

mediální skupina **mafra**

ÓČKO GROUP

BUSINESS PRESENTATION

10. 6. 2016

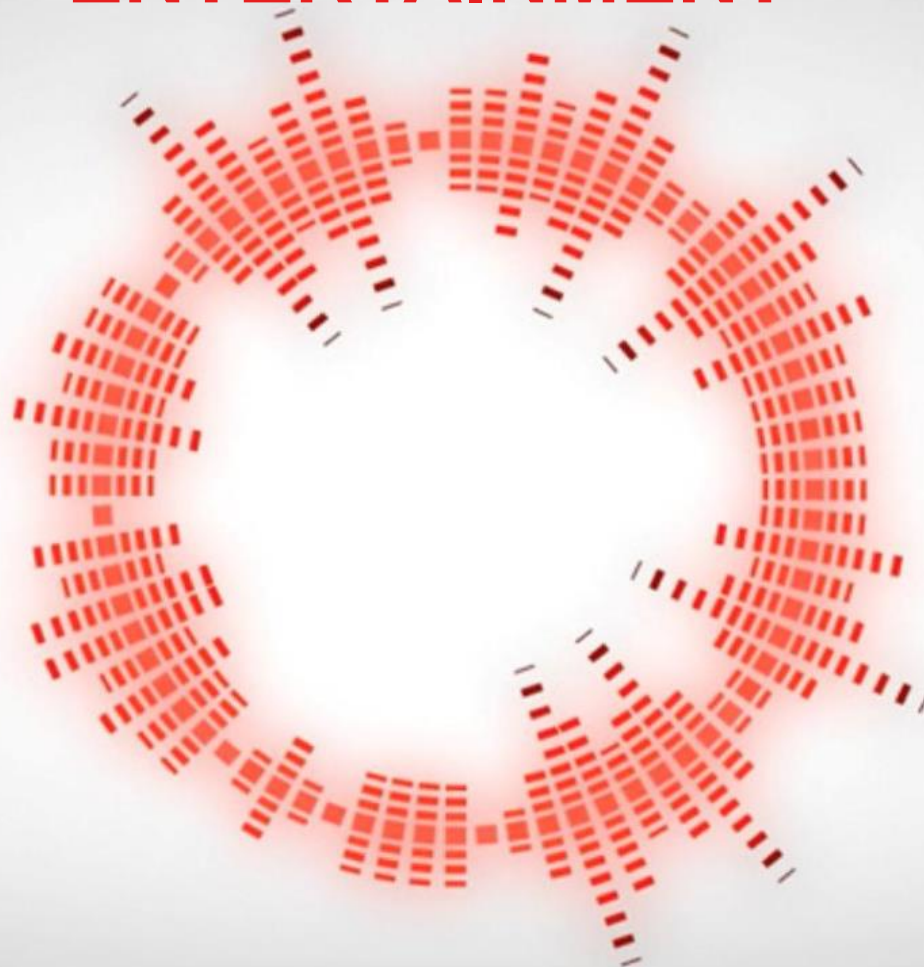
ÓČKO
CONTENT

ENTERTAINMENT

MUSIC

LIFE
STYLE

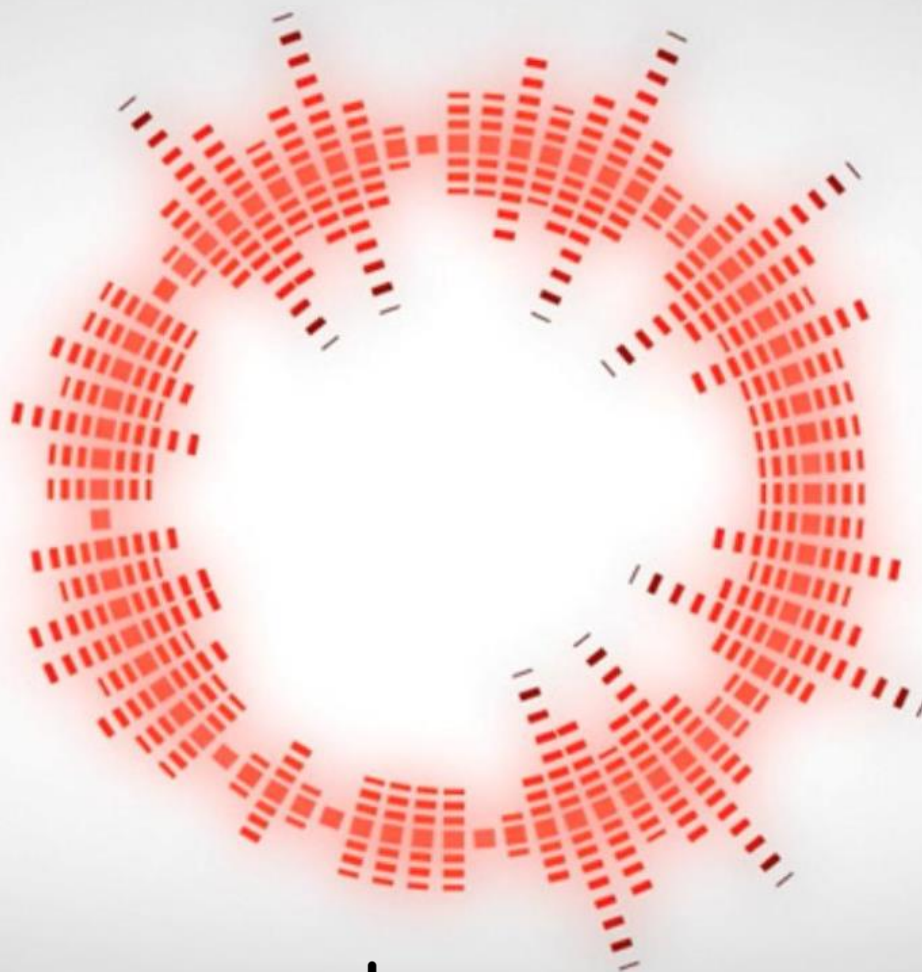
INFORMATION



ÓČKO PLATFORMS



**3 TV
CHANNELS**



SMART MEDIA



EVENTS

TELEVISION





3 TV CHANNELS

ÓČKO

- **flagship channel**
- greatest hits and faces of pop music past 20 years, Czech and Slovak music
- modern graphics, interactivity, virtual media applications
- famous faces, celebrities
- news not only about the music

ÓČKO GOLD

- **original channel focus on greatest hits 60th to 90th** from both domestic and foreign music scenes
- modern channel for viewers who emphasize the value and quality, but want to have fun
- original songs and idols of time, which still affects musical tastes large part of the population

ÓČKO EXPRES

- **the best of actual music without compromise and ballast**
- exceptional channel for a viewer who has taste, he wants to be orientated in actual music and places high demands on music
- progressive and quality from the world scene indie guitar bands through intelligent electro-pop to drum 'n' bass and dubstep





TARGET GROUPS

ÓČKO

*12 – 18

*25 – 40

**20 – 30

Age 0 – 75+

*primary target groups

not only in big cities
TV watching mainly for fun
as a backdrop for other activities

** secondary target groups

students or young workers, singles, young families, mothers on maternity leave
TV watching mainly for fun
like modern music, but the music of the 80's, 90's, beginning of the millennium
spend much time at the computer, the Internet and social networks



ÓČKO GOLD

Age 0 – 75+



viewers who emphasize the value and quality, but want to have fun

35+

ÓČKO EXPRES

Age 0 – 75+

18 – 35

viewers who have a taste, they want to orient in actual world
of music and place high demands on music



SIGNAL DISTRIBUTION & COVERAGE

TV CHANNEL	TERRESTRIAL		SATELLITE		CABLE & IPTV	
	PROVIDERS	COVERAGE (POPULATION)	PROVIDERS	COVERAGE (HOUSEHOLDS)	PROVIDERS	COVERAGE (HOUSEHOLDS)
ÓČKO	MUX 3 CDG	98%	free to air Astra 23,5°E	600 000	O2 TV	160 000
			encrypted FREESAT Thor 6 0,8°W	400 000	UPC	380 000
			Skylink	680 000	other 40 providers	-
ÓČKO GOLD	MUX 3 CDG	98%	in negotiations	O2 TV	160 000	
				UPC	380 000	
				other providers	-	
ÓČKO EXPRES	regional network 8	67% big regional cities	in negotiations	O2 TV - MUSIC pack	-	
				UPC	380 000	
				other providers	-	



TV AUDIENCE IN 2016

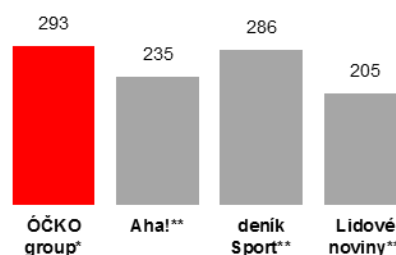
AUDIENCE

- daily reach: 293.000 viewers
- weekly reach: 1.142.000 viewers
- monthly reach: 2.496.000 viewers

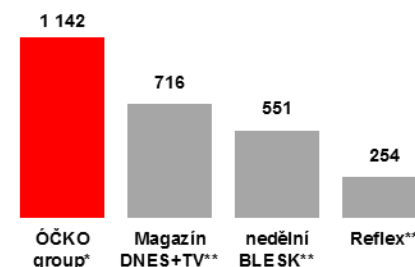
WHO ARE OUR VIEWERS

- **63% of ÓČKO viewers** are people aged **up to 40 years** (TV general: 28%)
- **57% of ÓČKO viewers** are people aged **15 – 54 years** from HH with socioeconomic profile **ABC**

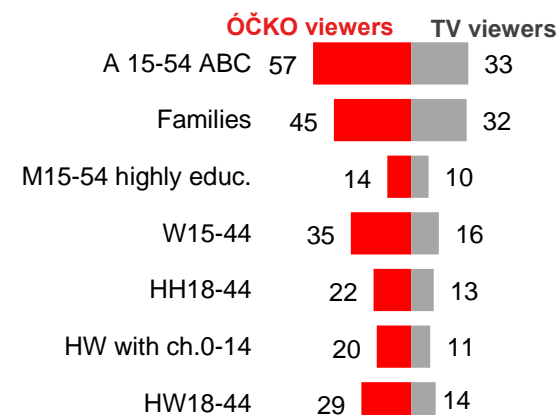
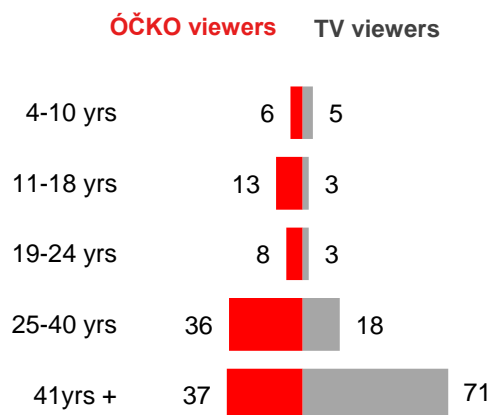
DAILY REACH IN 000 IN
COMPARISON WITH DAILIES



WEEKLY ZÁSAH IN 000 IN COMPARISON
WITH WEEKLY MAGAZINES



COMPOSITION OF ÓČKO AUDIENCE IN COMPARISON WITH TV GENERAL,
BY AGE, IN %



HOW TO REACH ÓČKO VIEWERS

SPOT ADVERTISING

- spot ratecard is based on TV viewership data (electronic TV measurement) and correspond to prices on Czech TV market
- effective reach of target group 12 – 35 years

SPONSORSHIP

- opportunity to address specific target groups directly in time of programme
- high memorability of sponsor
- sponsorship billboards
- injections – static, dynamic
- contests
- programme branding / brand implementation
- product placement (active, passive, topic)

OTHER COMMERCIAL FORMATS

- contests, special turn-key projects, reportages, clothes of moderators, PR communication, guest presentation

SMART MEDIA

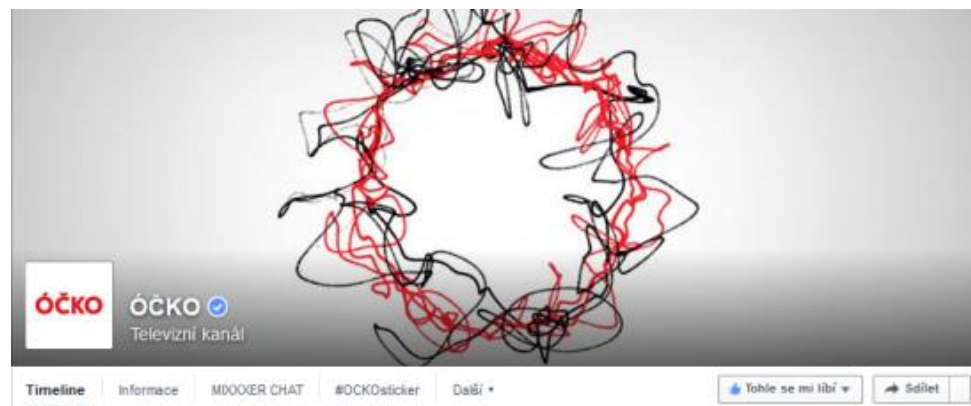
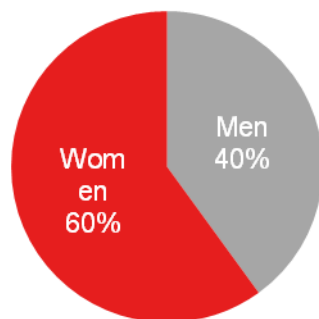


FACEBOOK

- ÓČKO profile is currently the **largest among the Czech media**
- ÓČKO profile belongs according to **Socialbakers.com** to a **long-term fastest growing profiles**

- Reach **607.000** fans / reach over 1mio
fans primarily in **age 13 – 24 yrs**
- Commercial possibilities:
video (yt), picture, status, application FB

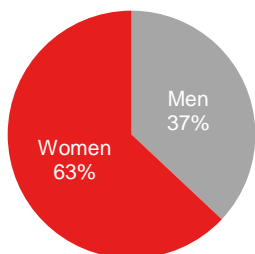
FCB FANS OF ÓČKO PROFILE
BY GENDER, IN %



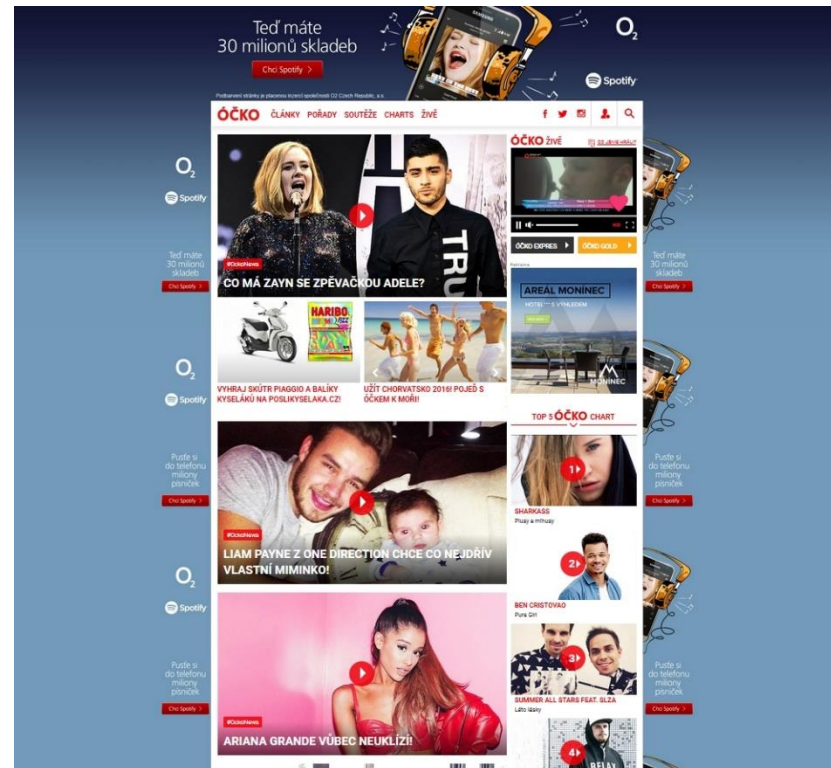
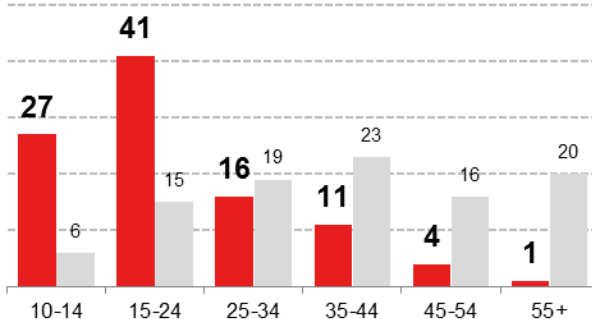
WEB WWW.OCKO.TV

- in May 2016 new design of OCKO.TV (desktop and mobile version)
- easy user interface
- entertainment content, showbiz
- links with social networks
- competitions
- live stream + archives
- **280.000** unique user per month**
- **900.000+** viewed pages per month*

USERS OF WWW.OCKO.TV
BY GENDER*, IN %



USERS OF WWW.OCKO.TV
BY AGE*, IN %



WEB WWW.OCKO.TV – COMMERCIALS

DESKTOP/TABLET VERSION

banners

- branding
- megaboard
- square – HP
- half page Ad
- wallpaper
- context ad

content

- PR article
- competition

videoad

- pre-roll – 10-30 sec
- sponsorship 10 sec

MEGABOARD 998x200 (970x250)

BRANDING

SQUARE 300x300

HALF PAGE AD 300x600

The screenshot shows the desktop version of the Očko website. At the top is a red banner labeled 'MEGABOARD 998x200 (970x250)'. Below it is a navigation bar with 'ÓČKO' and links to 'CLUNKY', 'POŘADY', 'SOUTĚŽE', 'CHARTS', and 'DÍVE'. The main content area features a large article with a video player and text. To the right of the article is a 'SQUARE 300x300' ad. Below the article is a 'HALF PAGE AD 300x600' section with a video player and text. The word 'BRANDING' is written vertically on the left side of the page.

BRANDING

HALF PAGE AD 300x600

WALLPAPER 970x310

BRANDING

The screenshot shows the desktop version of the Očko website. It features a 'HALF PAGE AD 300x600' section with a video player and text. Below it is a 'WALLPAPER 970x310' section with a video player and text. The word 'BRANDING' is written vertically on the left side of the page.

WEB WWW.OCKO.TV – COMMERCIALS

MOBILE VERSION

banners

- leaderboard – up and down
- wide square
- sticky
- context ad

content

- PR article
- competitions

videoad

- pre-roll – 10-30 sec
- sponsorship – 10 sec



LEADERBOARD 320x100



MIKOLAS JOSEF
Free

LEADERBOARD 320x100

HLAVNÍ ODKAZY INFO

ČLÁNKY
POŘADY
SOUTĚŽE
CHARTS

JAK NÁS NALADÍŠ
PRO TISK
TECHNICKÉ PODKLADY
ÓČKO INFO



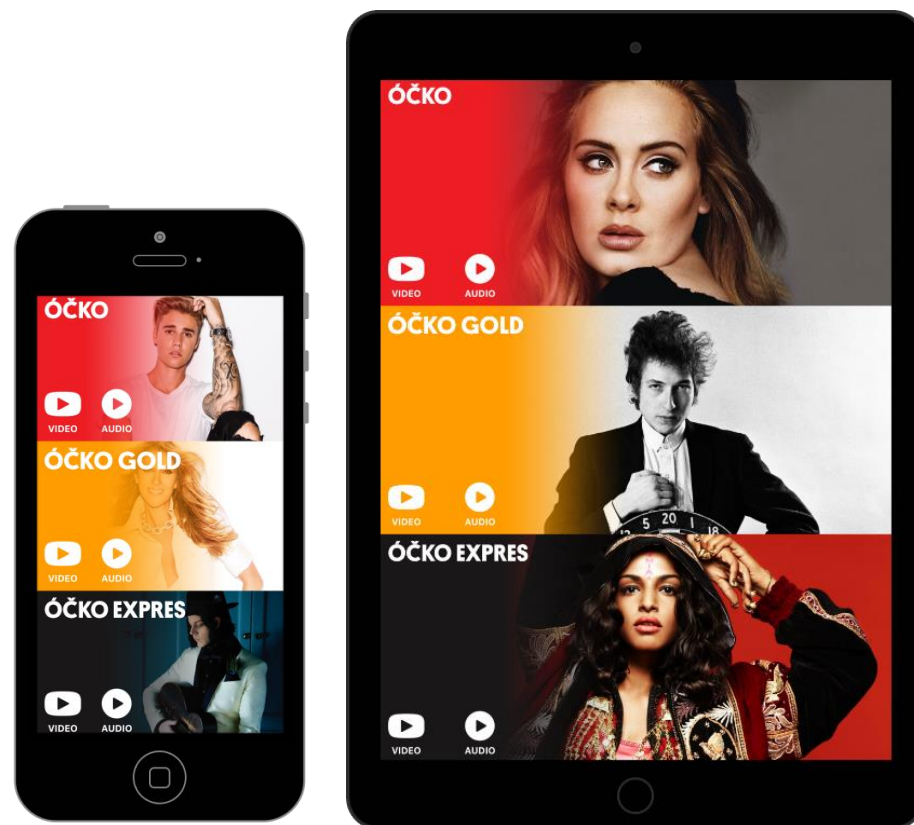
WIDE SQUARE
300 x 250

SMART APPLICATION

- mobile application in **phones, tablets and smart TV Samsung and Panasonic**
- **original application** – ÓČKO, ÓČKO Gold, ÓČKO Expres
- **1. online stream application in App Store in Europe**

- Platforms iPhone, iPad, Android,
- Total reach **320.000** devices
- Play/month 20.000

- COMMERCIALS:
 - pre-roll (audio, video)



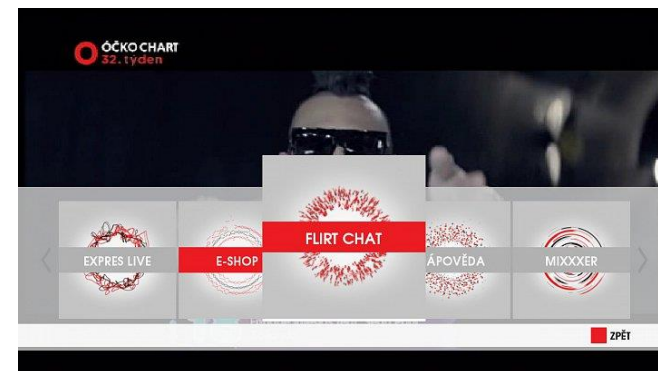


HBB TV

- epoch-making format of the future
- **link of internet & TV broadcasting = hybrid broadcasting**
- traditional broadcasting with another layer of information
- **rapidly evolving platform**
- control via conventional **TV remote control**
- HbbTV is part of the **90% of currently sold TV on the market**

HbbTV benefits

- precise measurement using Google Analytics
- interaction with the audience
- collection of information
- a new and original format
- banner formats
- microsites
- gametisation
- massive intervention viewers
- multi-audience
- the high degree of customization
- rapidly growing reach



ÓČKO HbbTV

400.000+ unique users per month

3.500.000+ PV per month

HBB TV

ÓČKO is the first commercial TV offering commercial formats in the Czech Republic

- RedButton (overlay)
- Microsite of product
- Live stream
- Twitterstream
- Lyrics aka karaoke
- Bubble Crush - game

* banner in TV broadcasting



application in main manu (movie trailer)



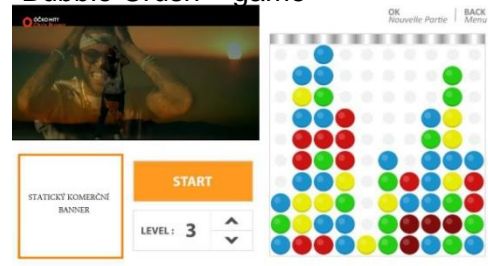
* Microsite of product



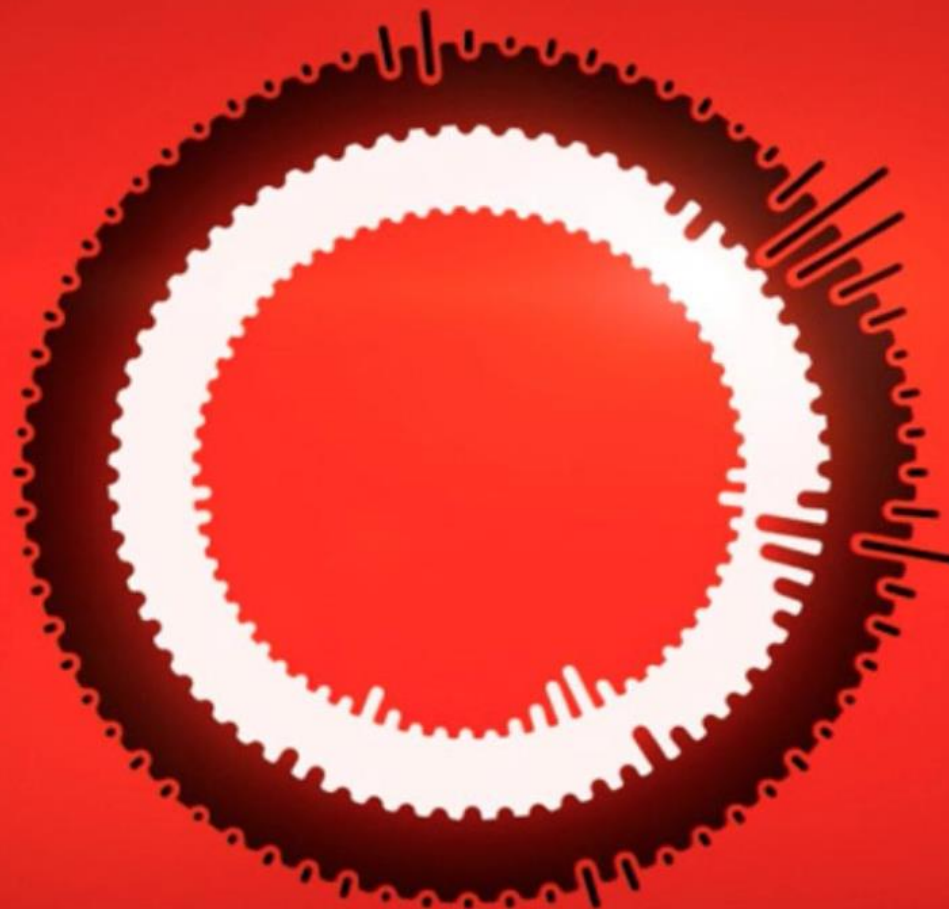
* Twitterstream



* Bubble Crush – game



EVENTS





ÓČKO PROMOTION

- promotion, events, booking and production agency
- we start from the background of **the strongest music television** in Czech Republic, **ÓČKO group** (**ÓČKO**, **ÓČKO GOLD**, **ÓČKO EXPRES**)
- we focus on the production of **entertainment, music and advertising**
- in practice, this means ensuring artistic performances and concerts with celebrities, production of **tailored-made** cultural and social events with a **complete advertising and PR service** and coverage in the ÓČKO TV broadcasting
- priority for us is an **individual approach** to each client, flexibility and reliability
- we assume **complete implementation** of the event – creative design, preparation, meeting with artists and suppliers, production, marketing and PR, evaluation
- we are creative and reliable team
- we have a **long and unique know-how** in the area of music and concert production





ÓČKO PROMOTION – PROJECTS

• ÓČKO EVENTS

- music events club events: Party Ride Live, Zlaté Disco
- special events Jarmark Ona Dnes, ÓČKO EXPRES design tram (Design blok 2015)
- contests Mallorca Party Holiday

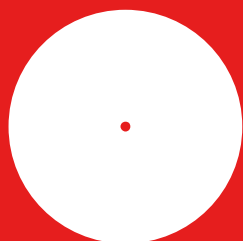
• **SPECIAL EVENTS** – small private events without the program to open huge events for thousands of visitors, providing an attractive program and facilities for participants

- concert Playtvak.cz
- movie preview We are your friends – special event
- grand opening of manufactory Preol



TECHNOLOGIE SE MŮŽOU ZMĚNIT. LOGA SE MŮŽOU ZMĚNIT. HUDBA SE ALE NEZMĚNÍ.

LP



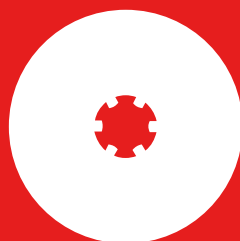
1948

MT



1956

MC



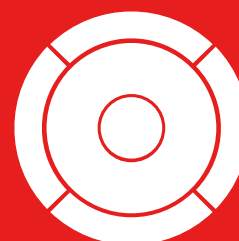
1963

CD



1983

IPOD



2001

ÓČKO



2012

e-mail obchod@ocko.tv
tel. +420 225 994 511
web <http://ocko.tv/ocko-info>
youtube youtube.com/user/ockocomercial

Stanice O. a.s.

Anděl Media Centrum
Karla Engliša 519/11
Praha 5 - Smíchov, 150 00