

# Brand Tracking Report



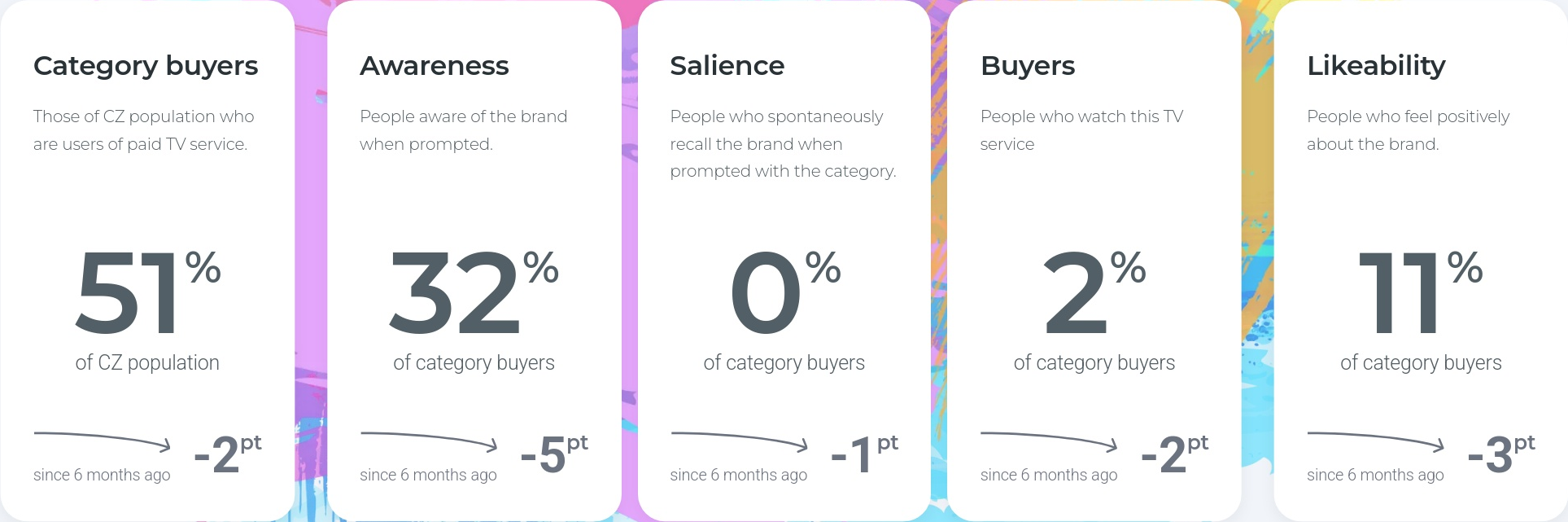
Segment: CZ population  
Participants: 1000  
Target group: Nat-rep (Czechia)  
Tested between: 01 Jun - 03 Jun 2026





# Telly Key metrics

06/2026

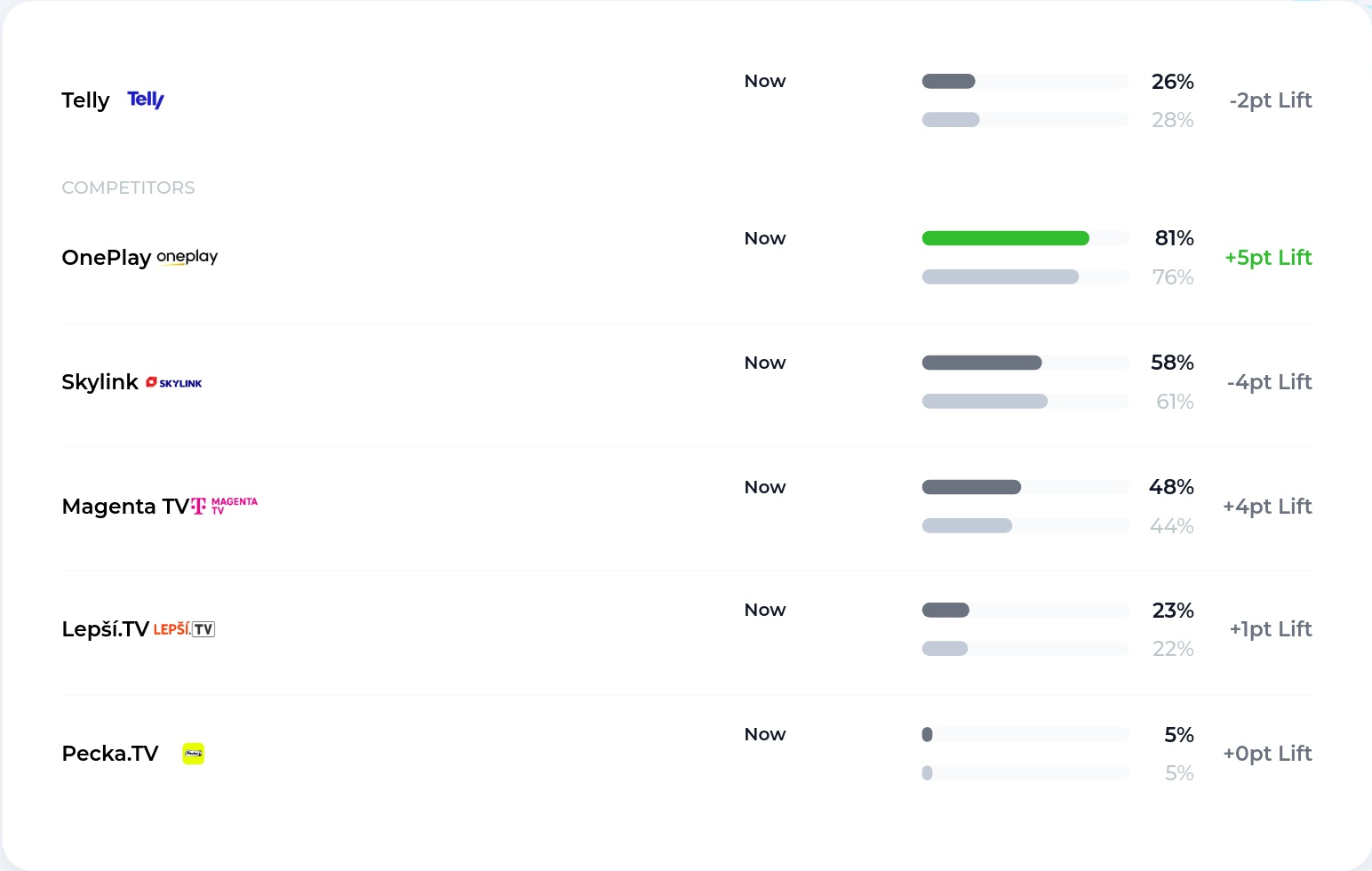


# 1 | Key metrics

# Awareness

People aware of the brand when prompted.

06/2026



# Salience

People who spontaneously recall the brand when prompted with the category.

06/2026

|                                                                                                          |     |                                   |            |           |
|----------------------------------------------------------------------------------------------------------|-----|-----------------------------------|------------|-----------|
| <div>Telly </div>       | Now | <div><div></div><div></div></div> | 1%<br>1%   | +0pt Lift |
| COMPETITORS                                                                                              |     |                                   |            |           |
| <div>OnePlay </div>     | Now | <div><div></div><div></div></div> | 32%<br>27% | +5pt Lift |
| <div>Skylink </div>     | Now | <div><div></div><div></div></div> | 4%<br>4%   | +0pt Lift |
| <div>Magenta TV </div> | Now | <div><div></div><div></div></div> | 3%<br>2%   | +1pt Lift |
| <div>Lepší.TV </div>  | Now | <div><div></div><div></div></div> | 1%<br>2%   | -1pt Lift |
| <div>Pecka.TV </div>  | Now | <div><div></div><div></div></div> | 0%<br>0%   | +0pt Lift |

# Buyers

People who watch this TV service

06/2026

|                                                                                                          |     |                                   |            |           |
|----------------------------------------------------------------------------------------------------------|-----|-----------------------------------|------------|-----------|
| <div>Telly </div>       | Now | <div><div></div><div></div></div> | 2%<br>3%   | -1pt Lift |
| COMPETITORS                                                                                              |     |                                   |            |           |
| <div>OnePlay </div>     | Now | <div><div></div><div></div></div> | 44%<br>39% | +6pt Lift |
| <div>Skylink </div>     | Now | <div><div></div><div></div></div> | 9%<br>11%  | -1pt Lift |
| <div>Magenta TV </div> | Now | <div><div></div><div></div></div> | 12%<br>12% | +0pt Lift |
| <div>Lepší.TV </div>  | Now | <div><div></div><div></div></div> | 4%<br>4%   | +0pt Lift |
| <div>Pecka.TV </div>  | Now | <div><div></div><div></div></div> | 1%<br>1%   | +0pt Lift |

# Likeability

People who feel positively about the brand.

06/2026

|                                                                                                          |     |                                   |            |           |
|----------------------------------------------------------------------------------------------------------|-----|-----------------------------------|------------|-----------|
| <div>Telly </div>       | Now | <div><div></div><div></div></div> | 9%<br>10%  | -1pt Lift |
| COMPETITORS                                                                                              |     |                                   |            |           |
| <div>OnePlay </div>     | Now | <div><div></div><div></div></div> | 50%<br>44% | +6pt Lift |
| <div>Skylink </div>     | Now | <div><div></div><div></div></div> | 22%<br>23% | -1pt Lift |
| <div>Magenta TV </div> | Now | <div><div></div><div></div></div> | 23%<br>21% | +2pt Lift |
| <div>Lepší.TV </div>  | Now | <div><div></div><div></div></div> | 11%<br>11% | +0pt Lift |
| <div>Pecka.TV </div>  | Now | <div><div></div><div></div></div> | 2%<br>2%   | +0pt Lift |

# Key metrics (metrics vs. brands)

% of people in each key metric for your brand and your competitors.

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| METRIC                                                                                       | AWARENESS | SALIENCE | BUYERS   | LIKEABILITY |
|----------------------------------------------------------------------------------------------|-----------|----------|----------|-------------|
|  Telly      | 26% -2pt  | 1% +0pt  | 2% -2pt  | 9% -1pt     |
|  OnePlay    | 81% +5pt  | 32% +5pt | 44% +6pt | 50% +6pt    |
|  Skylink    | 58% -4pt  | 4% +0pt  | 9% -1pt  | 22% -1pt    |
|  Magenta TV | 48% +4pt  | 3% +1pt  | 12% +0pt | 23% +2pt    |
|  Lepší.TV   | 23% +1pt  | 1% -1pt  | 4% +0pt  | 11% +0pt    |
|  Pecka.TV | 5% +0pt   | 0% +0pt  | 1% +0pt  | 2% +0pt     |



# Telly Segments vs. key metrics

Key metrics for each measured segment.

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| SEGMENTS        | AWARENESS | SALIENCE | BUYERS  | LIKEABILITY |
|-----------------|-----------|----------|---------|-------------|
| Category buyers | 32% -5pt  | 0% -1pt  | 2% -2pt | 11% -3pt    |
| CZ population   | 26% -2pt  | 1% +0pt  | 2% -2pt | 9% -1pt     |

# Awareness (segments vs. brands)

% of people who are aware of the brand when prompted.

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| SEGMENTS        | <div>Telly</div> <div>TELLY</div> | <div>oneplay</div> <div>ONEPLAY</div> | <div>SKYLINK</div> <div>SKYLINK</div> | <div>MAGENTA TV</div> <div>MAGENTA TV</div> | <div>LEPŠÍ.TV</div> <div>LEPŠÍ.TV</div> | <div>PECKA.TV</div> <div>PECKA.TV</div> |
|-----------------|-----------------------------------|---------------------------------------|---------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Category buyers | 32% -5pt                          | 91% +3pt                              | 66% -3pt                              | 58% +4pt                                    | 30% +0pt                                | 6% -2pt                                 |
| CZ population   | 26% -2pt                          | 81% +5pt                              | 58% -4pt                              | 48% +4pt                                    | 23% +1pt                                | 5% +0pt                                 |

# Salience (segments vs. brands)

% of people who spontaneously recall the brand when prompted with category.

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| SEGMENTS        | <div>Telly</div> <div>TELLY</div> | <div>oneplay</div> <div>ONEPLAY</div> | <div>SKYLINK</div> <div>SKYLINK</div> | <div>MAGENTA TV</div> <div>MAGENTA TV</div> | <div>LEPŠÍ.TV</div> <div>LEPŠÍ.TV</div> | <div>PECKA.TV</div> <div>PECKA.TV</div> |
|-----------------|-----------------------------------|---------------------------------------|---------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Category buyers | 0% -1pt                           | 46% +10pt                             | 5% +0pt                               | 4% +1pt                                     | 2% -1pt                                 | 0% +0pt                                 |
| CZ population   | 1% +0pt                           | 32% +5pt                              | 4% +0pt                               | 3% +1pt                                     | 1% -1pt                                 | 0% +0pt                                 |

# Buyers (segments vs. brands)

% of people who watch the brand at least a few times a year.

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| SEGMENTS        | <div>Telly</div> <div>TELLY</div> | <div>oneplay</div> <div>ONEPLAY</div> | <div>SKYLINK</div> <div>SKYLINK</div> | <div>MAGENTA TV</div> <div>MAGENTA TV</div> | <div>LEPŠÍ.TV</div> <div>LEPŠÍ.TV</div> | <div>PECKA.TV</div> <div>PECKA.TV</div> |
|-----------------|-----------------------------------|---------------------------------------|---------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Category buyers | 2% -2pt                           | 62% +6pt                              | 13% -1pt                              | 16% +0pt                                    | 7% +0pt                                 | 1% +0pt                                 |
| CZ population   | 2% -2pt                           | 44% +6pt                              | 9% -1pt                               | 12% +0pt                                    | 4% +0pt                                 | 1% +0pt                                 |

# Likeability (segments vs. brands)

% of people who feel positive emotions towards the brand.

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| SEGMENTS        | <div>Telly</div> <div>TELLY</div> | <div>oneplay</div> <div>ONEPLAY</div> | <div>SKYLINK</div> <div>SKYLINK</div> | <div>MAGENTA TV</div> <div>MAGENTA TV</div> | <div>LEPŠÍ.TV</div> <div>LEPŠÍ.TV</div> | <div>PECKA.TV</div> <div>PECKA.TV</div> |
|-----------------|-----------------------------------|---------------------------------------|---------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Category buyers | 11% -3pt                          | 62% +6pt                              | 26% -1pt                              | 28% +2pt                                    | 15% +1pt                                | 2% -1pt                                 |
| CZ population   | 9% -1pt                           | 50% +6pt                              | 22% -1pt                              | 23% +2pt                                    | 11% +0pt                                | 2% +0pt                                 |

## 2 | Associations



# Telly Associations

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# “Jednoduché”

% of people who associate the attribute with the brand.

06/2026



# “Kvalitní a férový zákaznický servis”

% of people who associate the attribute with the brand.

06/2026



# “Spolehlivé služby bez výpadků”

% of people who associate the attribute with the brand.

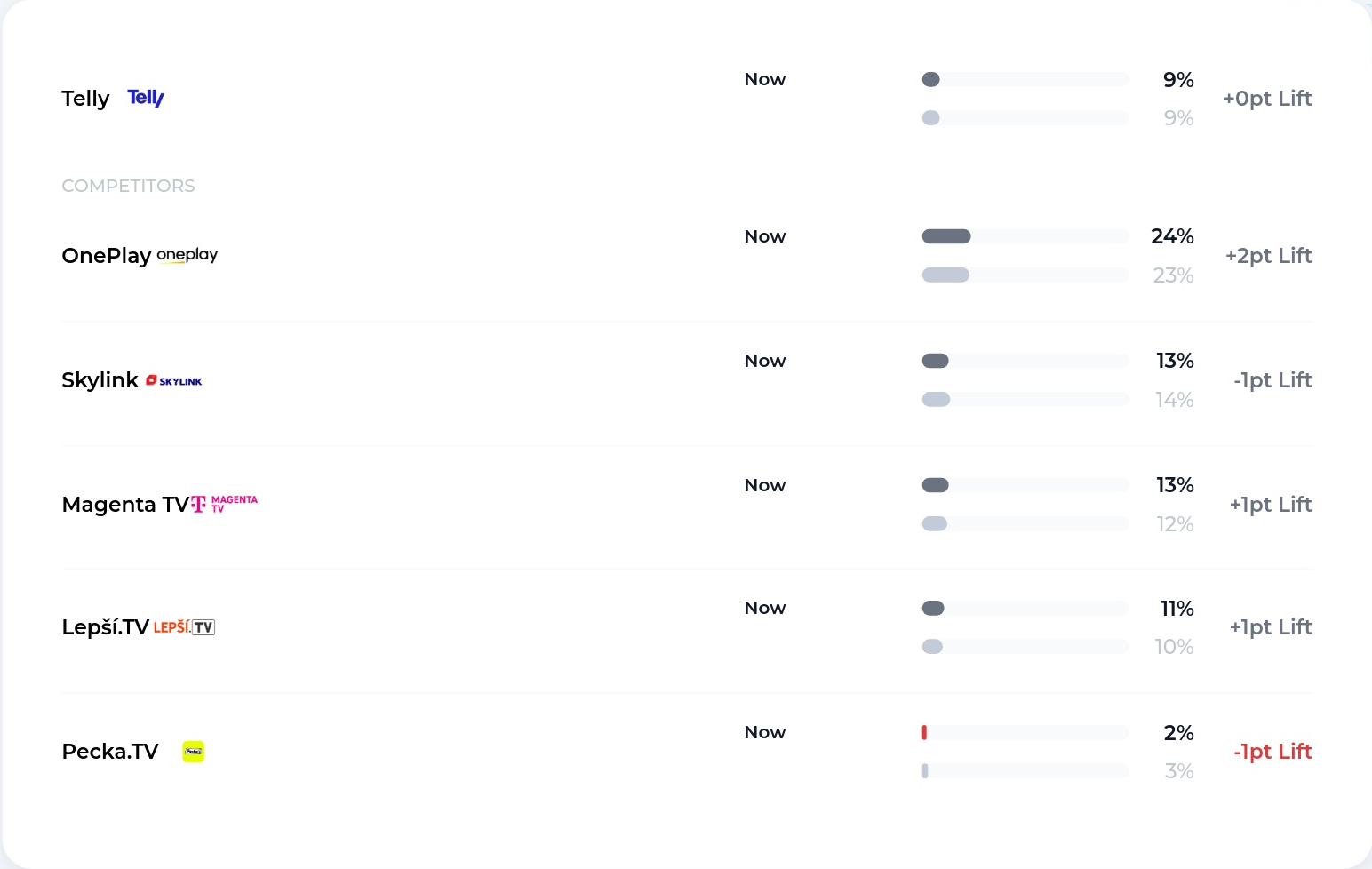
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# “Levná služba”

% of people who associate the attribute with the brand.

06/2026



# “Dělají víc pro zákazníky”

% of people who associate the attribute with the brand.

06/2026



# Associations vs. brands

% of people linking brand to the association. Red and green are significant changes.

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| ASSOCIATIONS                        | <div>Telly</div> <div>TELLY</div> | <div>oneplay</div> <div>ONEPLAY</div> | <div>SKYLINK</div> <div>SKYLINK</div> | <div>MAGENTA TV</div> <div>MAGENTA TV</div> | <div>LEPŠÍ.TV</div> <div>LEPŠÍ.TV</div> | <div>PECKA.TV</div> <div>PECKA.TV</div> |
|-------------------------------------|-----------------------------------|---------------------------------------|---------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Jednoduché                          | 14% +0pt                          | 52% +8pt                              | 29% -2pt                              | 27% +1pt                                    | 14% +1pt                                | 3% +0pt                                 |
| Kvalitní a férový zákaznický servis | 9% -1pt                           | 37% +5pt                              | 22% -3pt                              | 22% +0pt                                    | 10% +0pt                                | 2% +0pt                                 |
| Spolehlivé služby bez výpadků       | 10% -1pt                          | 39% +6pt                              | 22% -3pt                              | 23% +2pt                                    | 10% +0pt                                | 1% -1pt                                 |
| Levná služba                        | 9% +0pt                           | 24% +2pt                              | 13% -1pt                              | 13% +1pt                                    | 11% +1pt                                | 2% -1pt                                 |
| Dělají víc pro zákazníky            | 7% -1pt                           | 32% +5pt                              | 18% -2pt                              | 20% +0pt                                    | 8% -1pt                                 | 1% -1pt                                 |

# Associations vs. brands

% of people linking brand to the association. Green = above benchmark, red = below.

06/2026

| ASSOCIATIONS                        | <div>Telly</div> <div>TELLY</div> | <div>oneplay</div> <div>ONEPLAY</div> | <div>SKYLINK</div> <div>SKYLINK</div> | <div>MAGENTA TV</div> <div>MAGENTA TV</div> | <div>LEPŠÍ.TV</div> <div>LEPŠÍ.TV</div> | <div>PEČKA.TV</div> <div>PEČKA.TV</div> |
|-------------------------------------|-----------------------------------|---------------------------------------|---------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Jednoduché                          | 14%                               | 52%                                   | 29%                                   | 27%                                         | 14%                                     | 3%                                      |
| Kvalitní a férový zákaznický servis | 9%                                | 37%                                   | 22%                                   | 22%                                         | 10%                                     | 2%                                      |
| Spolehlivé služby bez výpadků       | 10%                               | 39%                                   | 22%                                   | 23%                                         | 10%                                     | 1%                                      |
| Levná služba                        | 9%                                | 24%                                   | 13%                                   | 13%                                         | 11%                                     | 2%                                      |
| Dělají víc pro zákazníky            | 7%                                | 32%                                   | 18%                                   | 20%                                         | 8%                                      | 1%                                      |

# Relative association differences

Relative strength of brand–association links (if all brands were of equal size). Green = stronger than others, red = weaker.

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| ASSOCIATIONS                        |  TELLY |  ONEPLAY |  SKYLINK |  MAGENTA TV |  LEPŠÍ.TV |  PEČKA.TV |
|-------------------------------------|-----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| Jednoduché                          | 1%                                                                                      | 1%                                                                                          | 1%                                                                                          | -2%                                                                                            | -1%                                                                                          | 0%                                                                                           |
| Kvalitní a férový zákaznický servis | -1%                                                                                     | 0%                                                                                          | 1%                                                                                          | 1%                                                                                             | -1%                                                                                          | 0%                                                                                           |
| Spolehlivé služby bez výpadků       | 0%                                                                                      | 1%                                                                                          | 0%                                                                                          | 1%                                                                                             | -1%                                                                                          | -1%                                                                                          |
| Levná služba                        | 2%                                                                                      | -2%                                                                                         | -2%                                                                                         | -2%                                                                                            | 3%                                                                                           | 1%                                                                                           |
| Dělají víc pro zákazníky            | -1%                                                                                     | 1%                                                                                          | 0%                                                                                          | 2%                                                                                             | -1%                                                                                          | 0%                                                                                           |



# Telly Segments vs. associations

% of people who associate the attribute with your brand.

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| SEGMENTS        | JEDNODUCHÉ | KVALITNÍ A FÉROVÝ<br>ZÁKAZNICKÝ SERVIS | SPOLEHLIVÉ SLUŽBY<br>BEZ VÝPADKŮ | LEVNÁ SLUŽBA | DĚLAJÍ VÍC PRO<br>ZÁKAZNÍKY |
|-----------------|------------|----------------------------------------|----------------------------------|--------------|-----------------------------|
| Category buyers | 19% +0pt   | 12% -1pt                               | 13% +0pt                         | 12% +0pt     | 10% -1pt                    |
| CZ population   | 14% +0pt   | 9% -1pt                                | 10% -1pt                         | 9% +0pt      | 7% -1pt                     |

# “Jednoduché” (segments vs. brands)

% of people who associate the attribute with the brand.

📅 06/2026

| SEGMENTS        | <br>TELLY | <br>ONEPLAY | <br>SKYLINK | <br>MAGENTA TV | <br>LEPŠÍ.TV | <br>PECKA.TV |
|-----------------|--------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| Category buyers | 19% +0pt                                                                                   | 60% +7pt                                                                                       | 34% -3pt                                                                                       | 34% +2pt                                                                                          | 19% +1pt                                                                                        | 4% -1pt                                                                                         |
| CZ population   | 14% +0pt                                                                                   | 52% +8pt                                                                                       | 29% -2pt                                                                                       | 27% +1pt                                                                                          | 14% +1pt                                                                                        | 3% +0pt                                                                                         |

# “Kvalitní a férový zákaznický servis” (segments vs. brands)

% of people who associate the attribute with the brand.

📅 06/2026

| SEGMENTS        | <div>Telly</div> <div>TELLY</div> | <div>oneplay</div> <div>ONEPLAY</div> | <div>SKYLINK</div> <div>SKYLINK</div> | <div>MAGENTA TV</div> <div>MAGENTA TV</div> | <div>LEPŠÍ.TV</div> <div>LEPŠÍ.TV</div> | <div>PECKA.TV</div> <div>PECKA.TV</div> |
|-----------------|-----------------------------------|---------------------------------------|---------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Category buyers | 12% -1pt                          | 45% +8pt                              | 25% -2pt                              | 27% -1pt                                    | 13% +0pt                                | 2% +0pt                                 |
| CZ population   | 9% -1pt                           | 37% +5pt                              | 22% -3pt                              | 22% +0pt                                    | 10% +0pt                                | 2% +0pt                                 |

# “Spolehlivé služby bez výpadků” (segments vs. brands)

% of people who associate the attribute with the brand.

📅 06/2026

| SEGMENTS        | <br>TELLY | <br>ONEPLAY | <br>SKYLINK | <br>MAGENTA TV | <br>LEPŠÍ.TV | <br>PECKA.TV |
|-----------------|--------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| Category buyers | 13% +0pt                                                                                   | 45% +6pt                                                                                       | 26% -2pt                                                                                       | 28% +2pt                                                                                          | 13% +2pt                                                                                        | 2% -1pt                                                                                         |
| CZ population   | 10% -1pt                                                                                   | 39% +6pt                                                                                       | 22% -3pt                                                                                       | 23% +2pt                                                                                          | 10% +0pt                                                                                        | 1% -1pt                                                                                         |

# “Levná služba” (segments vs. brands)

% of people who associate the attribute with the brand.

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| SEGMENTS        | <br>TELLY | <br>ONEPLAY | <br>SKYLINK | <br>MAGENTA TV | <br>LEPŠÍ.TV | <br>PECKA.TV |
|-----------------|--------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| Category buyers | 12% +0pt                                                                                   | 28% +3pt                                                                                       | 14% -2pt                                                                                       | 16% +1pt                                                                                          | 14% +1pt                                                                                        | 3% -2pt                                                                                         |
| CZ population   | 9% +0pt                                                                                    | 24% +2pt                                                                                       | 13% -1pt                                                                                       | 13% +1pt                                                                                          | 11% +1pt                                                                                        | 2% -1pt                                                                                         |

# “Dělají víc pro zákazníky” (segments vs. brands)

% of people who associate the attribute with the brand.

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| SEGMENTS        | <br>TELLY | <br>ONEPLAY | <br>SKYLINK | <br>MAGENTA TV | <br>LEPŠÍ.TV | <br>PECKA.TV |
|-----------------|--------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| Category buyers | 10% -1pt                                                                                   | 36% +4pt                                                                                       | 21% -1pt                                                                                       | 25% +2pt                                                                                          | 11% +0pt                                                                                        | 2% -2pt                                                                                         |
| CZ population   | 7% -1pt                                                                                    | 32% +5pt                                                                                       | 18% -2pt                                                                                       | 20% +0pt                                                                                          | 8% -1pt                                                                                         | 1% -1pt                                                                                         |

# 3 | Emotions



# Telly Emotions

06/2026

## Likeability

People who feel positively toward the brand (❤️😊).

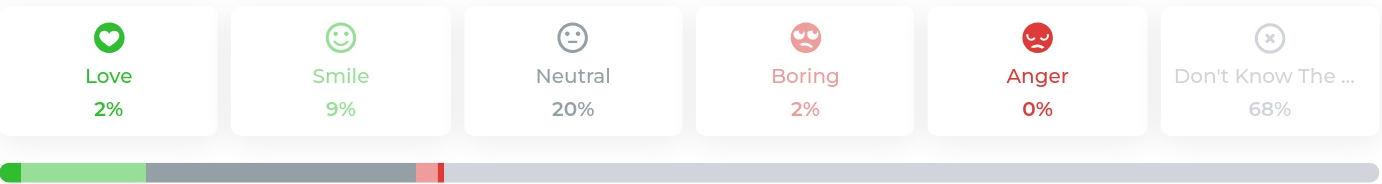
11%

of category buyers

→ -3<sup>pt</sup>  
since 6 months ago

## Emotions Types

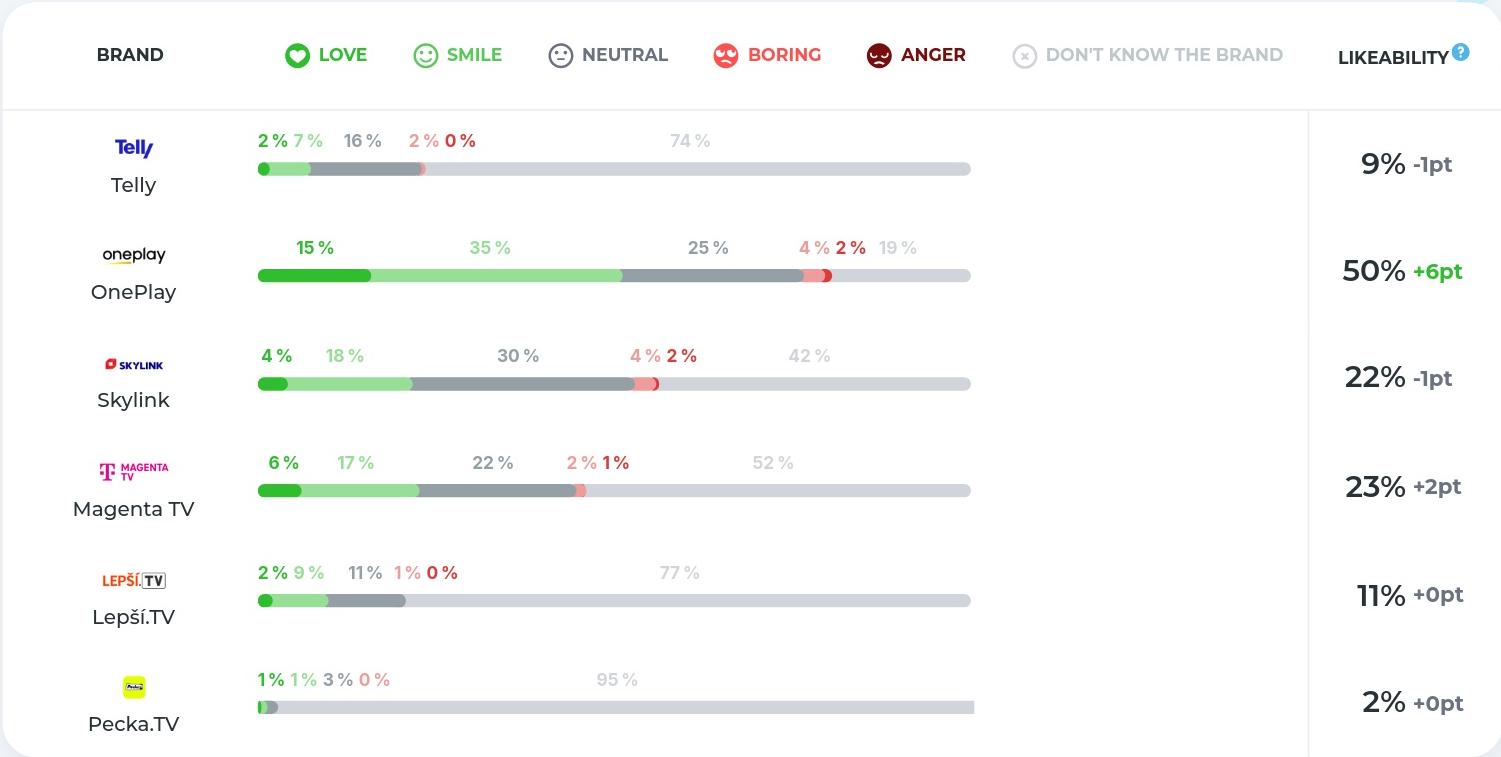
% of category buyers who feel the specified emotion toward the brand.



# Emotion types

% of people who feel the specified emotion towards the brand.

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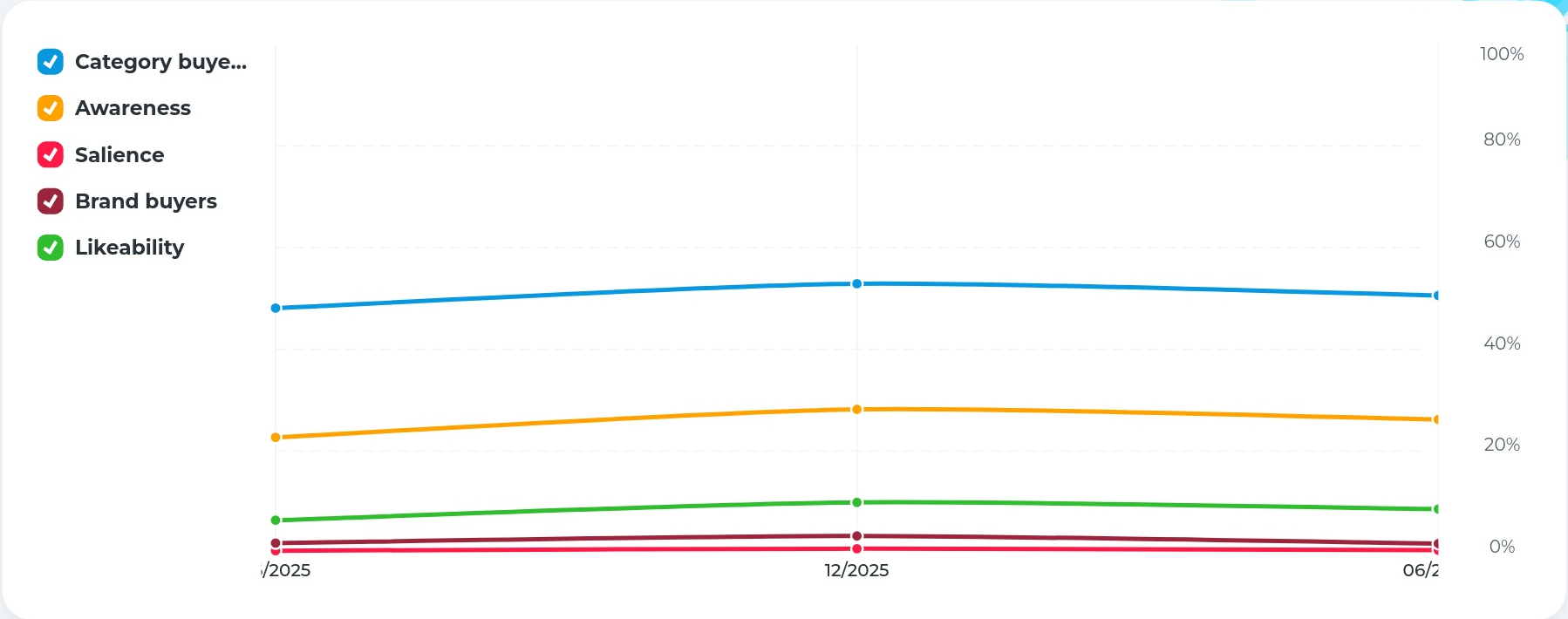


# 4 | Timeline



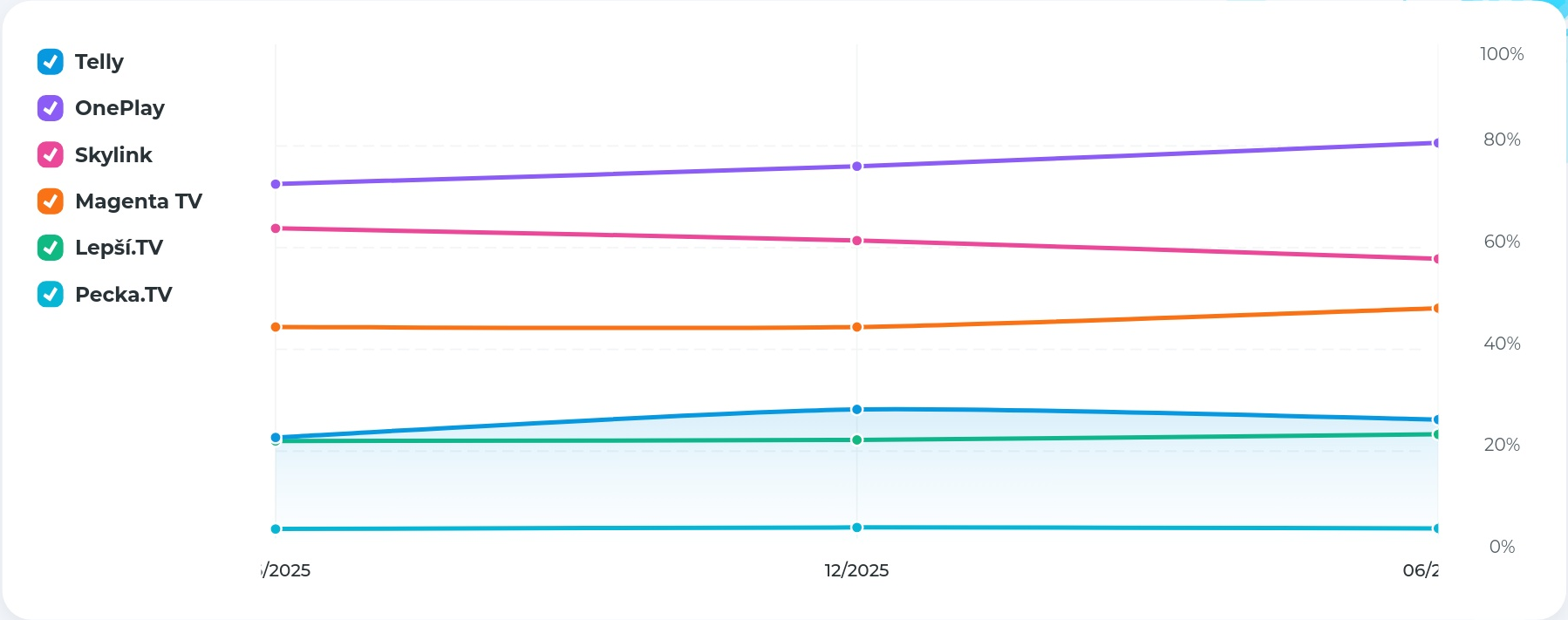
# Telly Metrics

Evolution of key metrics over time.



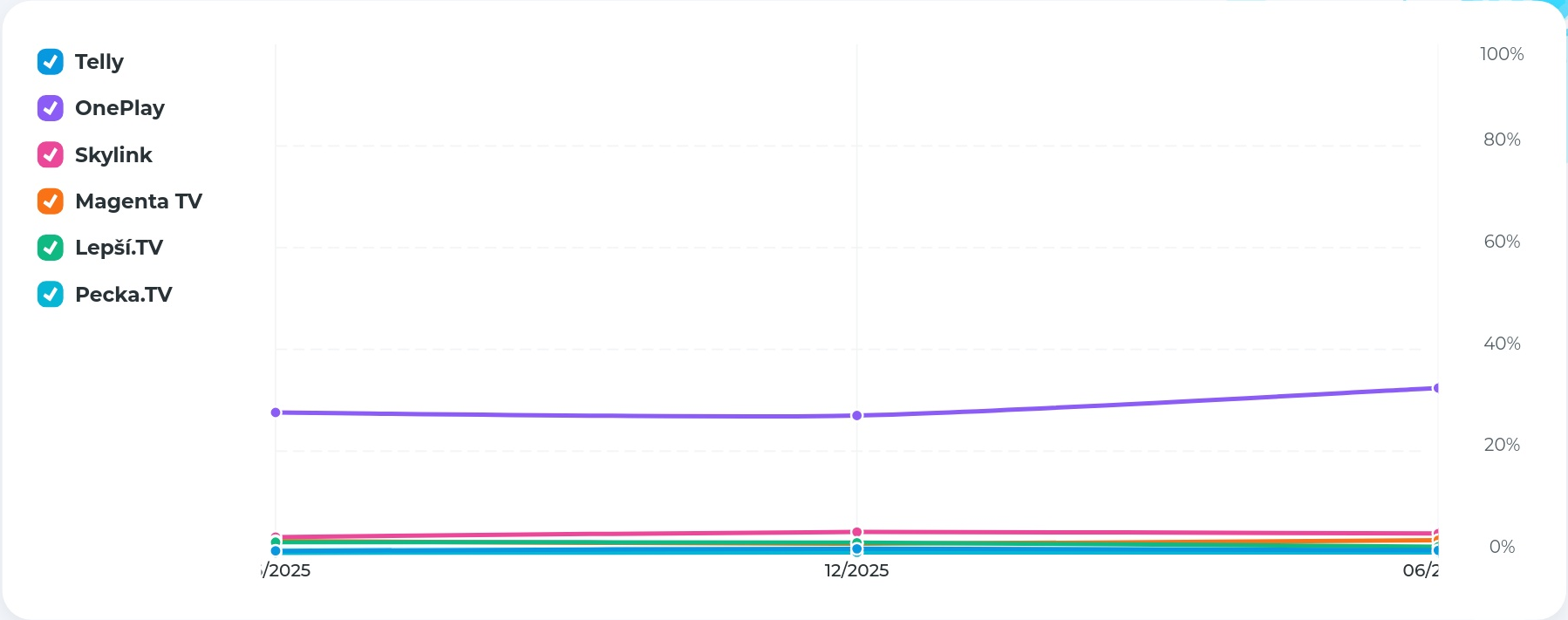
# Awareness

People aware of the brand when prompted.



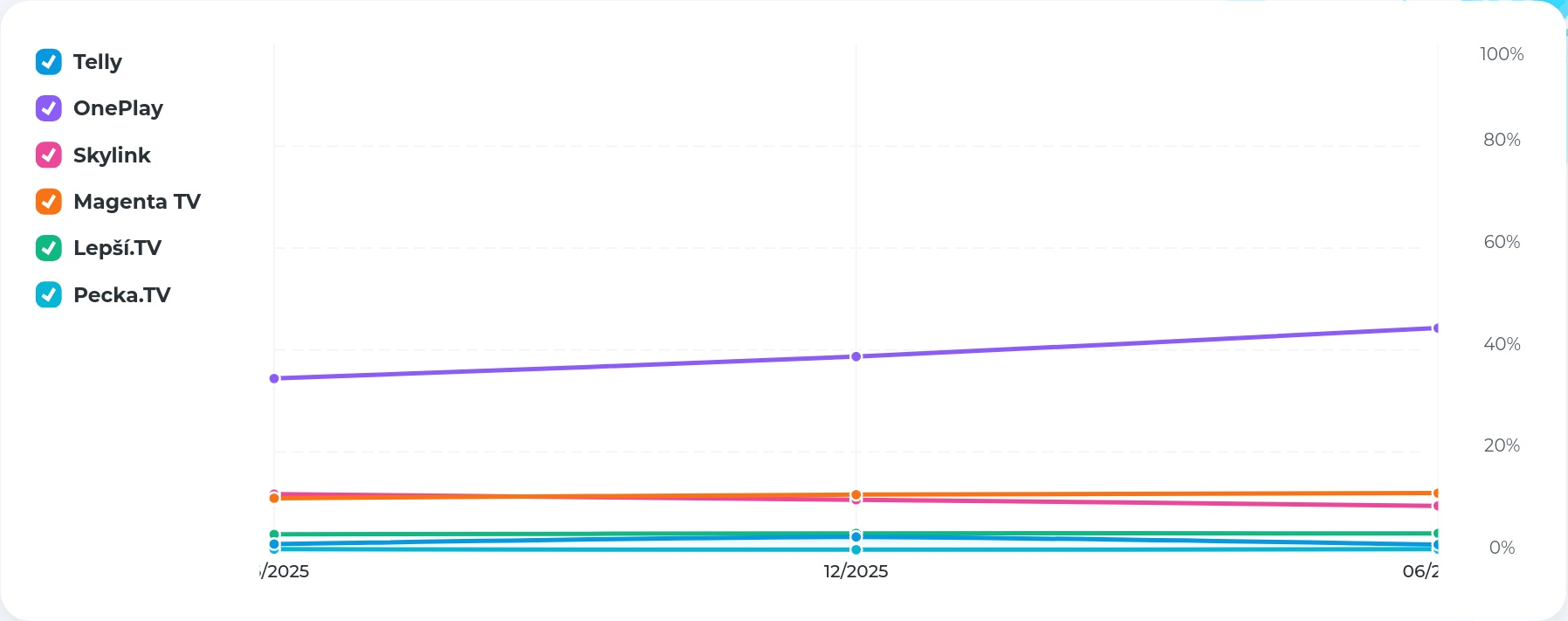
# Salience

People who spontaneously recall the brand when prompted with the category.



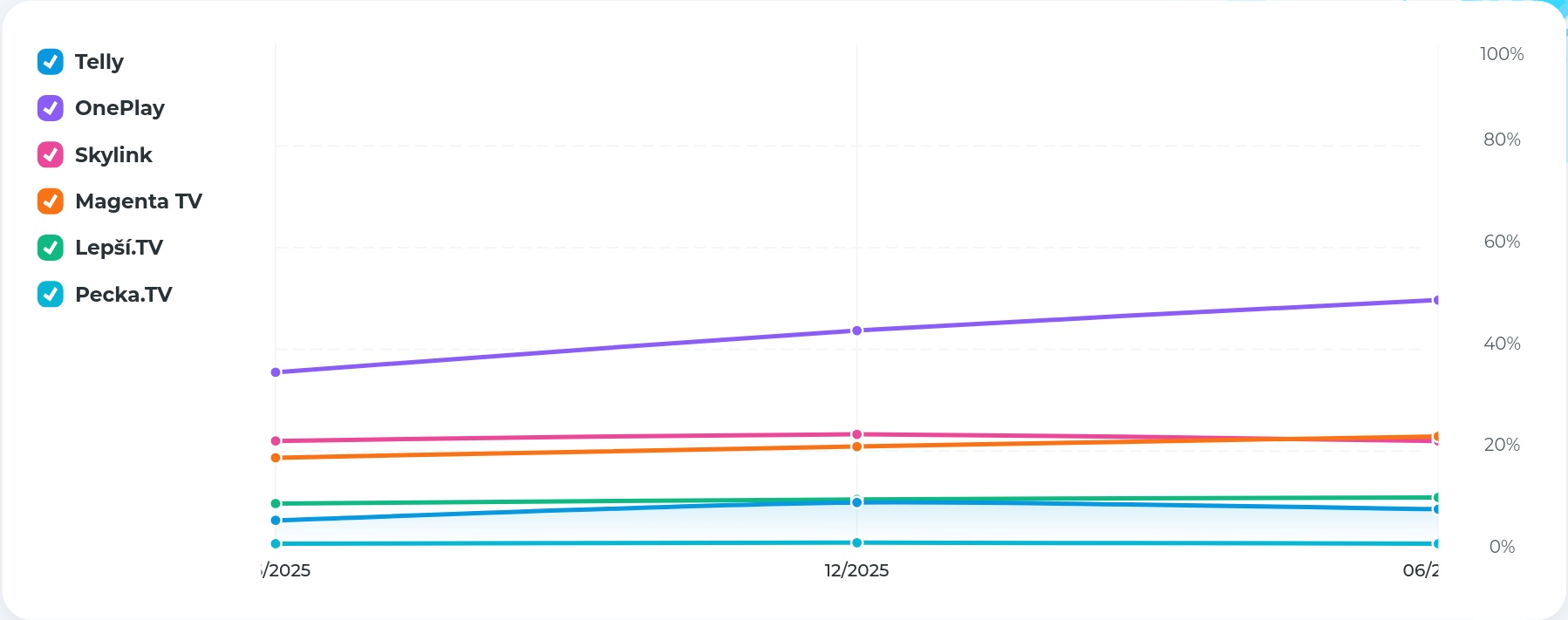
# Buyers

People who watch this TV service



# Likeability

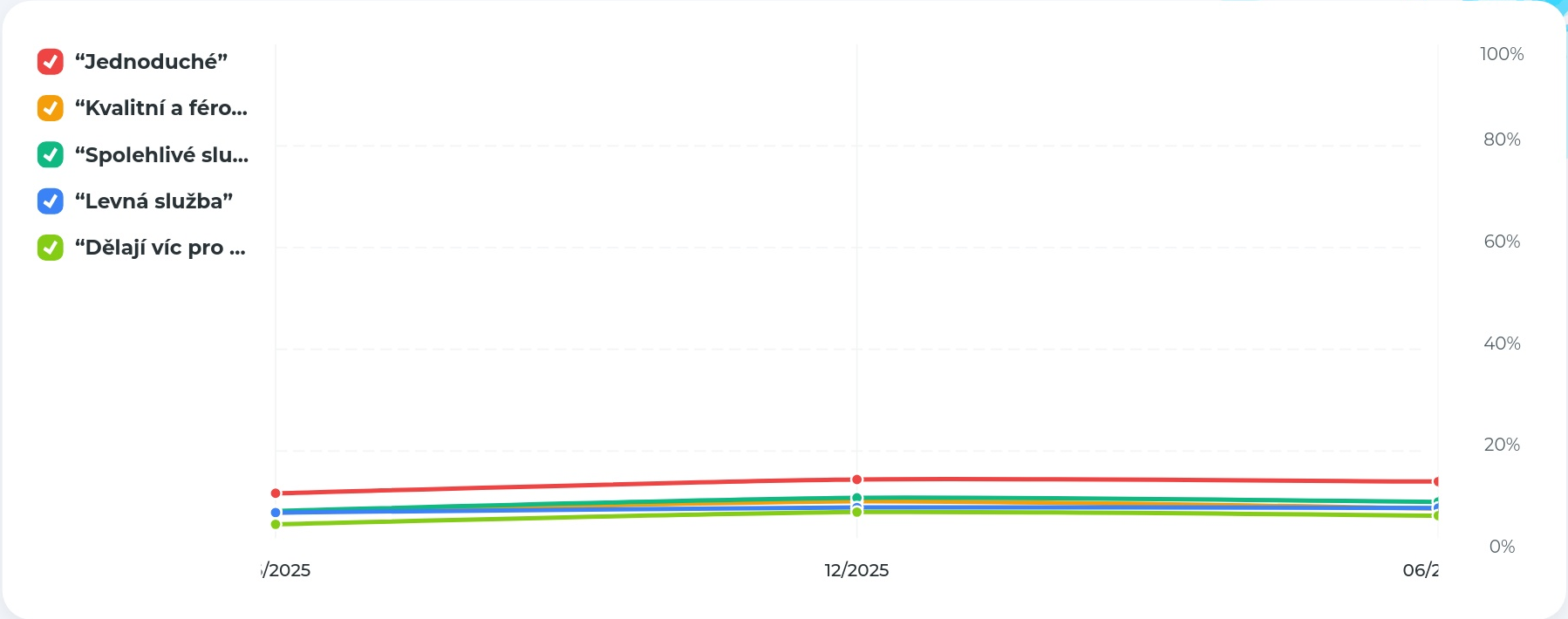
People who feel positively about the brand.





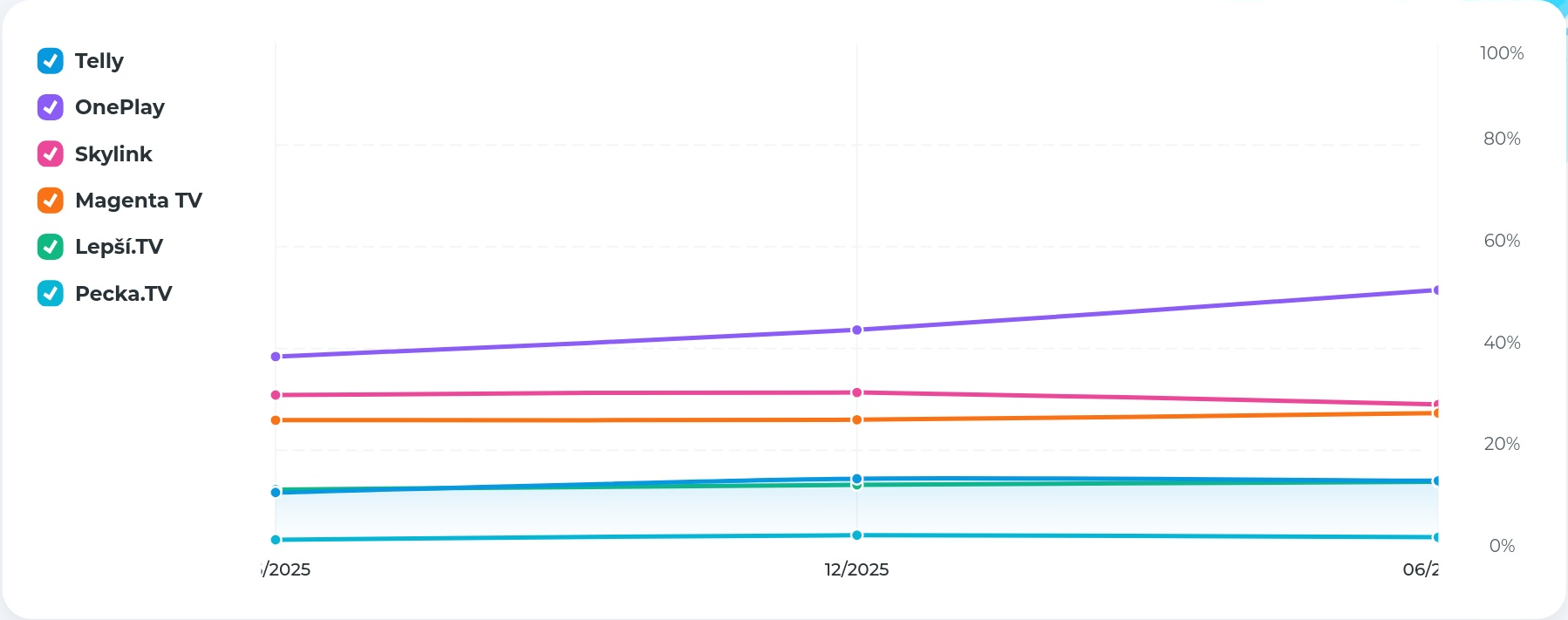
# Telly Associations

% of people who associate the attribute with the brand.



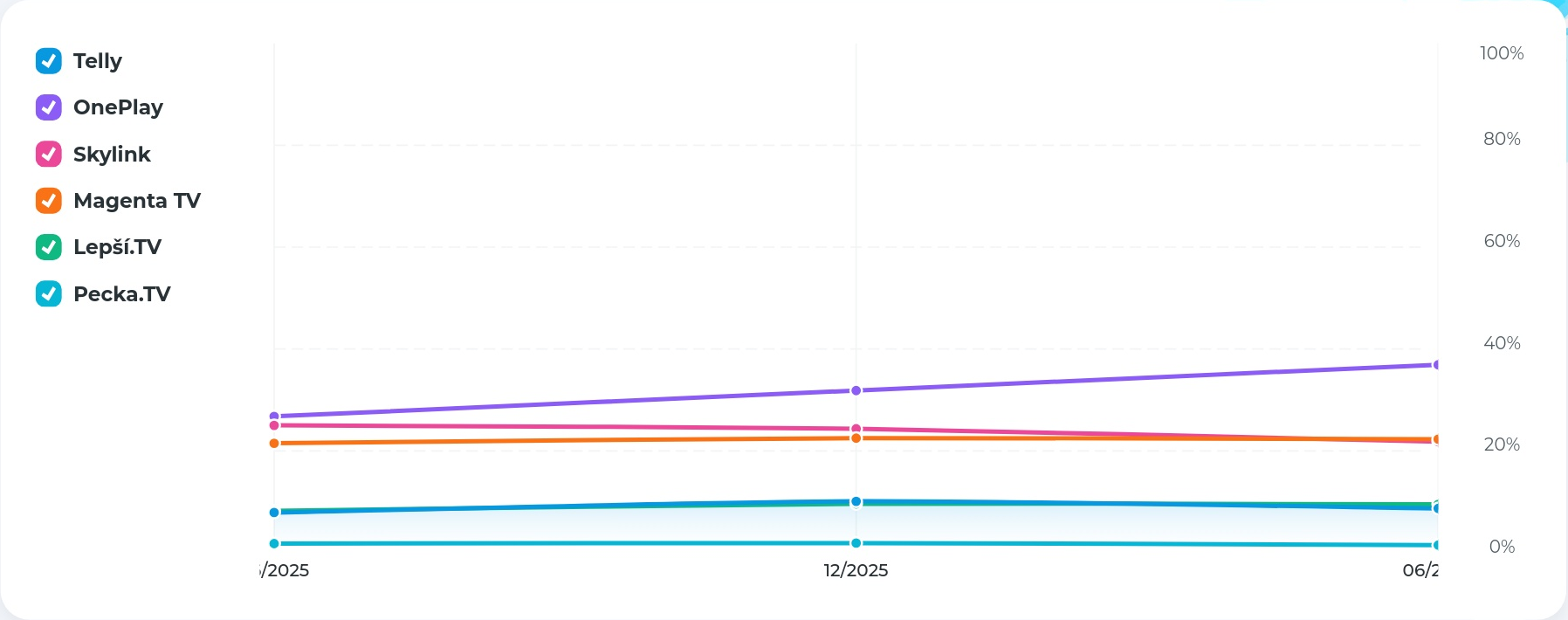
# “Jednoduché”

% of people who associate the attribute with the brand.



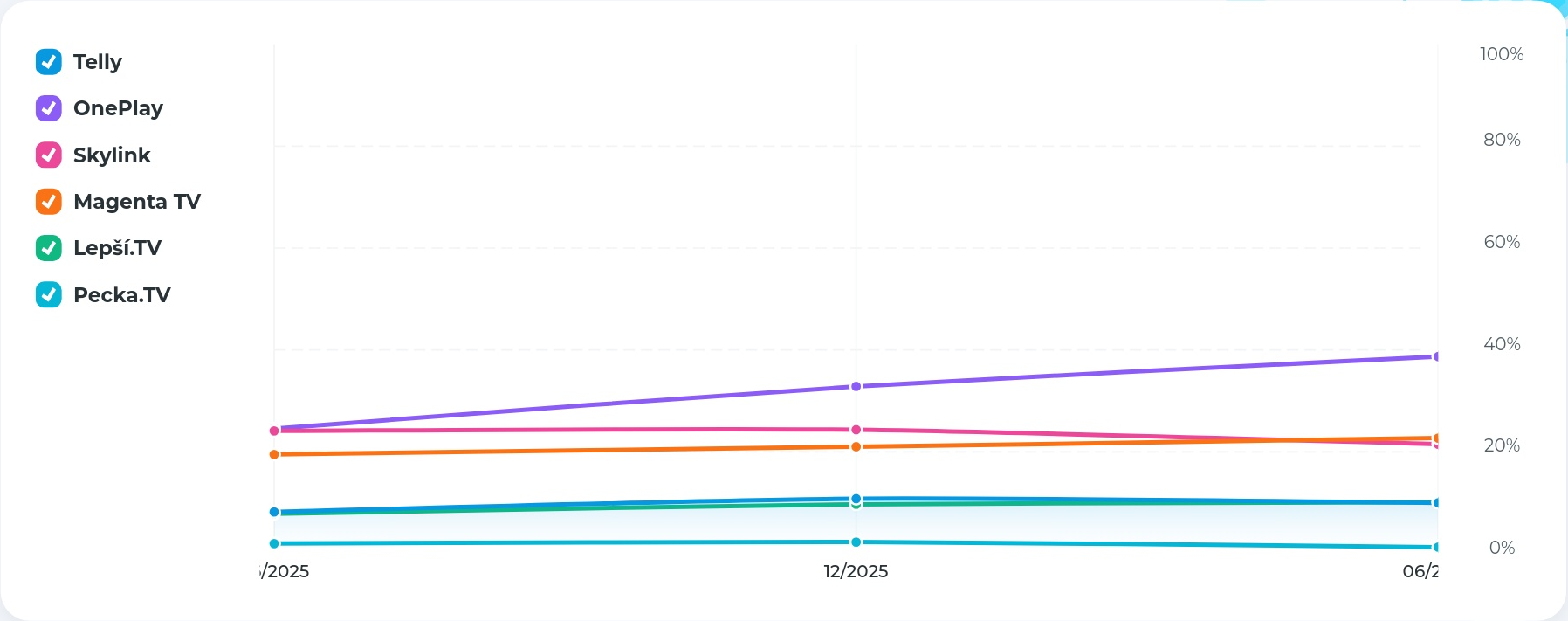
# “Kvalitní a férový zákaznický servis”

% of people who associate the attribute with the brand.



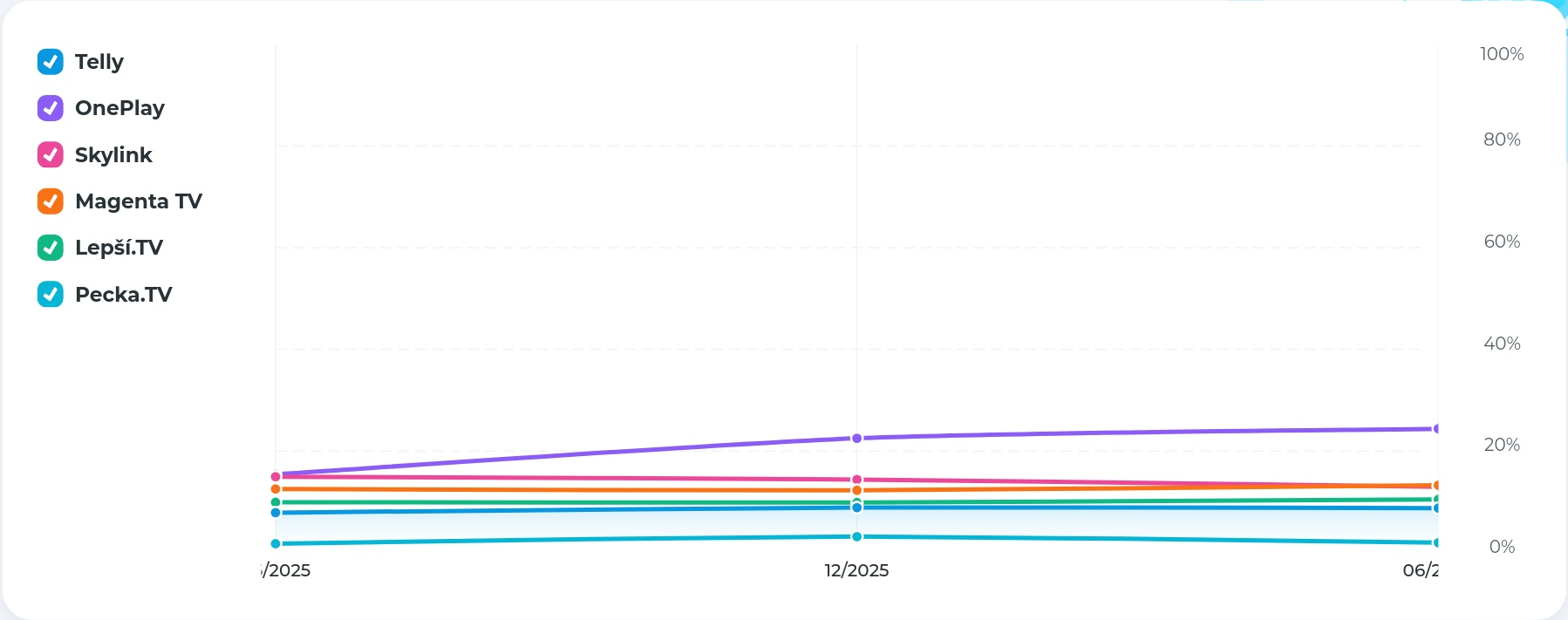
# “Spolehlivé služby bez výpadků”

% of people who associate the attribute with the brand.



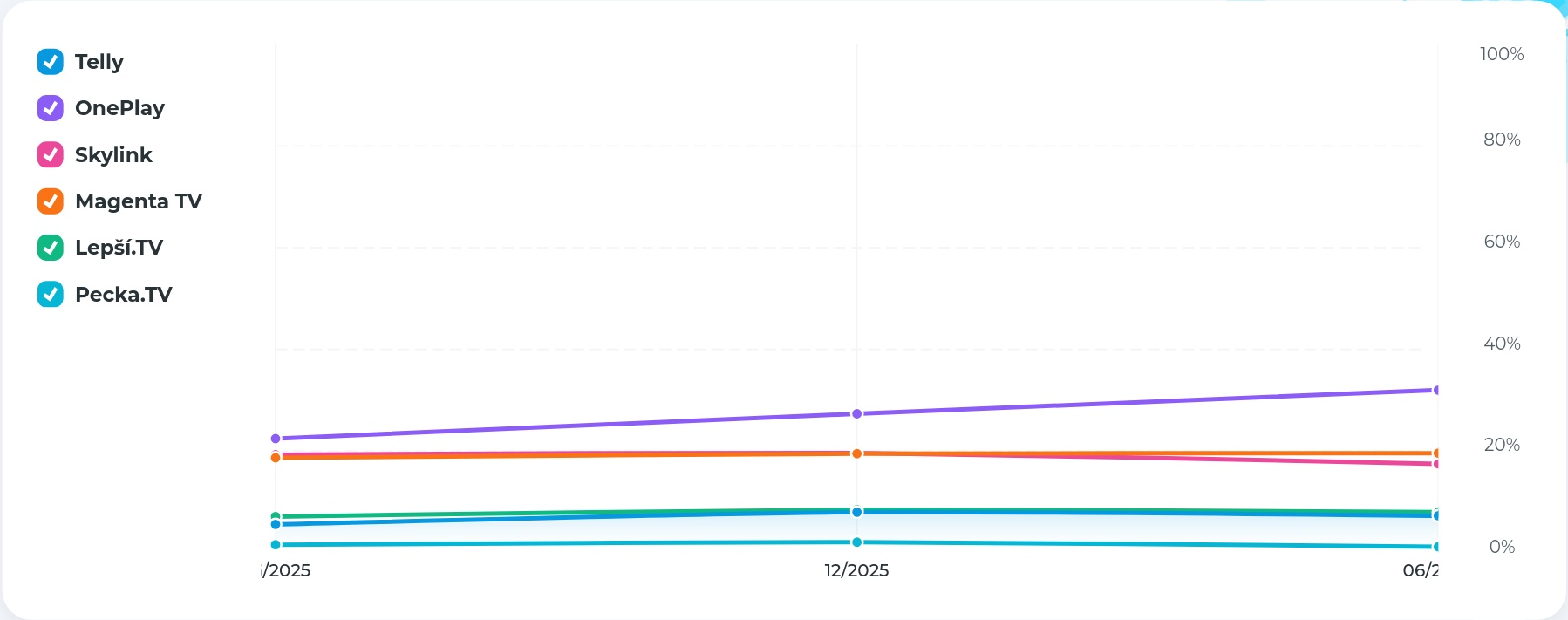
# “Levná služba”

% of people who associate the attribute with the brand.



# “Dělají víc pro zákazníky”

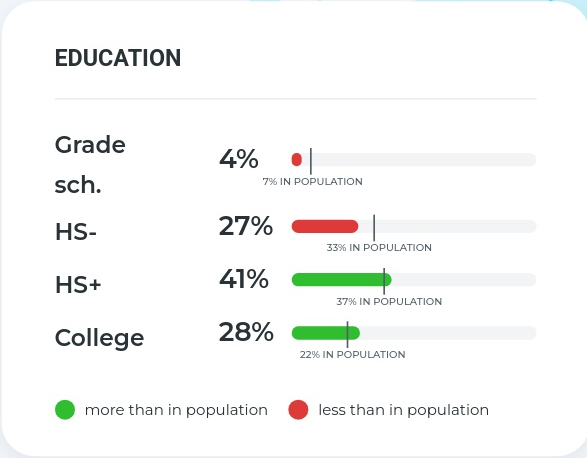
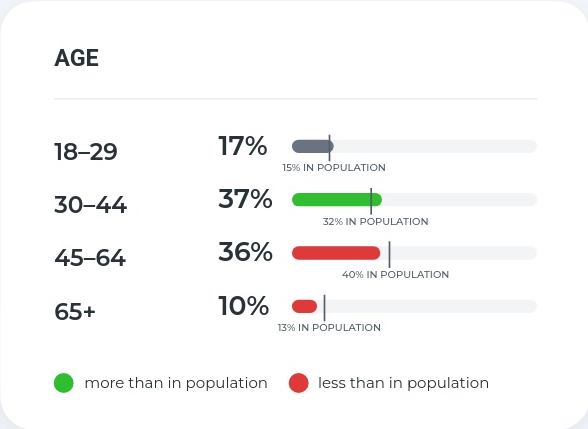
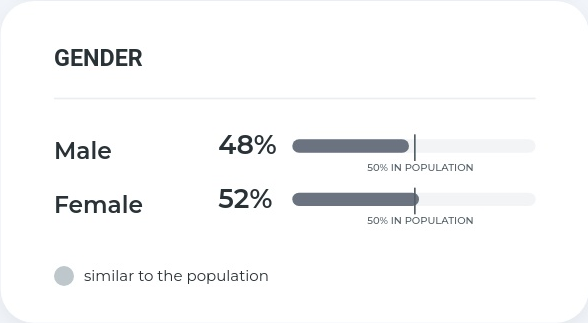
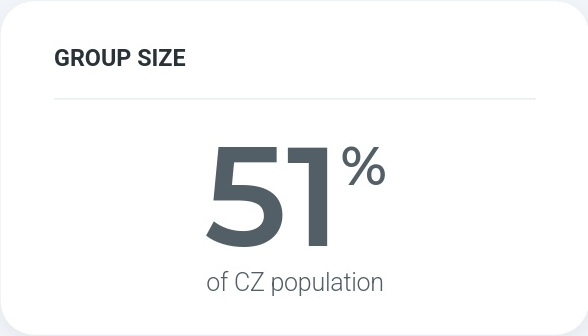
% of people who associate the attribute with the brand.



# Paid TV service Buyers

Socio and demographic profile of people who are users of a paid TV service.

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# Telly Buyers

% of people who buy your brand.

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## Telly buyers

People who watch Telly at least a few times a year.



## Heavy buyers

People watching Telly at least few times a month.



## Light buyers

People watching Telly at leats few times a year.



# 6 | Insight



# Telly Key insight

Key actionable takeaways

06/2026



**Katerina Hambergerova** Sociologist

## Telly má podobné metriky jako před rokem

Znalost značky se po předchozím nárůstu vrací zpět na nižší úroveň a aktuálně dosahuje 32 % mezi Category buyers, což je podobná hodnota jako před rokem. Pozitivní emoce dosahují 11 % a spontánní vybavení značky zůstává velmi nízké na úrovni 0,4 %.

V oblasti zákaznických potřeb *Telly* zatím nenaplnuje žádnou klíčovou asociaci výrazněji než konkurence. Ve většině sledovaných potřeb se drží za hlavními hráči, což znamená, že značka zatím nemá jasně definovaný důvod, proč si ji lidé spontánně vybaví nebo zvolí.

## Jak si vede konkurence?

*OnePlay* pokračuje v posilování své pozice. Awareness dosahuje 91 %, salience výrazně vzrostla na 46 % (+ 10 p. b.) a pozitivní emoce na 62 %. *OnePlay* dominuje ve všech hlavních potřebách zákazníků (jednoduchost, spolehlivost, zákaznický servis). Ostatní konkurenti, jako *Skylink* a *Magenta TV*, zůstávají stabilní bez zásadních posunů, ale *Telly* je vůči nim stále slabší.

## Jak dál?

Pro *Telly* je nyní zásadní posílit základní znalost a jasné spojení s kategorií televizních a streamovacích služeb. Komunikace by měla být jednoduchá, opakovaná a přímo navázaná na kategorii: *Telly* = televize / sledování obsahu. Teprve na tomto základu lze postupně budovat konkrétní benefity a preference. Bez posílení znalosti a kategorického ukotvení bude pro *Telly* těžké růst v dalších metrikách.

