



**GOLF**

**A UNIQUE TV CHANNEL  
FOCUSED ON AN ATTRACTIVE TARGET GROUP  
2018**



# GOLF

**LINK YOUR IMAGE TO A PRESTIGIOUS INTERNATIONAL BRAND**

**WE ARE PART OF THE NBC GROUP**



# GOLF IN CZECH REPUBLIC & SLOVAKIA

PEOPLE, WHO PLAY OR WATCH GOLF

**TOTAL NUMBER: 953 700**

SOCIAL -DEMOGRAFIC ANALYSIS	NUMBER OF PEOPLE	% PERCENTAGE FROM TOTAL NUMBER OF PEOPLE
AB GROUP	314 857	33,0%
ABC1 GROUP	475 006	49,8%
ABC GROUP	655 382	68,7%

Source: MEDIAN – 2016

# GOLF IN CZECH REPUBLIC & SLOVAKIA

CHARACTERIZATION	CZECH REPUBLIC	SLOVAKIA
NUMBER OF CLUBS	185	32
NUMBER OF COURSES	107	28
NUMBER OF DRIVING RANGE	33	2
NUMBER OF INDOOR	92	2
TOTAL NUMBER OF GOLFERS	115 000	18 100

SOURCE: MEDIAN – 2016, ČGF, SKGA

# TV GOLF CHANNEL

<b>CHARACTERIZATION</b>	<b>NUMBER</b>
<b>NUMBER OF HOUSEHOLDS</b>	<b>1 300 000</b>
<b>TOTAL REACH</b>	<b>MORE THAN 3 000 000</b>
<b>ANNUAL AUDIENCE</b>	<b>280 000 VIEWERS</b>
<b>MONTHLY AUDIENCE</b>	<b>180 000 – 200 000 VIEWERS</b>
<b>TOURNAMENT AUDIENCE</b>	<b>70 000 – 120 000 VIEWERS</b>
<b>LIVE TOURNAMENT COVERAGE</b>	<b>APPROX. 150 HOURS PER MONTH</b>
<b>AVERAGE VIEWERSHIP</b>	<b>8 AND MORE HOURS PER WEEK</b>

Source: OPERATORS AND GOLF CHANNEL POLLS - 2017

# GOLF IN CZECH REPUBLIC & SLOVAKIA

PEOPLE, WHO PLAY OR WATCH GOLF  
AND PAY FOR EXTRA TV CHANNELS

**TOTAL NUMBER: 280 637**

SOCIAL -DEMOGRAPHIC ANALYSIS	NUMBER OF PEOPLE	% PERCENTAGE FROM TOTAL NUMBER OF PEOPLE
AB GROUP	124 405	44,3 %
ABC1 GROUP	171 230	61,0 %
ABC GROUP	218 247	77,8 %

Source: MEDIAN – 2016

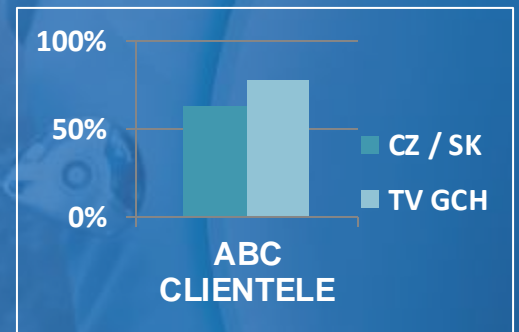
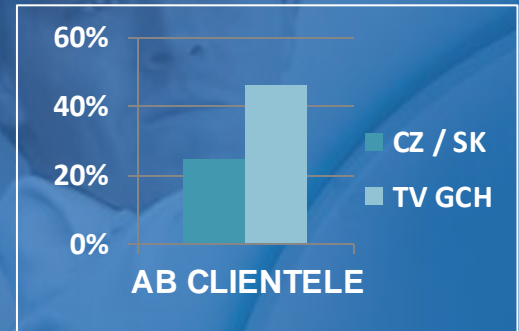
# AFFLUENT CLIENTS

**WE HAVE 2 x HIGHER REACH OF AB CLIENTELE THAN IS AN AVERAGE REACH IN SOCIETY**

**OUR TARGET GROUP IS NOT THAT OF TRADITIONAL VIEWERS - WE ARE EXTENDING THE REACH AND SUCCESS OF YOUR ADVERTISING CAMPAIGN**

**MEN 64,7 %, WOMEN 35,3 %**

SOURCE: MEDIAN – 2016, NIELSEN ADMOSPHERE



# ADVERTISEMENT IN GOLF

## ADVERTISEMENT IN GOLF IS LINKED TO EMOTIONS



- GOLF REPRESENTS THE UNIQUE TARGET GROUP
- GOLF IS LIFESTYLE
- THE GOLF COMMUNITY HAS ITS OWN INTERPERSONAL AND ECONOMIC RELATIONS



# TOP EVENTS 2018

2018 U.S. OPEN



SHINNECOCK  
HILLS



— RACE TO —  
**DUBAI**



# OUR CLIENTS

BRANCH	COMPANY / BRAND
<b>ALCOHOL</b>	JÄGERMEISTER, METAXA, MOËT HENNESSY, PILSNER URQUELL, TULLAMORE DEW
<b>BANKS</b>	BROKER CONSULTING, ČSOB POJIŠŤOVNA, MASTERCARD, KOMERČNÍ BANKA, RAIFFEISENBANK, VISA
<b>CARS</b>	ALFA ROMEO, HYUNDAI, JEEP, LEXUS, MAZDA, VOLKSWAGEN
<b>GOLF</b>	BILYANA, CALLAWAY, CK FISCHER, FOOT JOY, GOLF HOUSE, OAKS PRAGUE, PING, PUMA COBRA, TITLEIST
<b>IT / ELECTRO</b>	ALTRON, ESO9, HEWLETT-PACKARD, LG, MICROSOFT, NIKON, SAMSUNG
<b>BETTING OFFICE</b>	FORTUNA

# TV GOLF CHANNEL

**DO YOU NEED TO ADDRESS A CREDITWORTHY TARGET GROUP?  
GOLF CHANNEL IS A MUST IN YOUR MEDIA MIX!**

## **GOLF CHANNEL STUDIO:**

ATV CZ s.r.o., Lužná 716/2, 16000 Prague 6, Czech Republic

KONTAKTNÍ OSOBA	POZICE	TELEFON	E-MAIL
PAVEL POULÍČEK	DIRECTOR	+420 602 170 872	p.poulicek@golfchannel.cz
EDITA HANUŠOVÁ	SALES DIRECTOR	+420 724 150 784	e.hanusova@golfchannel.cz
JAN DAVID	TECHNICAL & DISTRIBUTION DIRECTOR	+420 777 563 208	j.david@golfchannel.cz
MILAN JANSA	TV & WEB CONTENT MANAGER	+420 608 548 100	m.jansa@golfchannel.cz
NORA WALTEROVÁ	KEY ACCOUNT MANAGER	+420 725 339 407	n.walterova@golfchannel.cz
JANA PATZÁKOVÁ	KEY ACCOUNT MANAGER	+420 736 751 506	j.patzakova@golfchannel.cz

# ALL ABOUT GOLF ONLY WITH US

Private Tour

Akademia

TV Golf Channel

GolfChannel.cz

BogLeg.cz

ZelenaStrankyGolfu.cz