



# Weastra Market Study

## TV in the CEE Region

Broadcasting – Distribution – Advertising

Czech Republic, Hungary,  
Poland, Romania, Slovakia

Publication date: December 2008

[www.weastra.com](http://www.weastra.com)

# Market Study Intro

Be one step ahead. with us.



## The 2008 edition...

- ✓ *...provides you with up-to-date insights on the TV market in the aspiring CEE countries of Czech Republic, Hungary, Poland, Romania, Slovakia*
- ✓ *...assists you in planning your next CEE business steps thanks to a profound analysis of the current market situation and trend forecasts*
- ✓ *...offers latest data on corporate performance and developments of key market players (global & local) within the dynamic TV landscape in CEE*
- ✓ *...helps you to be simply one step ahead of your competitors*

# Conquer the CEE Region

its TV market. and beyond.



Bratislava castle



Budapest parliament



Palace of Parliament Bucharest



Prague castle



Warsaw castle square

## Why this study ?

- ✓ *CEE is a region of change. Dramatic change. Thanks to the stable business environment and positive outlooks ever more foreign investors strengthen their operations in the region*
- ✓ *The region displays surprisingly strong national differences in TV advertising, broadcasting & distribution*
- ✓ *All of the local advertising markets currently undergo important structural changes*
- ✓ *The CEE media market is characterized by its diversity and specificity – our study provides key findings on all you need to know about the region's TV market - such as:*
  - *most effective ways to capture the TV audience*
  - *fastest growing distribution channels*
  - *different stages of the digitalization implementation process and its probable effects on the local markets*

# Study Content

Key information.



Each of the 5 countries analyzed in 3 segments:

- *TV Broadcasting market*
- *TV Distribution market*
- *TV Advertising market*

Each segment analysis featuring:

- *Basic facts about the analyzed countries*
- *Key market developments: historic and recent*
- *Comprehensive market data: volumes, shares, structures etc.*
- *Players shaping the markets*
- *Current and future market trends*

# Study – Table of Content

In-depth information. all about TV.



## TV Broadcasting market

- cutting-edge data on market volume and TV audience across CEE
- most preferred TV channels and their market shares
- most effective ways to capture the local audience
- new market players and their local strategies
- major movements on the markets via horizontal and vertical integration of key players (M&A)
- big potentials for broadcasters in CEE region



## TV Distribution market

- market shares of different distribution channels
- dominant distribution channels as well as the fastest growing ones
- market shares of key players and their local strategies
- cutting-edge technologies and their future potential
- latest information on DVB-T adoption plans including overview of multiplexes
- market consolidation trends (M&A) across CEE



## TV Advertising market

- major market trends and developments across CEE
- split of total market volume among different media types
- most visible structural changes within advertising income types
- Depiction of players controlling the TV advertising market
- players' preference of in-house sales vs. most established sales houses
- new forms of advertising and their future potential

# TV Market in the CEE Region

only what you need. your choice of target markets.



Czech Rep.



Slovakia



Romania



Poland



Hungary

## Broadcasting



**Price:**  
**EUR 2.500,-**  
**for 5-country**  
**package**

## Distribution



**Price:**  
**EUR 1.500,-**  
**for 5-country**  
**package**

## Advertising



**Price:**  
**EUR 1.000,-**  
**for 5-country**  
**package**

## Special Offers:

**Package of 2 segments: 5% Discount**

**Package of 3 segments: 10% Discount**

# For More Information

Don't hesitate to contact us.



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Send me the **Market Study:**

## *TV in the CEE Region Broadcasting - Distribution - Advertising*

(5 CEE Markets: PL, CZ, HU, SK, RO)

Publication Date: December 2008

### Ordering Details:



TV Broadcasting  
€ 2'500.-  
(= SKK 75'000.-)



TV Distribution  
€ 1'500.-  
(= SKK 45'000.-)



TV Advertising  
€ 1'000.-  
(= SKK 30'000.-)



My own wish:

### Invoicing Details:

Mr  Mrs  Ms If your contact details are different to the invoicing details, please fax them to us together with the completed order form

Last Name

First name

Job title

Company

Country

P.C. / Town

E-mail

Address

Tel/Fax

Legally represented by:

EU VAT Nr.

Signature: \_\_\_\_\_

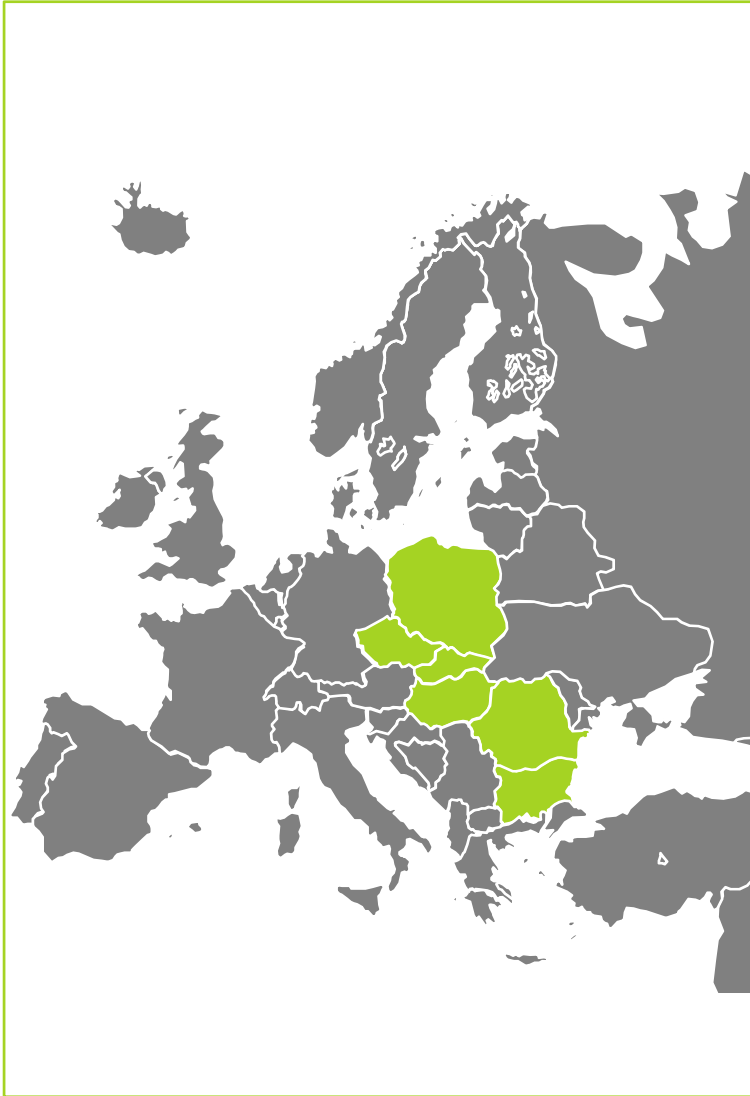
By signing and sending this form I authorise weastra s.r.o. to invoice me and to use the company and personal details above for processing the order (according to SK Act 428/2002 on the protection of personal data and its amendments)

***Thank you for your order – we will contact you soon !***

(According to § 15 Law of VAT place of delivery of these services is the location of the recipient of services and recipient must calculate and pay tax to his National Authorities)

# About Us

Facts about weastra.



## Weastra - conquer the east

*Weastra is a full-service consultancy based and specialized in CEE markets. It supports its clients in any business situation to overcome the challenges of expanding and growing their activities in the CEE region. The diverse portfolio reaching from market analyses over market entry support to strategic management consulting provides result-oriented solutions for even the most ambitious business venture in CEE.*

## Weastra – Market Intelligence division

*The market intelligence division of weastra provides prime market information in leading and aspiring sectors across the CEE region.*

# Prime Market Intelligence for CEE

Weastra Methodolgy. direct contact with local market experts.

Samples of our work

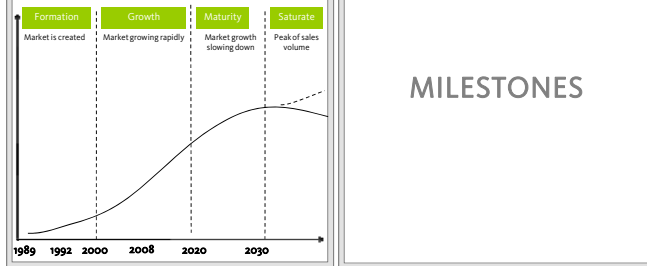
## Market Development

Slovakia

→ Main headlines

### Model of Market Development

#### Short comment



### Comments

MILESTONES

west|east|transfer

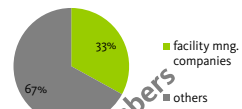
08/2008 16

## Market Volume

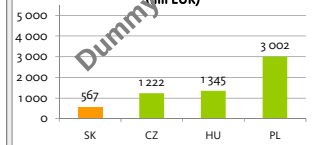
Slovakia

→ Main headlines

### Slovak market controlled by different subjects



### Total market volume comparison of V4 region (mil EUR)



### Comments

Main conclusion

Source: weastra estimation

Source: weastra estimation

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08/2008 17

## Weastra's on-spot expertise

*Is key in collecting and analyzing market data in 1-to-1 interaction with the most relevant players and CEE experts in the respective area. The grass-root research method coupled with a solid methodology including both quantitative and qualitative data offers concrete insights on the true picture of the market in question: Top market players, latest sector developments, promising future trends - weastra provides competitive intelligence in CEE with the overarching goal to boost business success in the dynamic region.*

- Quality instead of quantity
- Concrete & hands-on recommendations
- Creative & pragmatic
- ✓ weastra

