



## CRA brings DTVV Extra to terrestrial digital broadcasting - available nationwide and free of charge

**Prague, 19.11. 2024** – Viewers of terrestrial digital television in the Czech Republic will now have the opportunity to watch the most successful Czech video creators, as the TV programme *DTVV Extra* launches digital terrestrial broadcasting. Starting at November 19 at 8 a.m., the programme is available on Multiplex 23, operated by České Radiokomunikace (CRA). Until now, DTVV content was exclusively accessible as an internet television service with paid content.

Terrestrial television broadcasting remains the most popular platform for receiving television signals in the Czech Republic, used by more than half of all households. It mainly includes Czech television programmes that focus on 'classic' content. However, the arrival of *DTVV Extra* marks a significant shift. *DTVV Extra* is a programme that collaborates with prominent figures from the Czech internet scene, including creators such as Čestmír Strakatý and the authors of the *U Kulatého stolu* podcast. The line-up also features well-known personalities from traditional television, such as Daniela Drtinová and Martin Veselovský. This new offering connects the world of high-end Internet video content with traditional TV screens. *DTVV Extra* aims to provide viewers with easily accessible, high-quality content that combines the individuality and creativity of internet productions with the ease and familiarity of television broadcasting.

*'We are delighted to bring a completely new content concept to terrestrial broadcasting, one that originated of internet distribution. We are eager to see how television audiences will respond to the DTVV Extra programme, which is so far based on collaboration with internet creators. We believe that it will be confirmed that quality content will resonate with viewers of all ages and across all regions',* says CRA CEO Miloš Mastník. *'The fact that DTVV Extra is entering terrestrial digital broadcasting will give it a reach throughout the Czech Republic and, above all, viewers will be able to watch its programs free of charge',* adds Mastník.

*'We are planning a broadcasting schedule that builds on personalities and creators who have established a strong online presence. Thanks to DTVV Extra, their content will now reach traditional TV audiences who may not have had the chance to discover it before',* says Jan Rozkošný, editor-in-chief of DTVV.

*'Viewers can look forward to names such as Aust!, Brain We Are, Čestmír Strakatý, DVTV, Jan Tuna, Jirka vysvětluje věci, Kecy a politika, Kluci z Prahy, Opravdové zločiny, Pan Plešatý, Pastoral Brothers, Petr Mára, Petra Lovelyhair, and original work from Fameplay TV, including Dělníci života, Zmlsáné dějiny, Gebrian, and Na vlastní otvor, Rozkošný elaborates on the programme's offerings.*

*DVTV Extra will also introduce a unique method of measuring viewership, enabling tracking across all platforms where its content is available. 'By using the Tivio Ads system, we gained the ability to accurately measure viewership and establish connections with major advertising agencies. This provides a solid foundation for viewers to enjoy quality content without compromise. At the same time, through advertising monetisation, we are opening new revenue streams for creators', adds Jan Rozkošný.*

The new DVTV channel will broadcast nationwide on Multiplex 23, replacing the existing *Test 3* position. Television viewers who already had *Test 3* tuned in will automatically see this position updated to *DVTV Extra*. If the TV does not automatically update, simply run the automatic tuning function to ensure all available TV and radio programmes are saved.

Terrestrial television broadcasting reaches over 99% of households in the Czech Republic and remains the only free-to-access platform for viewers.

**České Radiokomunikace as** (CRA) is a leader in providing digital infrastructure. In addition to broadcasting services, the company focuses on connecting the worlds of television, radio and the Internet. It operates its own data centers and provides its customers with top computing performance. CRAs have their own optical backbone network and, thanks to a strong broadcasting infrastructure, they can also offer customers a wireless solution, or connect nearby locations using optical fibers.

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