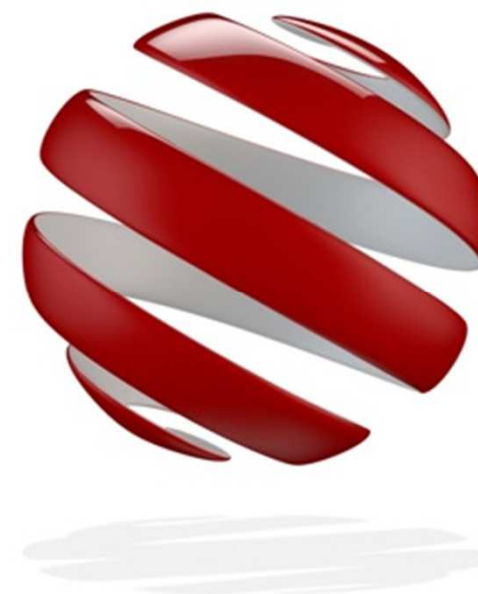


# NOVA GROUP

Teleshopping 2017



Prague, February 2017

# 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)



## 2017 TEleshopping PRICELIST

NOVA

NOVA 2

NOVA CINEMA

NOVA ACTION

NOVA GOLD

NOVA SPORT 1

NOVA SPORT 2

noVA

noVA 2

noVA  
CINEMA

noVA  
ACTION

noVA  
GOLD

noVA  
SPORT1

noVA  
SPORT2

noVA  
INTERNATIONAL

noVA  
PLUS

VOYO

TN CZ

noVA.cz

# Teleshopping – NOVA



## Time slots for broadcasting teleshopping spots – indicative timing

- ✓ 01:30–02:30 – 30 minutes
- ✓ 04:50–05:55 – 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) – 20 minutes
- ✓ 13:00–15:30 (Monday–Friday) – 15 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

- ✓ 11:00 – 11:30 (Monday–Sunday) – 5 minutes
- ✓ 13:00 – 14:00 (Monday–Sunday) – 10 minutes
- ✓ 15:00 – 16:00 (Monday–Sunday) – 15 minutes

1Q			
Time	11:00 - 11:30	13:00 - 14:00	15:00 - 16:00
Price per minute	CZK 650	CZK 750	CZK 850
2Q			
Time	11:00 - 11:30	13:00 - 14:00	15:00 - 16:00
Price per minute	CZK 650	CZK 750	CZK 850
3Q			
Time	11:00 - 11:30	13:00 - 14:00	15:00 - 16:00
Price per minute	CZK 630	CZK 650	CZK 750
4Q			
Time	11:00 - 11:30	13:00 - 14:00	15:00 - 16:00
Price per minute	CZK 650	CZK 750	CZK 850



# 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 – 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 – 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

## Contact

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