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Financing of tv institutions

All broadcasters (whether original or taken) are bidding for their viewers on the television market. Its size is determined primarily by the number of potential users – consumers – of customers, i.e. viewers. It is the final number by which operators must be divided among themselves¹.

The mistake of the viewers is that in the very existence of commercial stations they see a certain kind of (public) service. After all, even these televisions provide information and entertainment, the viewer has a legitimate feeling that the program composition is on his hands and fulfilling his wishes. (Of course, we're ignoring the subscription of programs and video on demand like HBO, Netflix, Hulu and the like.) **If this consumer feels in relation to a particular television station, its owner has won.** Television creates its offer of a need that the viewer accepts as its own and retroactively requires its fulfillment. It is a **cyclical process** of shaping and fulfilling the

¹ It does not include the designation "concessionaires", which we define as owners of devices only in connection with the public service and the concession fee – we will talk about it next time.

need, which has a main effect – the viewer sits by the television apparatus (notebook, mobile phone etc.) and consumes the content of the station. And he/she likes it and does it often and regularly. Such consumption can turn into an addiction. The more viewers of a particular TV programme, the higher the price of the given airtime.



The main commodity in the TV market is airtime.

Its price is different at any moment of every day and every station, **the aim of the broadcasters is to make its price as high as possible.** These viewers, as friendly consumers, **can then be offered** to the advertisers. **The more attractive the program, the greater the success rate of the product or service information intervention.** The viewer accepts ad slots before and after the film, even in the middle of the film. Let's remind ourselves that **we are traded** in advertising blocks.

After teleshopping is broadcast, a specific situation occurs. Consumers are asked to order goods by phone or email at the end of the spot, immediately, within the time limit. There is no guarantee that the viewer will go to buy the item after viewing the ad. **The purpose of advertising is to draw attention to a product or service, not to sell it.** However, information about the existence of the product (service), its form and the advantages that the viewer stores in his long-term memory is the most valuable because it may affect the consumer behaviour of these viewers later on.



It should be remembered that the **media industry is one of the most profitable**, but also the most **costly and dynamic industries**.

It requires **large investments in technical equipment**, which need to be constantly resized and modernised, often in whole technical chains and not individual devices.



The production and purchase of programs to fill all-day broadcasting to make them original and attractive to viewers is a **costly act**.

Representatives of television institutions must **be constantly vigilant in search** of the most attractive and appropriate television formats.

There are a number of **international markets** focused regionally (Europe, Central Europe, Asia, America, etc.), generic (documentary,

animated, feature films, entertainment shows, etc.) or even subspecies (documentaries about nature, about technology, travel films, sports, etc.). As with any business, owners are pushing for risk and expense reduction slowing or efficiency of their loading. A common practice is that television (producers) do not sell their formats separately, but often in so-called "**television packages**" that are financially attractive. If the broadcaster wants to purchase a commercially successful so-called "blockbusters", (the "A"-show), its price will be higher if it wants it only on its own. If he buys this A-show in a package, with several other "B"-shows, the price is much lower. They can then broadcast "A" in the prime-time, and all other "Bs" at less watched times, at night, etc.



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