

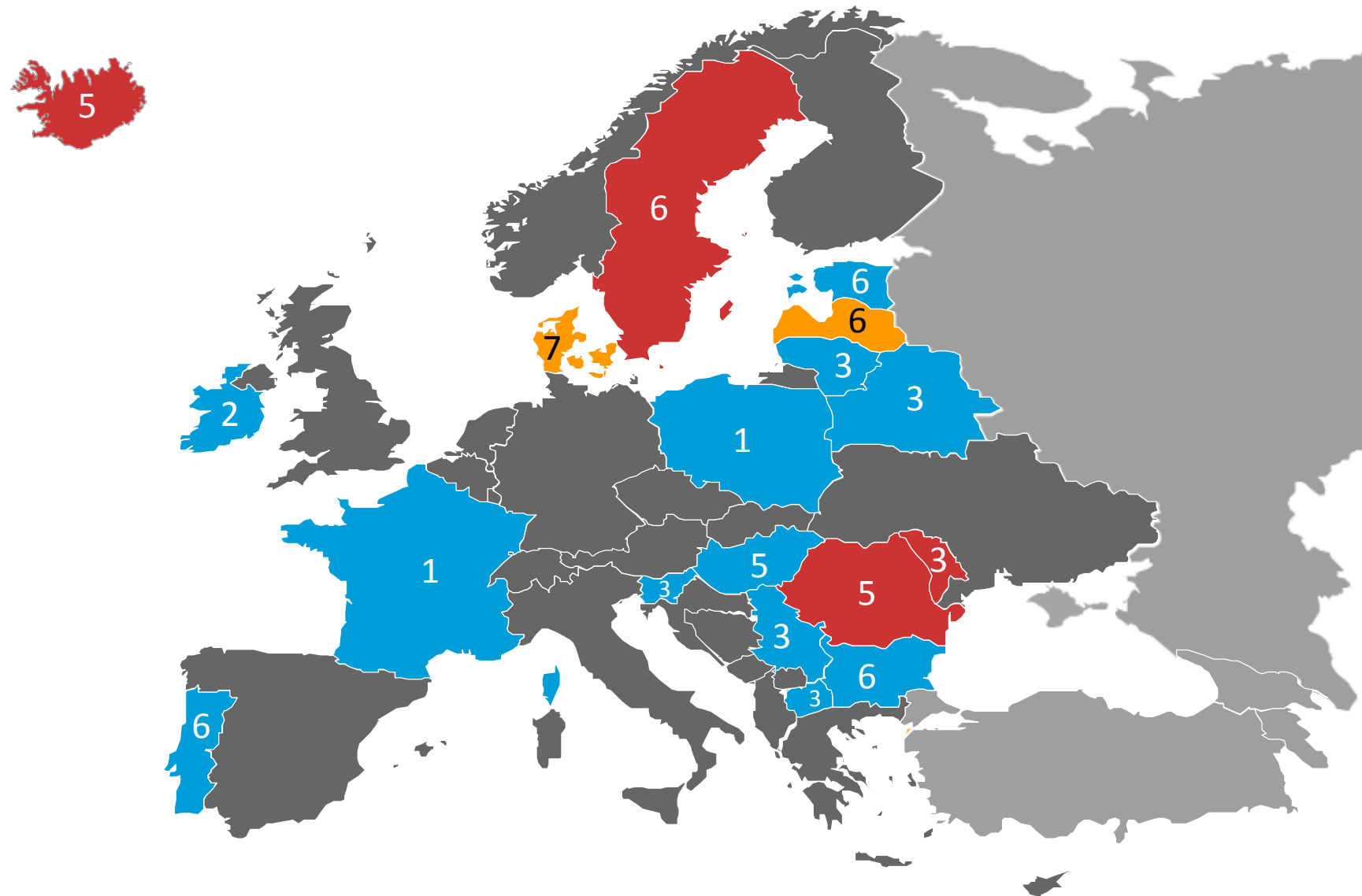
Free-to-Air vs. Pay-TV

■ Pay-TV č. 1 na trhu

■ Pay-TV 2. nebo 3.

■ Pay-TV v TOP 10

„3“ – počet Pay-TV v TOP 10

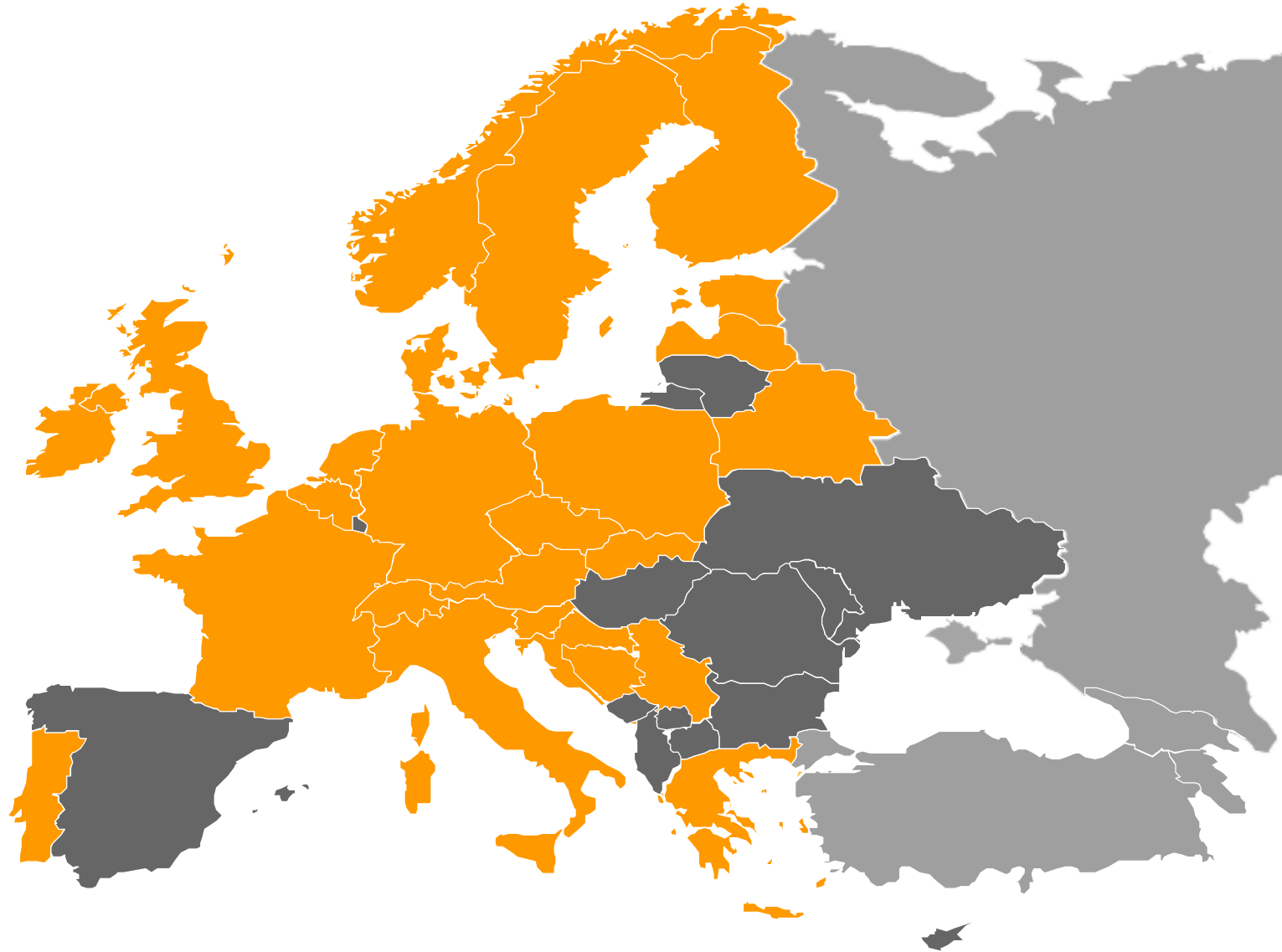


Zdroj: Nielsen

Veřejnoprávní televize



- Veřejnoprávní televizní stanice v TOP 3 v dané zemi dle podílu na sledovanosti

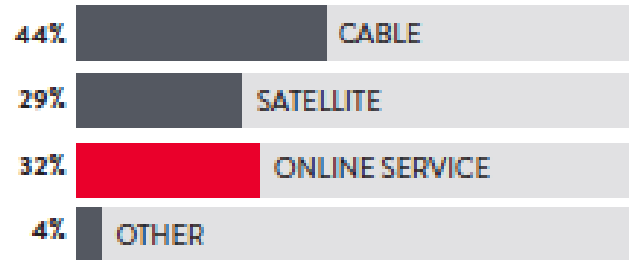


Zdroj: Nielsen

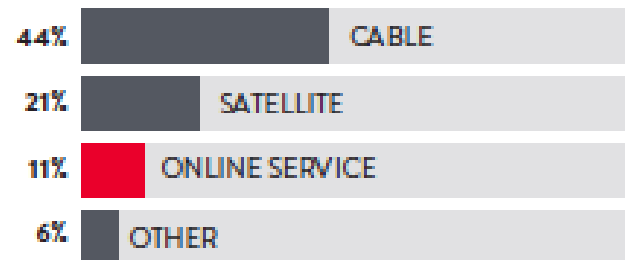
Self-reported paid services used to watch broadcast and/or VOD programming



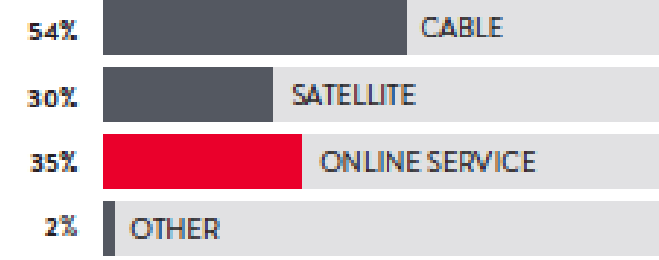
ASIA-PACIFIC



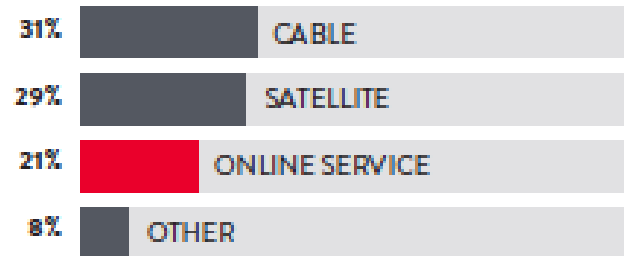
EUROPE



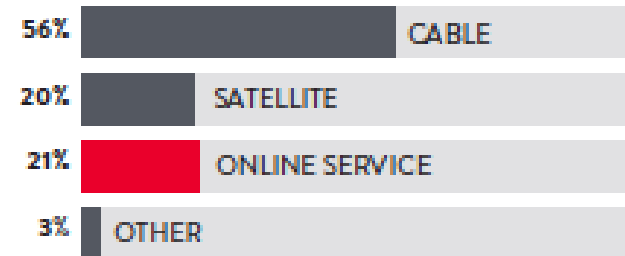
NORTH AMERICA



MIDDLE EAST/AFRICA



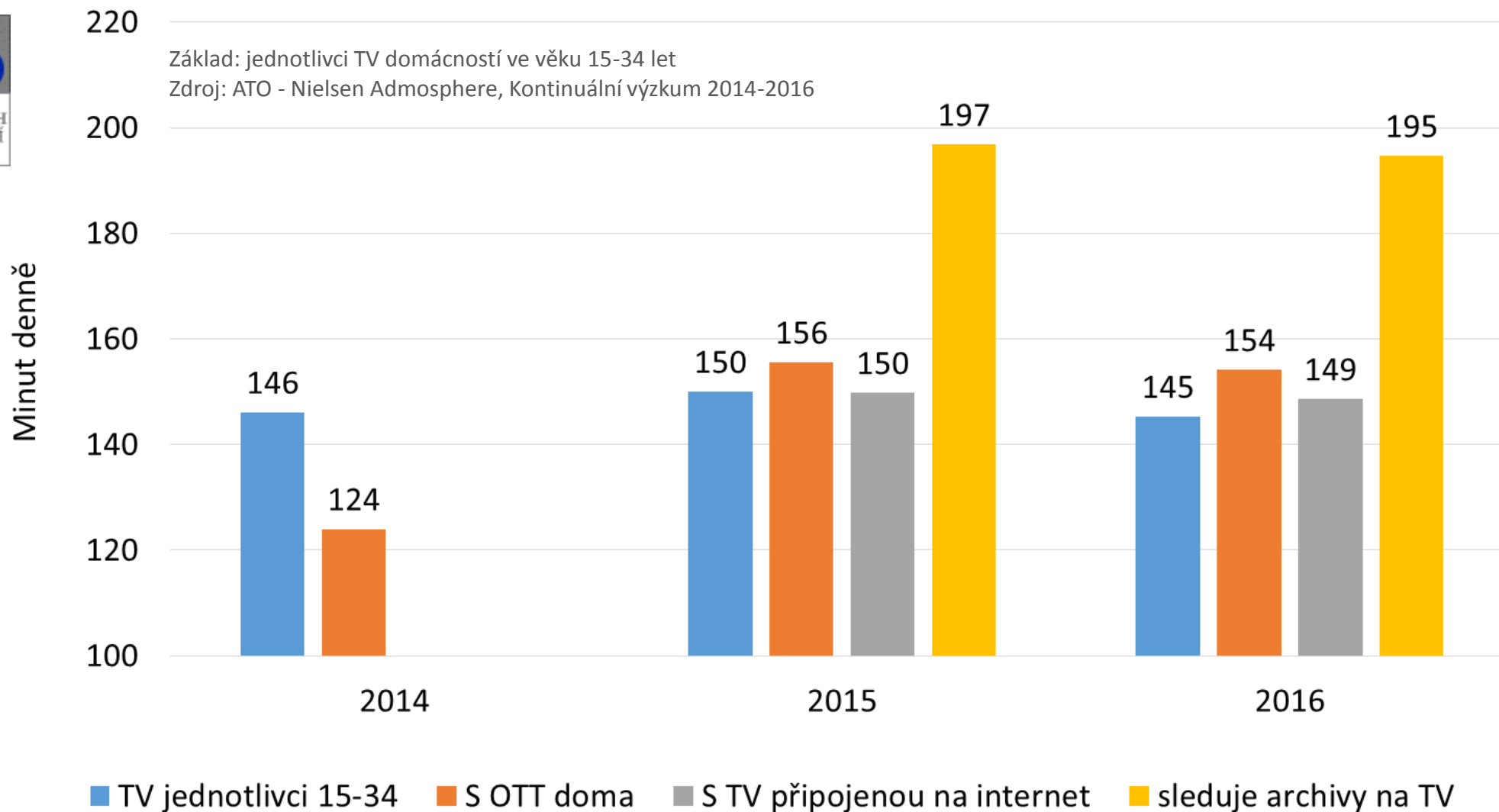
LATIN AMERICA



Pozn.: Respondenti mohli vybrat více poskytovatelů online služeb. Data neobsahují respondenty, kteří nevyužívají placené online služby.

Zdroj: Nielsen Global Video-on-Demand Survey, Q3 2015

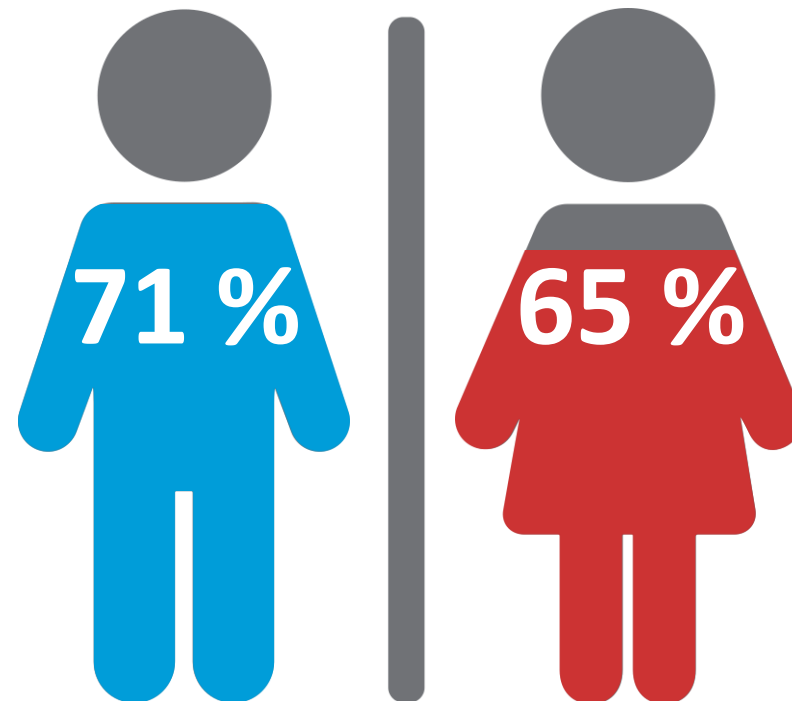
Průměrný denní čas živého sledování TV – skupina 15-34 let



Video na internetu – sleduje alespoň několikrát za měsíc

Sledují na
internetu
bezplatné
videoservery

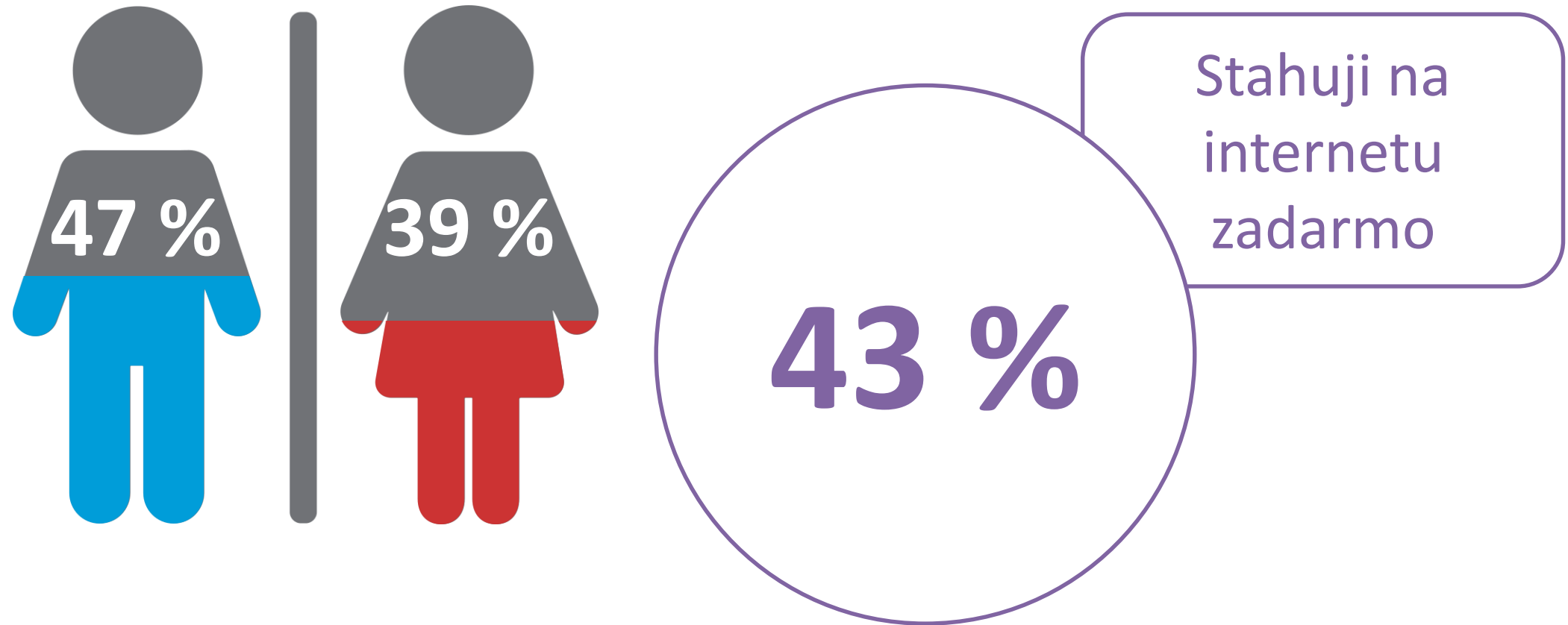
68 %



Zdroj: Nielsen Admosphere, Video na internetu 2016

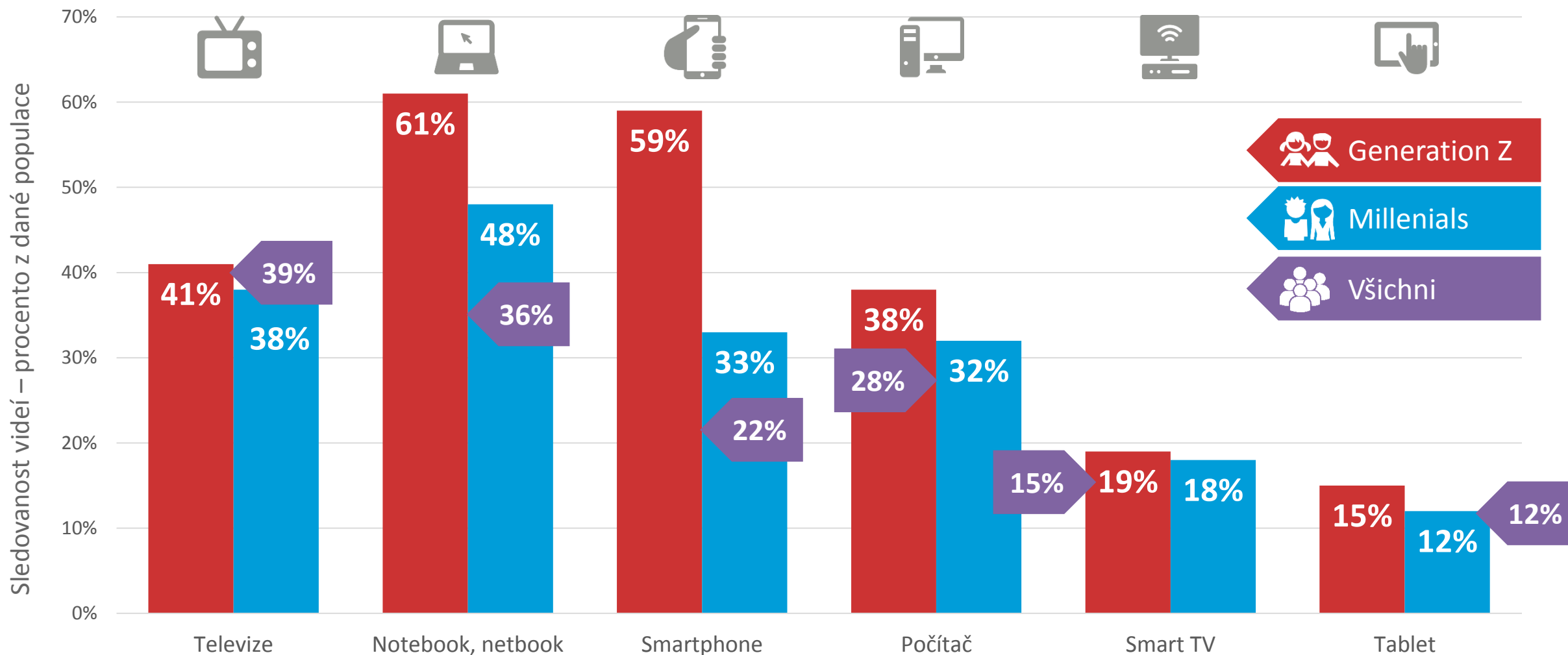
Základ: : Sledují video na internetu, TV vysílání nebo jiná videa, N=947

Video na internetu – sleduje alespoň několikrát za měsíc



Zdroj: Nielsen Admosphere, Video na internetu 2016
Základ: : Sledují video na internetu, TV vysílání nebo jiná videa, N=947

Sledovanost videí na různých zařízeních denně

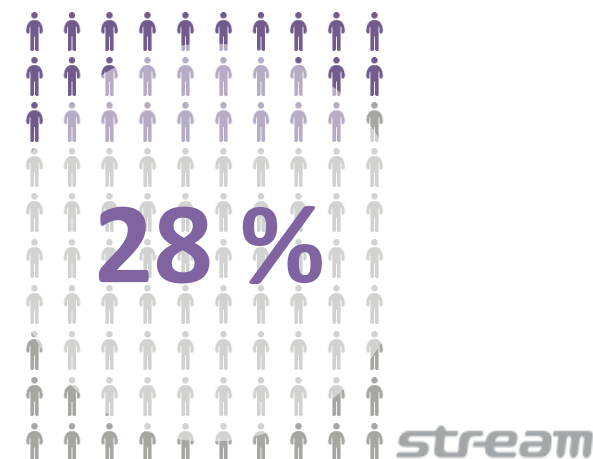
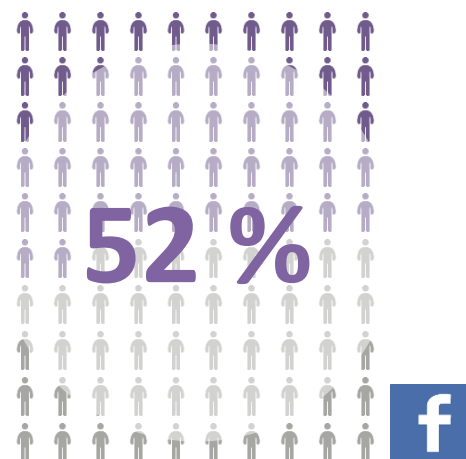
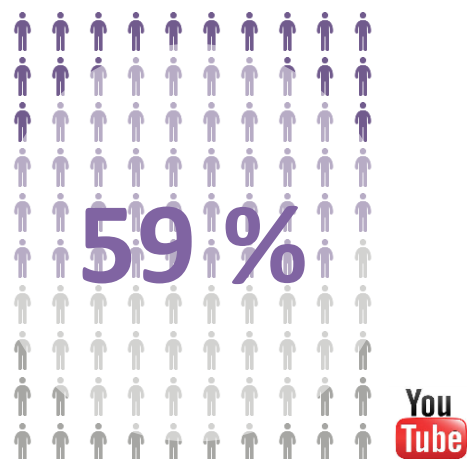


Zdroj: Nielsen Admosphere, Video na internetu 2016

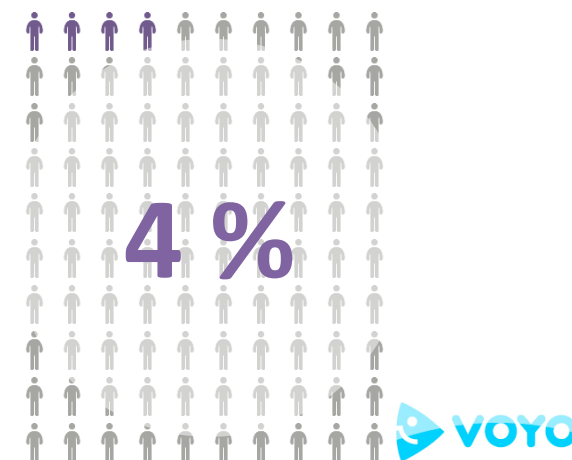
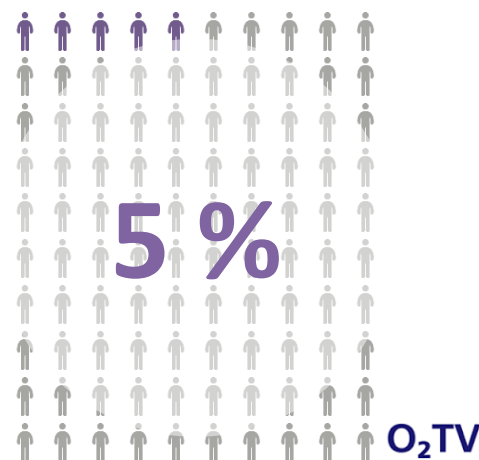
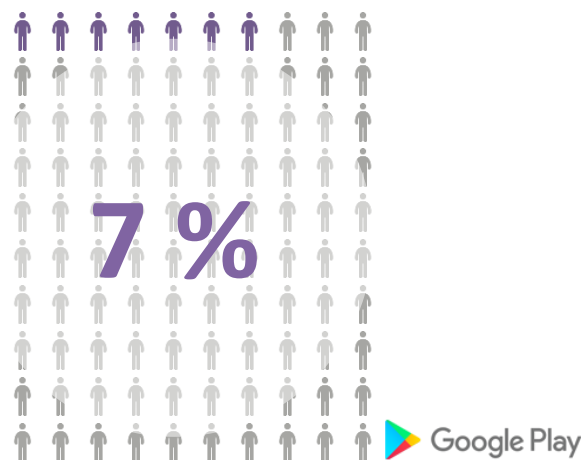
Základ: : Sledují video na internetu, TV vysílání nebo jiná videa, N=1205, Generation Z (15-20 let) N=468, Millennials (21-34 let), N=234

Nejsledovanější weby s videoobsahem

NEPLACENÉ



PLACENÉ

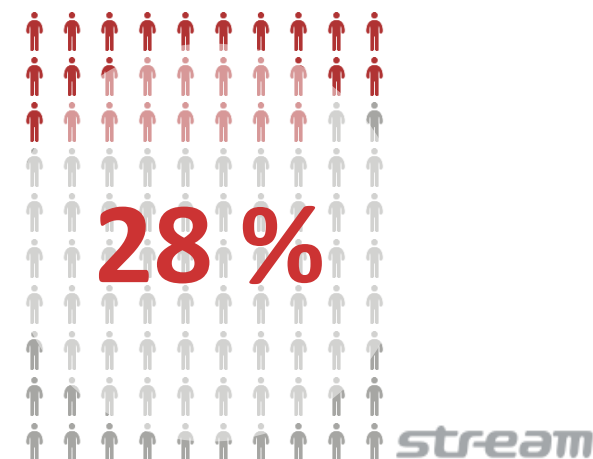
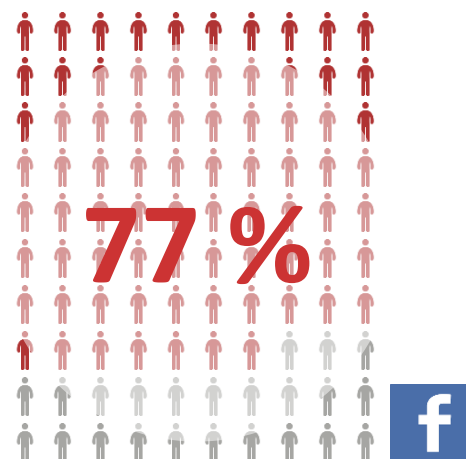
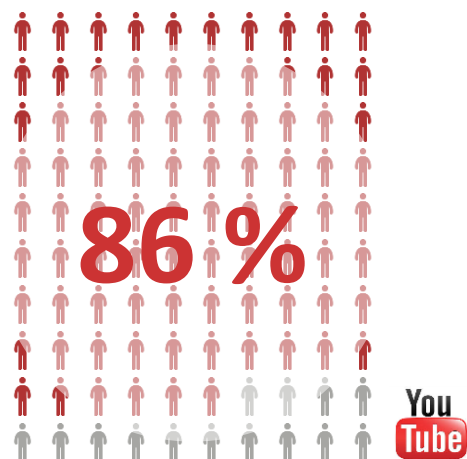


Zdroj: Nielsen Admosphere, Video na internetu 2016

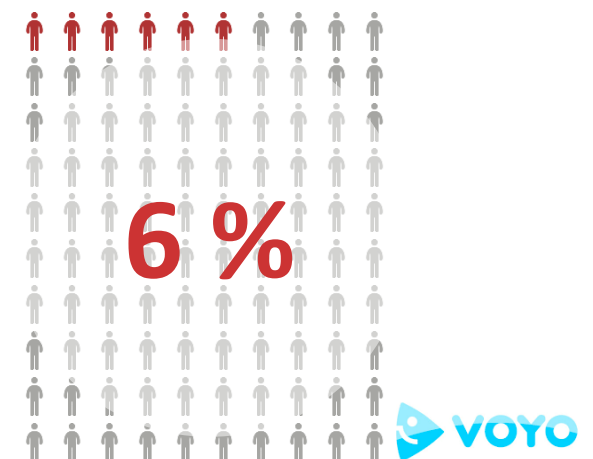
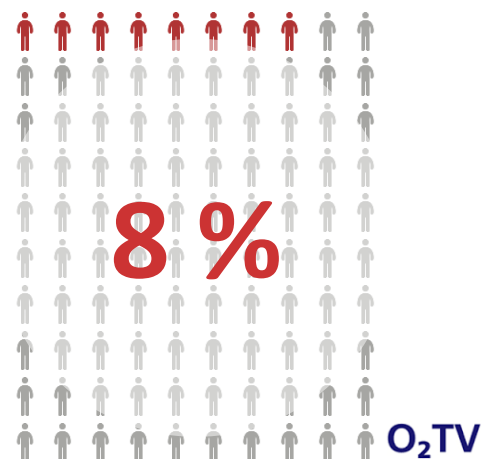
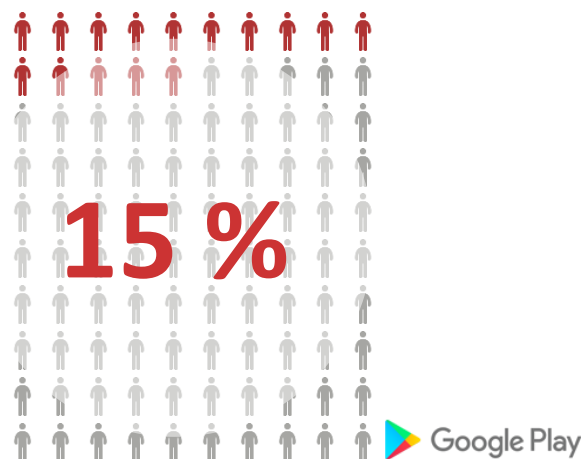
Základ: : Celý vzorek, N=1207

Nejsledovanější weby s videoobsahem

NEPLACENÉ



PLACENÉ

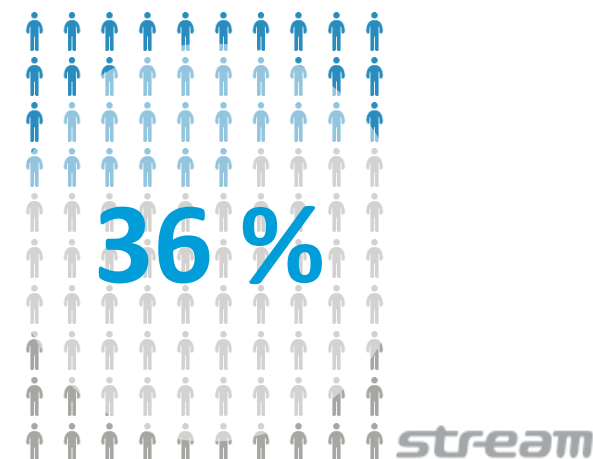
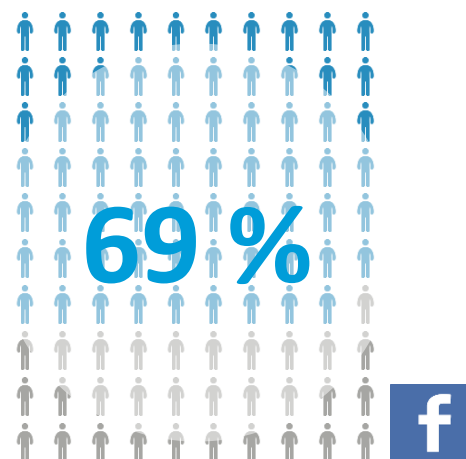
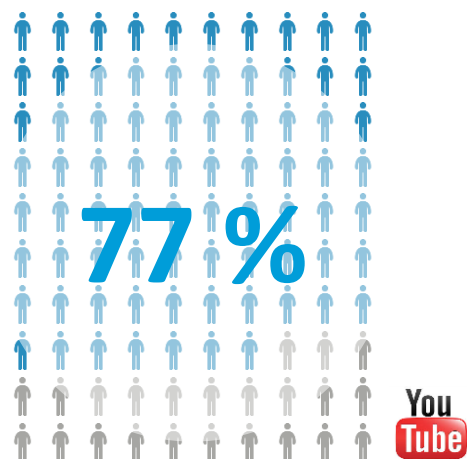


Zdroj: Nielsen Admosphere, Video na internetu 2016

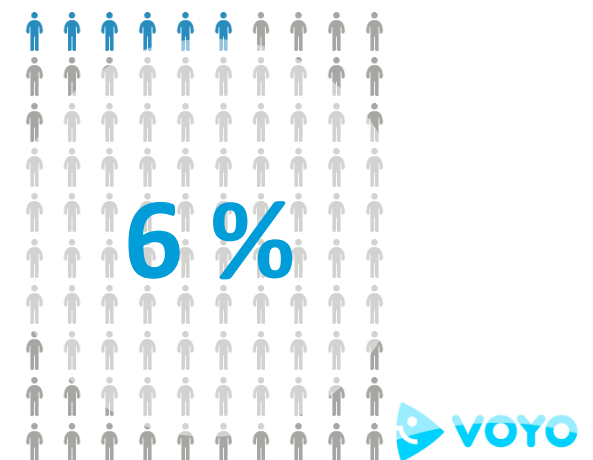
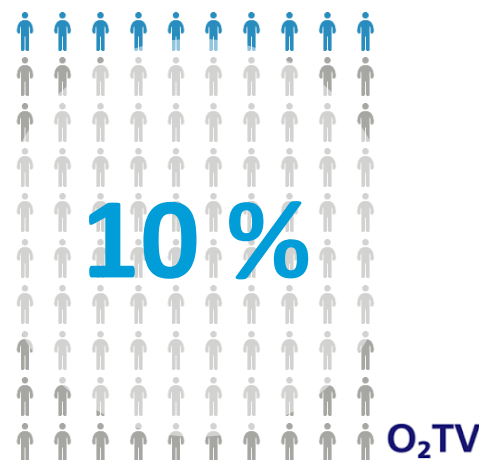
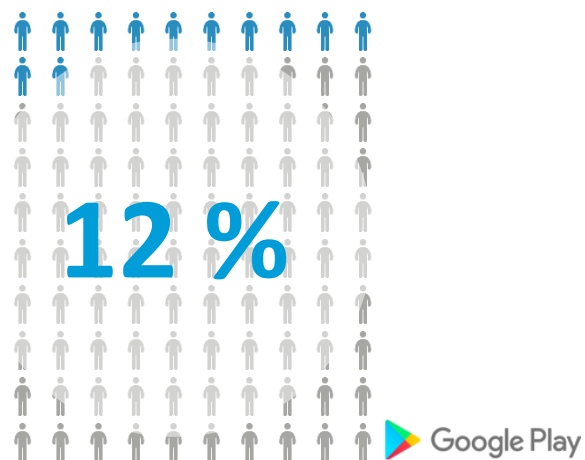
Základ: : Generation Z (15-20 let) N=468

Nejsledovanější weby s videoobsahem

NEPLACENÉ



PLACENÉ



Zdroj: Nielsen Admosphere, Video na internetu 2016

Základ: : Millenials (21-34 let), N=234

Děkuji za pozornost!

Tomáš Bičík, Business Development Director, tomas.bicik@admosphere.cz

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