

Status of the HbbTV market in the Czech Republic

Daniel Grunt, New media director, FTV Prima
8th HbbTV Symposium, Athens, 21.11.2019

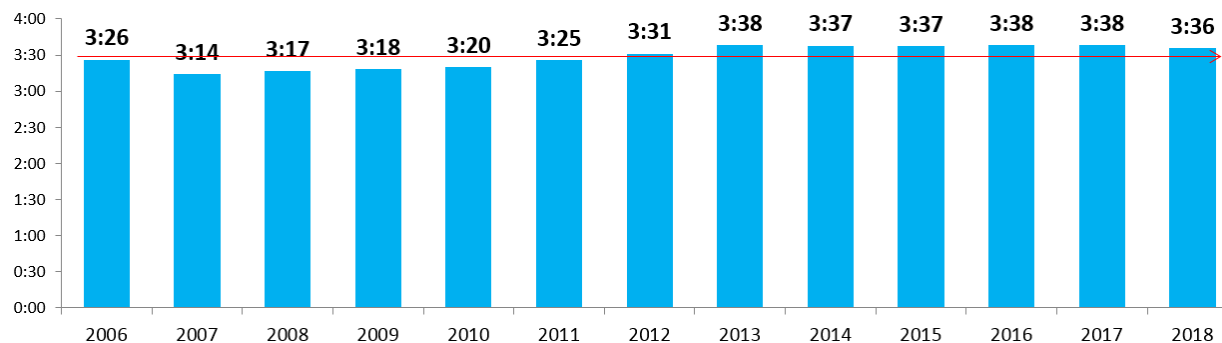


Czech TV market description

Czech TV population

- 10.5 million people
- 3.9 million households
- 95% TV Homes
- The average Czech consumer spent 3h 36min per day watching TV

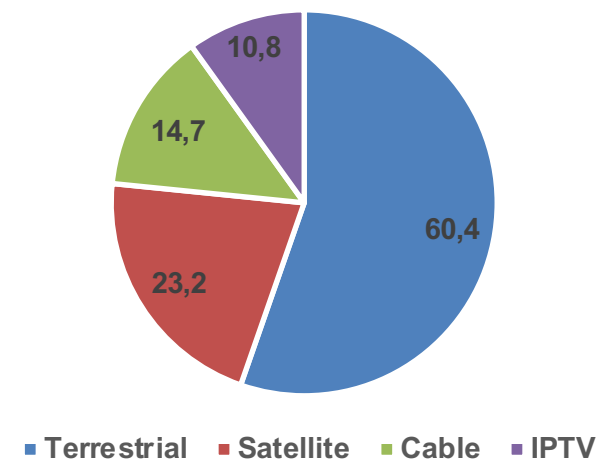
Time spent watching TV on average [h/day]



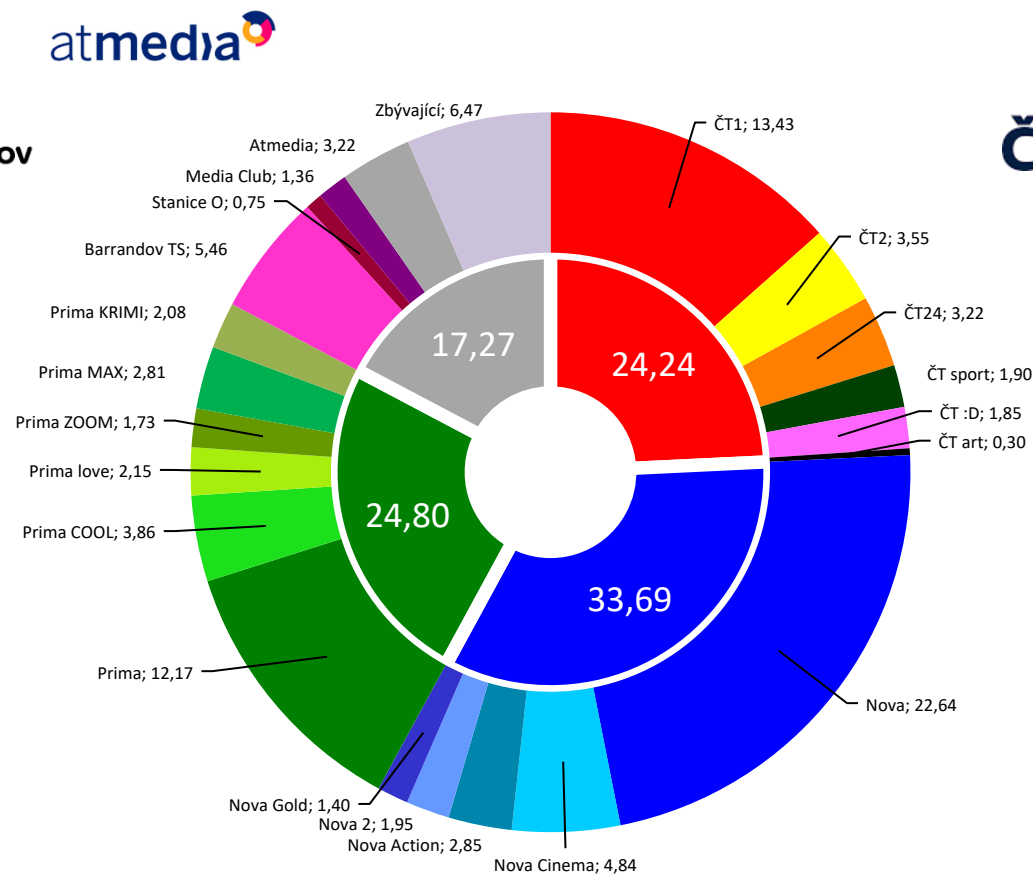
DVB-T2 Transition

- Starts 27th November 2019
- Since 1st July 2020 DVB-T2 only

Digital Video Broadcasting



TV share





Czech HbbTV market

Size of Czech HbbTV market

#1

HbbTV form asking for the
current number of viewers
in front of the TV set





#2

Measurement of unique
HbbTV sets by Unique
DeviceID & fingerprinting



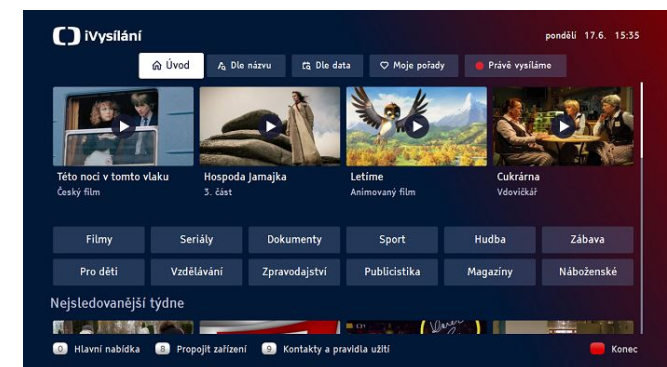
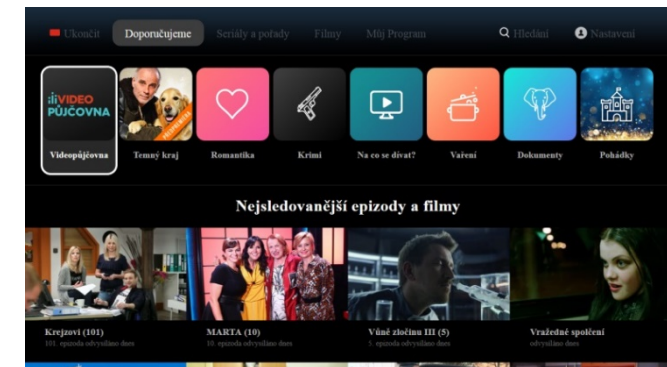
**2,2 million
viewers see
the red button**

Manufacturer	10/2017	10/2019
 LG	42%	36%
SAMSUNG	14%	25%
SONY	8%	9%
PHILIPS	12%	8%
Panasonic	12%	8%
Others	12%	14%

		
Version	10/2017	10/2019
HbbTV 1.5	78%	77%
HbbTV 2.0.1	0%	14%
HbbTV 1.0	19%	8%
HbbTV 2.0	3%	0%

Key HbbTV players

- **FTV Prima** – leader in commercial usage of HbbTV
 - Defining commercial formats and standards, educating the market
 - Strong campaigns building HbbTV awareness and product reasons to support usage
 - Focus on TV archive and entertainment
- **Czech television** – leader in live streaming (sport events)
 - Owns broadcasting rights for most major sporting events (Olympics, FIFA World Cup, Ice Hockey Championship...)
 - Extensive TV archive own production
- **TV Nova** – slowly starting
 - TV archive launched this summer
 - First steps in monetization





HbbTV & online video measurement

Video measurement (TV & digital including HbbTV)

PEM TV - TV part

Panel 1 900 HH (4 500 individuals), 1 700 HHs intab

Measurement up to 100 channels

Peoplemeter - Audiomatching technology

Live and Time-shifted viewing (0-7 days)

Establishment Survey 12 000 HHs per year

LifeStyle Survey (adults 15+ and kids 4-14)

Data delivery (TV day 6:00–6:00) until 8:00 (usually 7:15)

Data reported with **seconds granularity**

Cloud based data analyses SW, Realtime data

Panel PEM PC (TV content on home PCs)

Approx. 300 HH, Live and Time-shifted viewing

PEM D - Digital part

Site-centric measurement - Nielsen SDK technology

Census data

Involved media

PC, Smartphones, Tablets

Video content

Programs, Commercials, Live streams

HbbTV

Video content & Static content

Since 07/2019 – Unique metrics!

Data harmonization (PEM TV × PEM D)

Coordinated labelling of both digital video content and TV content

Reporting of viewing on all devices (TV, PC, Tablet, Smartphone, HbbTV) together in one software

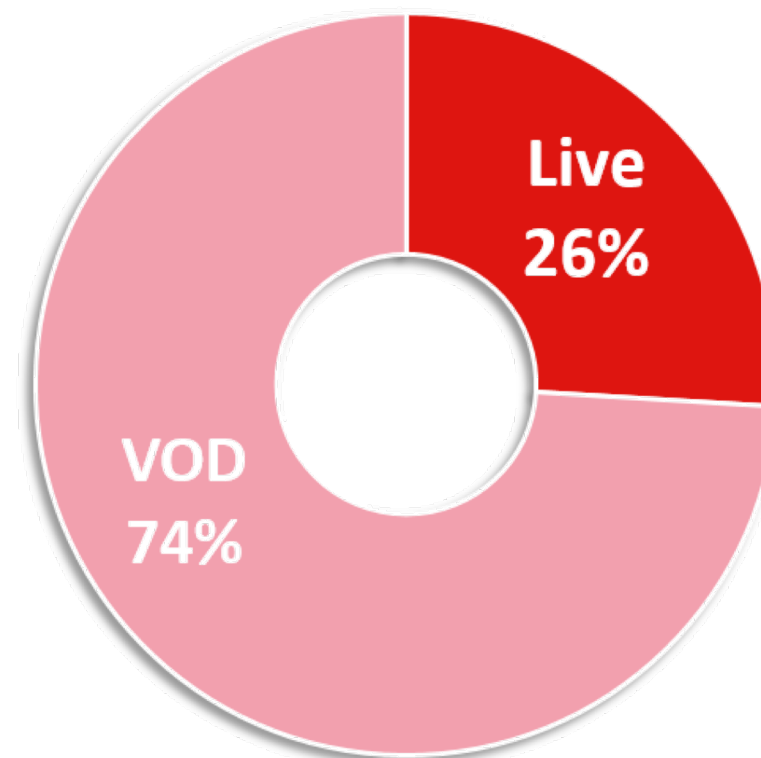
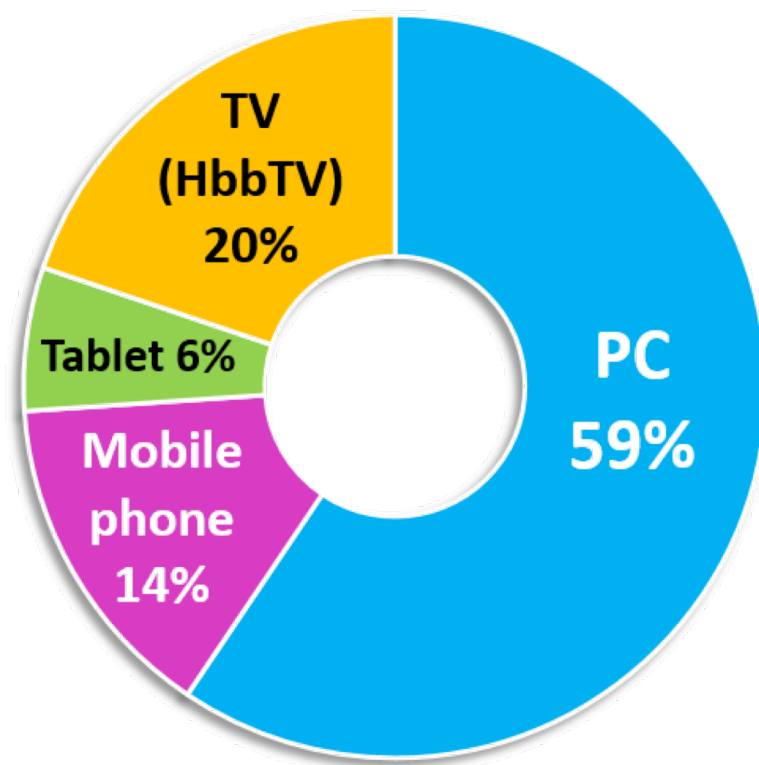
Since 2019 – PEM D data „demographisation“ – sociodemographic profile of program's digital audience

HbbTV unique metrics

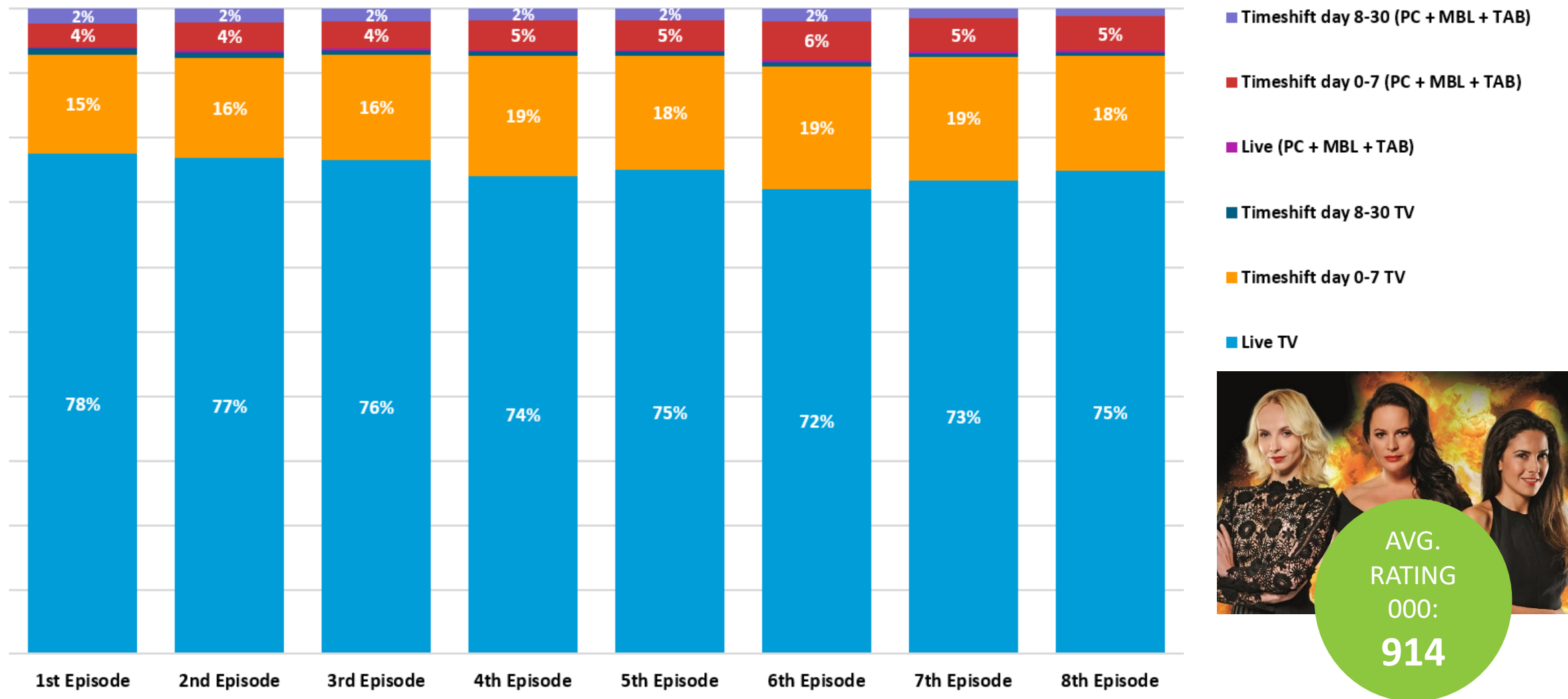
- **Compute unique metrics of HbbTV audience:**
 - Number of unique TV sets
 - Number of unique users
- **Unique metrics available for:**
 - Certain time intervals (day, week, month)
 - Certain level of HbbTV content
 - Entire HbbTV
 - Various segments of the HbbTV content (static/video, etc.)
 - Various TV groups
 - (Specific HbbTV campaigns)



Data example – total results



Data example – total results





HbbTV at FTV Prima

Modrý kód - 78. epizoda Starostčina volba

28. 2. 2018 - Lásky ke zvířatům přivede jednu rodinu na urgent nemocnice v Rubavě, lékaři mají podezření na vzteklinu. Petra jako náhradní matka řeší nečekaný obrat postoje biologických rodičů, Starostka má strach, že její dcera Saša doopravdy odjede na Nový Zéland.

⏮ Přehrát od začátku



Modrý kód

10%

HRY

2%



DOKUMENTY

5%



POHÁDKY

67%

iPrima

5%



TV PROGRAM

5%



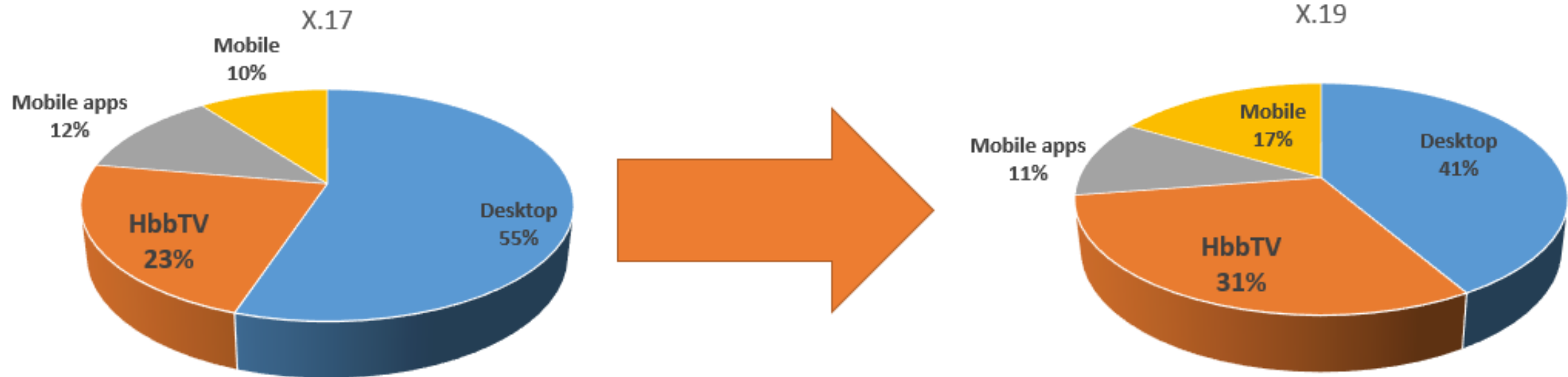
FILMY

2%

iVIDEOPŮJČOVNA

FILMY • PŘEDPREMIÉRY SERIÁLŮ

Online video consumption



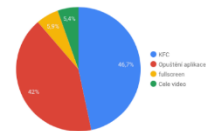
Main HbbTV activities at FTV Prima in 2019

- Communication campaigns focused on **growing the market (B2C)**
- **Education of the market** (clients, media agencies, sales teams)
- Online ad campaigns results for clients, HbbTV Creator
- Expansion of **TV archive iPrima**
- Extending content library (focus on local content and kids)
- Start of **content recommendation** – from linear to archive



Pohyb v aplikaci

Page	Diváci	Nastavené stránky
1. /home	3 820	3 872
2. /hbbtv	52	3 488
3. /kvalita-video	0	400
4. /fullscreen	0	488
Celkový součet		3 872
		8 298



Geografická poloha

City	Diváci	Nastavené stránky
1. Praha	546	1 218
2. Brno	192	442
3. Ostrava	122	240
4. Plzeň	96	192
5. České Budějovice	90	196
6. (not set)	80	164
7. Liberec	76	184
8. Olomouc	64	118
9. Hradec Králové	64	142
10. Pardubice	52	102
Celkový součet		3 872
		8 298





Prima