. We concentrate on securing Internet rights for more and more programs. As we are targeting the young, active women we need to give them an option to watch our programs online.'

'Most of the times, we offer a chance to watch programs simultaneously on the web to the broadcast on TV, but some programs we also have in archive. About the women magazine, we will be launching this spring, we are focusing on the website, which will be coherent with all the topics, discussions and events happening during the show. Viewers will be able to write their stories, opinions and even ideas for topics they want to see in this new show. We want to make it a show for the viewer even via a new website.'



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