Teleshopping 2026

Prague, December 2025

SPECIFICS OF TELESHOPPING BROADCASTING

ADVERSTISING

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 the 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 taking 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

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ADVERTISING VERSUS TELESHOPPING

ADVERSTISING

- duration in seconds, or tens of seconds at maximum
- advertising aims to boost sales in general terms and increase brand 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 – i.e. tobacco products, firearms and ammunition, medications and subscription drugs, product placement and misleading ad).

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

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ADVERTISING VERSUS TELESHOPPING

TELESHOPPING

The difference is in the "direct offer" with the option of instantaneous individual response on the part of the message recipient

The Teleshopping spot must contain:

- ✓ direct offer, i.e. presentation of a specific product or service
- ✓ price at which it is product 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)

Teleshopping

Price list 2026

NOVA CINEMA
NOVA ACTION
NOVA KRIMI
NOVA FUN
NOVA LADY

TELESHOPPING NOVA CINEMA

Time slots for broadcasting TSH spots – indicative timing

- 08:00 - 10:00 (MON - SUN) – 30 minutes
- 12:00 - 14:30 (MON - FRI) – 30 minutes

time	08:00 - 10:00	12:00 – 14:30
price / 1 min	2 170 CZK	2 420 CZK

TELESHOPPING NOVA ACTION

Time slots for broadcasting TSH spots – indicative timing

- 09:00 - 11:00 (MON - SUN) – 30 minutes
- 11:00 - 13:00 (MON - SUN) – 30 minutes

time	09:00 – 11:00	11:00 - 13:00
price /1 min	880 CZK	1 000 CZK

TELESHOPPING NOVA KRIMI

Time slots for broadcasting TSH spots – indicative timing

- 07:00 - 09:00 (MON - SUN) – 30 minutes
- 09:00 - 11:00 (MON - SUN) – 15 minutes
- 12:00 - 14:00 (MON - SUN) – 15 minutes

time	07:00 - 09:00	09:00 - 11:00	12:00 - 14:00
price / 1 min	880 CZK	1 000 CZK	1 000 CZK

TELESHOPPING NOVA FUN

Time slots for broadcasting TSH spots – indicative timing

- 07:30 - 09:30 (MON - SUN) – 20 minutes
- 09:30 - 11:30 (MON - SUN) – 25 minutes

time	07:30 - 09:30	09:30 - 11:30
price / 1 min	740 CZK	880 CZK

TELESHOPPING NOVA LADY

Time slots for broadcasting TSH spots – indicative timing

- 09:00 - 11:30 (MON - SUN) – 30 minutes
- 11:30 - 13:30 (MON – SUN) – 30 minutes

time	09:00 - 11:30	11:30 - 13:30
price / 1 min	880 CZK	1 000 CZK

CONTACT

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