

NOVA GROUP

Teleshopping 2023

Prague, December 2022

nova

nova
CINEMA

nova
FUN

nova
LADY

nova
ACTION

nova
GOLD

nova
SPORT

TN

nova
INTERNATIONAL

VOYO

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SPECIFICS OF TEleshopping BROADCASTING

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 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

ADVERTISING VERSUS TEleshopping

ADVERTISING



- 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.

ADVERTISING VERSUS TEleshopping

Summary:

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 2023

NOVA

NOVA CINEMA

NOVA FUN

NOVA LADY

NOVA ACTION

NOVA GOLD

NOVA SPORT 1

NOVA SPORT 2

 nova

 nova
CINEMA

 nova
FUN

 nova
LADY

 nova
ACTION

 nova
GOLD

 nova
SPORT

 TN

 nova
INTERNATIONAL

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TELESHOPPING TV NOVA

Time slots for broadcasting TSH spots – indicative timing

- 01:30 - 03:00 (MON - SUN) – 30 minutes
- 04:50 - 06:00 (MON – SUN) – 65 minutes

time	01:30 - 03:00	04:50 - 06:00
price / 1 min	1 160 CZK	1 470 CZK

TELESHOPPING NOVA CINEMA

Time slots for broadcasting TSH spots – indicative timing

- 00:30 - 03:30 (MON - SUN) – 15 minutes
- 04:00 - 06:00 (MON - SUN) – 30 minutes
- 08:00 - 10:00 (MON - SUN) – 30 minutes
- 12:00 - 14:30 (MON - FRI) – 30 minutes

time	00:30 - 03:30	04:00 - 06:00	08:00 - 10:00	12:00 - 14:30
price / 1 min	740 CZK	1 160 CZK	2 170 CZK	2 420 CZK

TELESHOPPING NOVA ACTION

Time slots for broadcasting TSH spots – indicative timing

- 09:00 - 11:00 (MON - SUN) – 50 minutes
- 11:00 - 13:00 (MON - SUN) – 50 minutes

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

TELESHOPPING NOVA GOLD

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) – 40 minutes
- 11:30 - 13:30 (MON – SUN) – 40 minutes

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

TELESHOPPING NOVA SPORT 1,2

Time slots for broadcasting TSH spots – indicative timing

- 11:00 - 12:00 (MON - SUN) – 20 minutes
- 13:00 - 14:00 (MON - SUN) – 10 minutes
- 16:00 - 17:00 (MON - SUN) – 15 minutes

time	11:00 - 12:00	13:00 - 14:00	16:00 - 17:00
price / 1 min	810 CZK	810 CZK	810 CZK

CONTACT

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