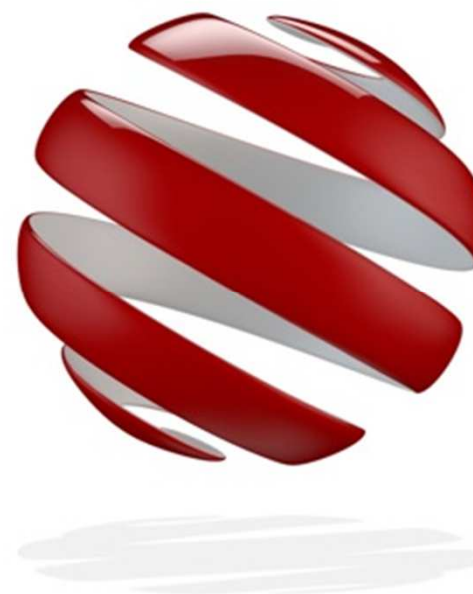


NOVA GROUP

Teleshopping 2018



Prague, January 2018

Specificities of teleshopping broadcasts



ADVERTISING



A public announcement

- ✓ Broadcast for a payment or other compensation (or for the purpose of the broadcaster's self-promotion)
- ✓ Intended to support sales, purchase or lease of products or services, including real property, rights and obligations
- ✓ Focused primarily on the manufacturer and only then on that manufacturer's products
- ✓ No need to state the price of goods or any contact information

TELESHOPPING



Direct offering intended for the public

- ✓ Broadcast for a payment or other compensation
- ✓ Applies to goods, real property, rights and obligations, or services
- ✓ Teleshopping spots
- ✓ Teleshopping programs take at least 15 minutes without interrupting
- ✓ Targeted offer with direct viewer response
- ✓ Aiming to address the recipients directly; the offer is directed to convince the viewers that they need the product and that they need it now

Advertising vs. teleshopping



Advertising



- ✓ Duration in seconds, or tens of seconds at maximum
- ✓ Advertising aims to boost sales in general terms, creating product awareness

Teleshopping



- ✓ Duration in minutes
- ✓ Viewers receive much more information in order to place a direct order on the basis of the information received

Teleshopping spots are subject to **the same rules as advertising** (ban on promoting certain types of products and services – tobacco products, firearms and ammunition, medications and subscription drugs, product placement, and misleading advertising).

Teleshopping spots must be clearly **separated visually and acoustically** from other programs (this is the same as the separation of advertising or of self-promotion) – to be provided by the broadcaster.

Advertising vs. teleshopping



ADVERTISING

VS.

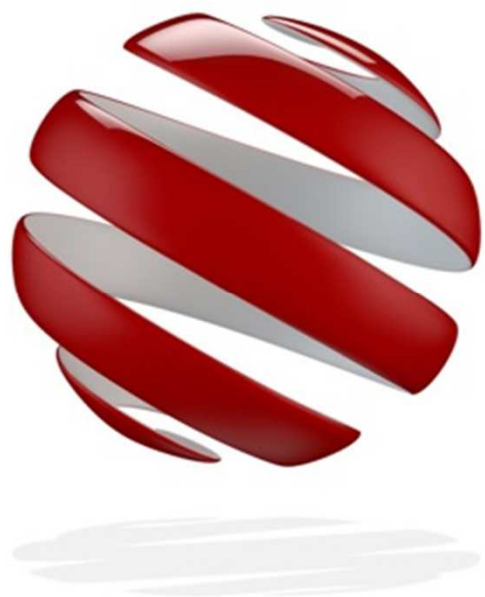
TELESHOPPING

- ✓ The difference is in the “direct offer” with the option of instantaneous individual response on the part of the message recipient

SUMMARY:

A teleshopping spot must include:

- ✓ **Direct offer**, i.e., presentation of a specific product or service
- ✓ **Price** at which it is available
- ✓ **Contact information** facilitating and allowing for the direct sale – information leading towards the conclusion of a purchase agreement between a viewer and the seller (telephone number, website, address)



2018 TEleshopping PRICELIST

NOVA

NOVA 2

NOVA CINEMA

NOVA ACTION

NOVA GOLD

NOVA SPORT 1

NOVA SPORT 2

MARKÍZA INTERNATIONAL

Teleshopping – NOVA



Time slots for broadcasting teleshopping spots – indicative timing

- ✓ 02:00 – 04:00 – 30 minutes
- ✓ 05:00 – 05:55 – 55 minutes

1Q		
Time	01:30 - 02:30	04:50 - 05:55
Price per minute	CZK 850	CZK 1,100
2Q		
Time	01:30 - 02:30	04:50 - 05:55
Price per minute	CZK 850	CZK 1,100
3Q		
Time	01:30 - 02:30	04:50 - 05:55
Price per minute	CZK 650	CZK 860
4Q		
Time	01:30 - 02:30	04:50 - 05:55
Price per minute	CZK 850	CZK 1,100

Teleshopping – NOVA 2



Time slots for broadcasting teleshopping spots - indicative timing

- ✓ 08:30 – 09:30 (Monday–Sunday) – 15 minutes
- ✓ 11:00 – 12:00 (Monday–Sunday) – 20 minutes

1Q		
Time	08:30 - 09:30	11:00 - 12:00
Price per minute	CZK 550	CZK 650
2Q		
Time	08:30 - 09:30	11:00 - 12:00
Price per minute	CZK 550	CZK 650
3Q		
Time	08:30 - 09:30	11:00 - 12:00
Price per minute	CZK 450	CZK 550
4Q		
Time	08:30 - 09:30	11:00 - 12:00
Price per minute	CZK 550	CZK 650

Teleshopping – NOVA CINEMA



Time slots for broadcasting teleshopping spots - indicative timing

- ✓ 01:00 – 02:00 (Monday–Friday) – 15 minutes
- ✓ 02:00 – 03:00 (Saturday–Sunday) – 15 minutes
- ✓ 05:00 – 06:00 (Monday–Sunday) – 30 minutes
- ✓ 10:30 – 13:00 (Monday–Sunday) – 24 minutes
- ✓ 13:00 – 15:30 (Monday–Friday) – 19 minutes

1Q				
Time	01:00 - 03:00	05:00 - 06:00	10:30 - 13:00	13:00 – 15:30
Price per minute	CZK 550	CZK 850	CZK 1,600	CZK 1,800
2Q				
Time	01:00 - 03:00	05:00 - 06:00	10:30 - 13:00	13:00 – 15:30
Price per minute	CZK 550	CZK 850	CZK 1,600	CZK 1,800
3Q				
Time	01:00 - 03:00	05:00 - 06:00	10:30 - 13:00	13:00 – 15:30
Price per minute	CZK 450	CZK 650	CZK 1,100	CZK 1,300
4Q				
Time	01:00 - 03:00	05:00 - 06:00	10:30 - 13:00	13:00 – 15:30
Price per minute	CZK 550	CZK 850	CZK 1,600	CZK 1,800

Teleshopping – NOVA ACTION



Time slots for broadcasting teleshopping spots - indicative timing

- ✓ 10:30 – 11:30 (Monday–Sunday) – 15 minutes
- ✓ 12:30 – 13:30 (Monday–Sunday) – 20 minutes

1Q		
Time	10:30 - 11:30	12:30 - 13:30
Price per minute	CZK 650	CZK 750
2Q		
Time	10:30 - 11:30	12:30 - 13:30
Price per minute	CZK 650	CZK 750
3Q		
Time	10:30 - 11:30	12:30 - 13:30
Price per minute	CZK 630	CZK 650
4Q		
Time	10:30 - 11:30	12:30 - 13:30
Price per minute	CZK 650	CZK 750



Teleshopping – NOVA GOLD

Time slots for broadcasting teleshopping spots - indicative timing

✓ 08:30 – 09:30 (Monday–Sunday) - 30 minutes

✓ 12:30 – 14:00 (Saturday–Sunday)
✓ 11:30 – 12:30 (Monday–Friday) > 15 minutes

✓ 14:00 – 15:30 (Saturday–Sunday)
✓ 14:00 – 15:00 (Monday–Friday) > 15 minutes

1Q			
Time	08:30 - 09:30	11:30 - 14:00	14:00 - 15:30
Price per minute	CZK 650	CZK 750	CZK 750
2Q			
Time	08:30 - 09:30	11:30 - 14:00	14:00 - 15:30
Price per minute	CZK 650	CZK 750	CZK 750
3Q			
Time	08:30 - 09:30	11:30 - 14:00	14:00 - 15:30
Price per minute	CZK 550	CZK 650	CZK 650
4Q			
Time	08:30 - 09:30	11:30 - 14:00	14:00 - 15:30
Price per minute	CZK 650	CZK 750	CZK 750

Teleshopping – NOVA SPORT 1



Time slots available for broadcasting teleshopping spots

- indicative timing

- ✓ 11:00 – 12:00 (Monday–Sunday) – 20 minutes
- ✓ 13:00 – 14:00 (Monday–Sunday) – 10 minutes
- ✓ 16:00 – 17:00 (Monday–Sunday) – 10 minutes

Price: CZK 600/minute

Teleshopping – NOVA SPORT 2



Time slots available for broadcasting teleshopping spots

- indicative timing

- ✓ 11:00 – 12:00 (Monday–Sunday) – 20 minutes
- ✓ 13:00 – 14:00 (Monday–Sunday) – 10 minutes
- ✓ 16:00 – 17:00 (Monday–Sunday) – 10 minutes

Price: CZK 600/minute

Teleshopping – Markíza International



Time slots available for broadcasting teleshopping spots

- indicative timing

✓ 12:00 – 14:00 (Monday–Sunday) – 30 minutes

Price: CZK 600/minute

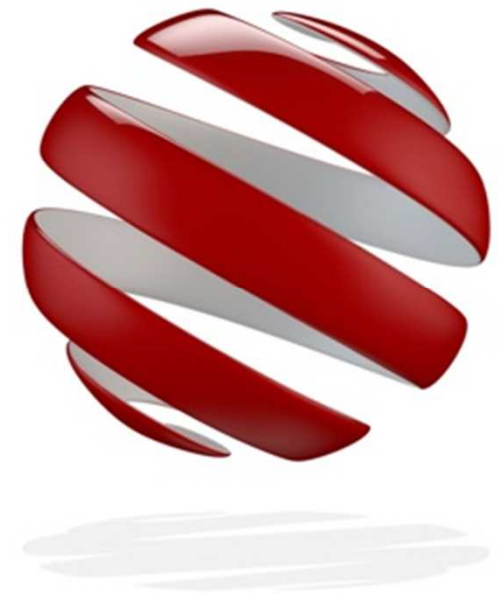
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