

Brand Tracking Report



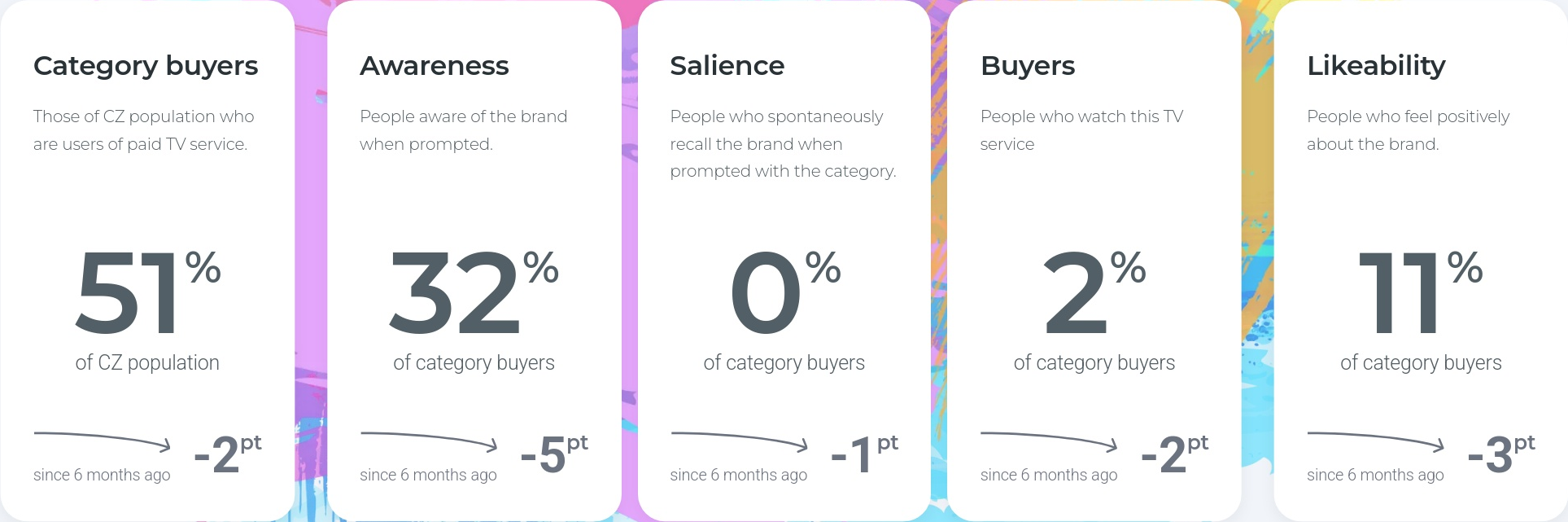
Segment: Category buyers
Participants: 506
Target group: Category buyers
Tested between: 01 Jun - 03 Jun 2026





Telly Key metrics

06/2026

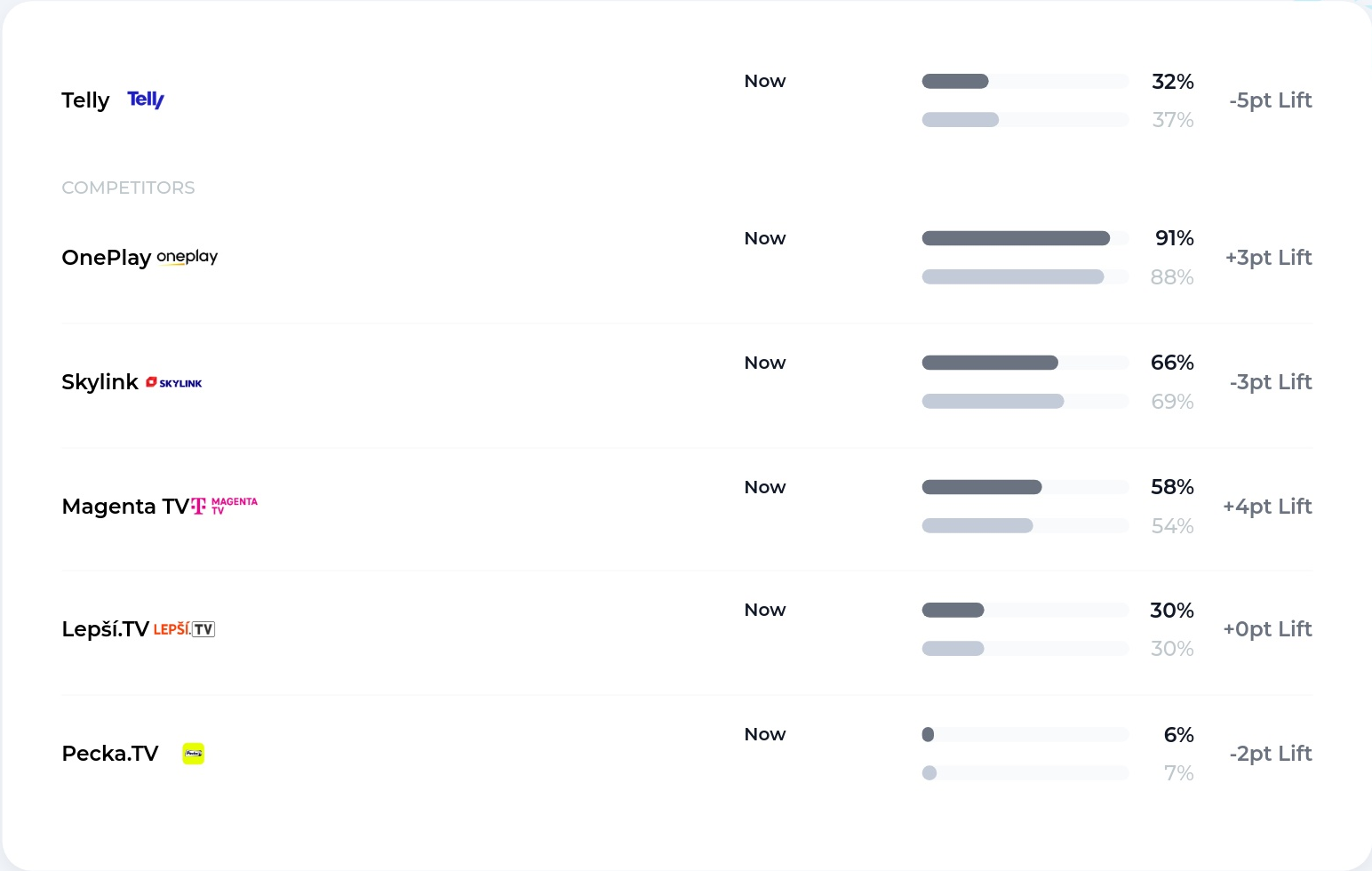


1 | Key metrics

Awareness

People aware of the brand when prompted.

06/2026



Salience

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

06/2026

Telly 	Now		0% 1%	-1pt Lift
COMPETITORS				
OnePlay 	Now		46% 36%	+10pt Lift
Skylink 	Now		5% 5%	+0pt Lift
Magenta TV 	Now		4% 3%	+1pt Lift
Lepší.TV 	Now		2% 4%	-1pt Lift
Pecka.TV 	Now		0% 0%	+0pt Lift

Buyers

People who watch this TV service

06/2026

Telly 	Now		2% 4%	-2pt Lift
COMPETITORS				
OnePlay 	Now		62% 57%	+6pt Lift
Skylink 	Now		13% 14%	-1pt Lift
Magenta TV 	Now		16% 16%	+0pt Lift
Lepší.TV 	Now		7% 6%	+0pt Lift
Pecka.TV 	Now		1% 1%	+0pt Lift

Likeability

People who feel positively about the brand.

06/2026

Telly 	Now		11% 13%	-3pt Lift
COMPETITORS				
OnePlay 	Now		62% 57%	+6pt Lift
Skylink 	Now		26% 27%	-1pt Lift
Magenta TV 	Now		28% 26%	+2pt Lift
Lepší.TV 	Now		15% 14%	+1pt Lift
Pecka.TV 	Now		2% 3%	-1pt Lift

Key metrics (metrics vs. brands)

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

06/2026

METRIC	AWARENESS	SALIENCE	BUYERS	LIKEABILITY
 Telly	32% -5pt	0% -1pt	2% -2pt	11% -3pt
 OnePlay	91% +3pt	46% +10pt	62% +6pt	62% +6pt
 Skylink	66% -3pt	5% +0pt	13% -1pt	26% -1pt
 Magenta TV	58% +4pt	4% +1pt	16% +0pt	28% +2pt
 Lepší.TV	30% +0pt	2% -1pt	7% +0pt	15% +1pt
 Pecka.TV	6% -2pt	0% +0pt	1% +0pt	2% -1pt



Telly Segments vs. key metrics

Key metrics for each measured segment.

📅 06/2026

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.

📅 06/2026

SEGMENTS	Telly TELLY	oneplay ONEPLAY	SKYLINK SKYLINK	MAGENTA TV MAGENTA TV	LEPŠÍ.TV LEPŠÍ.TV	PECKA.TV PECKA.TV
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.

📅 06/2026

SEGMENTS	Telly TELLY	oneplay ONEPLAY	SKYLINK SKYLINK	MAGENTA TV MAGENTA TV	LEPŠÍ.TV LEPŠÍ.TV	PECKA.TV PECKA.TV
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.

📅 06/2026

SEGMENTS	Telly TELLY	oneplay ONEPLAY	SKYLINK SKYLINK	MAGENTA TV MAGENTA TV	LEPŠÍ.TV LEPŠÍ.TV	PECKA.TV PECKA.TV
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.

📅 06/2026

SEGMENTS	Telly TELLY	oneplay ONEPLAY	SKYLINK SKYLINK	MAGENTA TV MAGENTA TV	LEPŠÍ.TV LEPŠÍ.TV	PECKA.TV PECKA.TV
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

06/2026



“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.

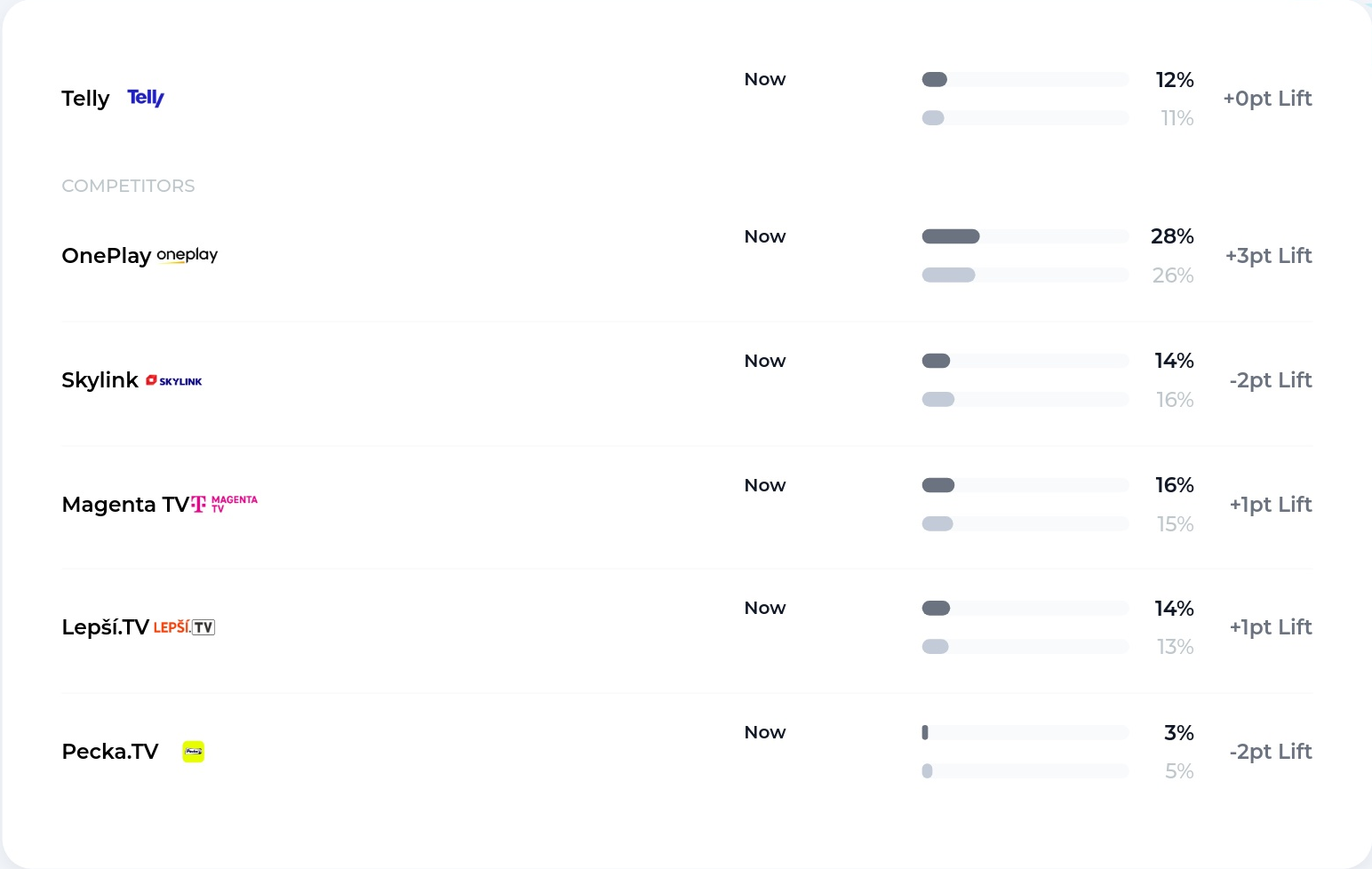
06/2026



“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.

06/2026

ASSOCIATIONS	Telly TELLY	oneplay ONEPLAY	SKYLINK SKYLINK	MAGENTA TV MAGENTA TV	LEPŠÍ.TV LEPŠÍ.TV	PEČKA.TV PEČKA.TV
Jednoduché	19% +0pt	60% +7pt	34% -3pt	34% +2pt	19% +1pt	4% -1pt
Kvalitní a férový zákaznický servis	12% -1pt	45% +8pt	25% -2pt	27% -1pt	13% +0pt	2% +0pt
Spolehlivé služby bez výpadků	13% +0pt	45% +6pt	26% -2pt	28% +2pt	13% +2pt	2% -1pt
Levná služba	12% +0pt	28% +3pt	14% -2pt	16% +1pt	14% +1pt	3% -2pt
Dělají víc pro zákazníky	10% -1pt	36% +4pt	21% -1pt	25% +2pt	11% +0pt	2% -2pt

Associations vs. brands

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

06/2026

ASSOCIATIONS	Telly TELLY	oneplay ONEPLAY	SKYLINK SKYLINK	MAGENTA TV MAGENTA TV	LEPŠÍ.TV LEPŠÍ.TV	PECKA.TV PECKA.TV
Jednoduché	19%	60%	34%	34%	19%	4%
Kvalitní a férový zákaznický servis	12%	45%	25%	27%	13%	2%
Spolehlivé služby bez výpadků	13%	45%	26%	28%	13%	2%
Levná služba	12%	28%	14%	16%	14%	3%
Dělají víc pro zákazníky	10%	36%	21%	25%	11%	2%

Relative association differences

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

📅 06/2026

ASSOCIATIONS	 TELLY	 ONEPLAY	 SKYLINK	 MAGENTA TV	 LEPŠÍ.TV	 PEČKA.TV
Jednoduché	1%	1%	0%	-2%	0%	0%
Kvalitní a férový zákaznický servis	-2%	1%	1%	1%	-1%	0%
Spolehlivé služby bez výpadků	0%	0%	1%	1%	-1%	-1%
Levná služba	2%	-2%	-3%	-2%	4%	1%
Dělají víc pro zákazníky	-1%	0%	1%	3%	-1%	-1%



Telly Segments vs. associations

% of people who associate the attribute with your brand.

📅 06/2026

SEGMENTS	JEDNODUCHÉ	KVALITNÍ A FÉROVÝ ZÁKAZNICKÝ SERVIS	SPOLEHLIVÉ SLUŽBY BEZ VÝPADKŮ	LEVNÁ SLUŽBA	DĚLAJÍ VÍC PRO 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	Telly TELLY	oneplay ONEPLAY	SKYLINK SKYLINK	MAGENTA TV MAGENTA TV	LEPŠÍ.TV LEPŠÍ.TV	PECKA.TV 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	Telly TELLY	oneplay ONEPLAY	SKYLINK SKYLINK	MAGENTA TV MAGENTA TV	LEPŠÍ.TV LEPŠÍ.TV	PECKA.TV PECKA.TV
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	 TELLY	 ONEPLAY	 SKYLINK	 MAGENTA TV	 LEPŠÍ.TV	 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.

📅 06/2026

SEGMENTS	Telly TELLY	oneplay ONEPLAY	SKYLINK SKYLINK	MAGENTA TV MAGENTA TV	LEPŠÍ.TV LEPŠÍ.TV	PECKA.TV 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.

📅 06/2026

SEGMENTS	 TELLY	 ONEPLAY	 SKYLINK	 MAGENTA TV	 LEPŠÍ.TV	 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 (❤️😊).

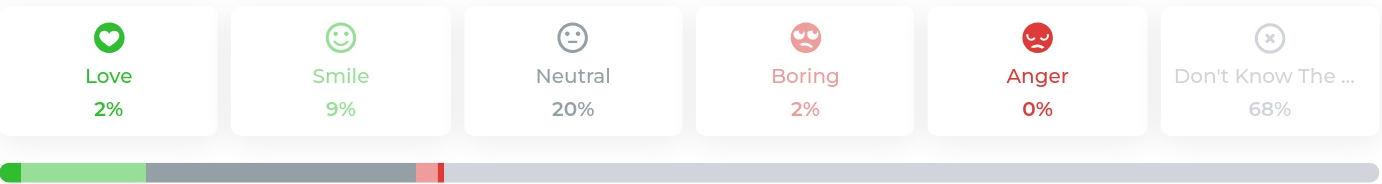
11%

of category buyers

→ -3^{pt}
since 6 months ago

Emotions Types

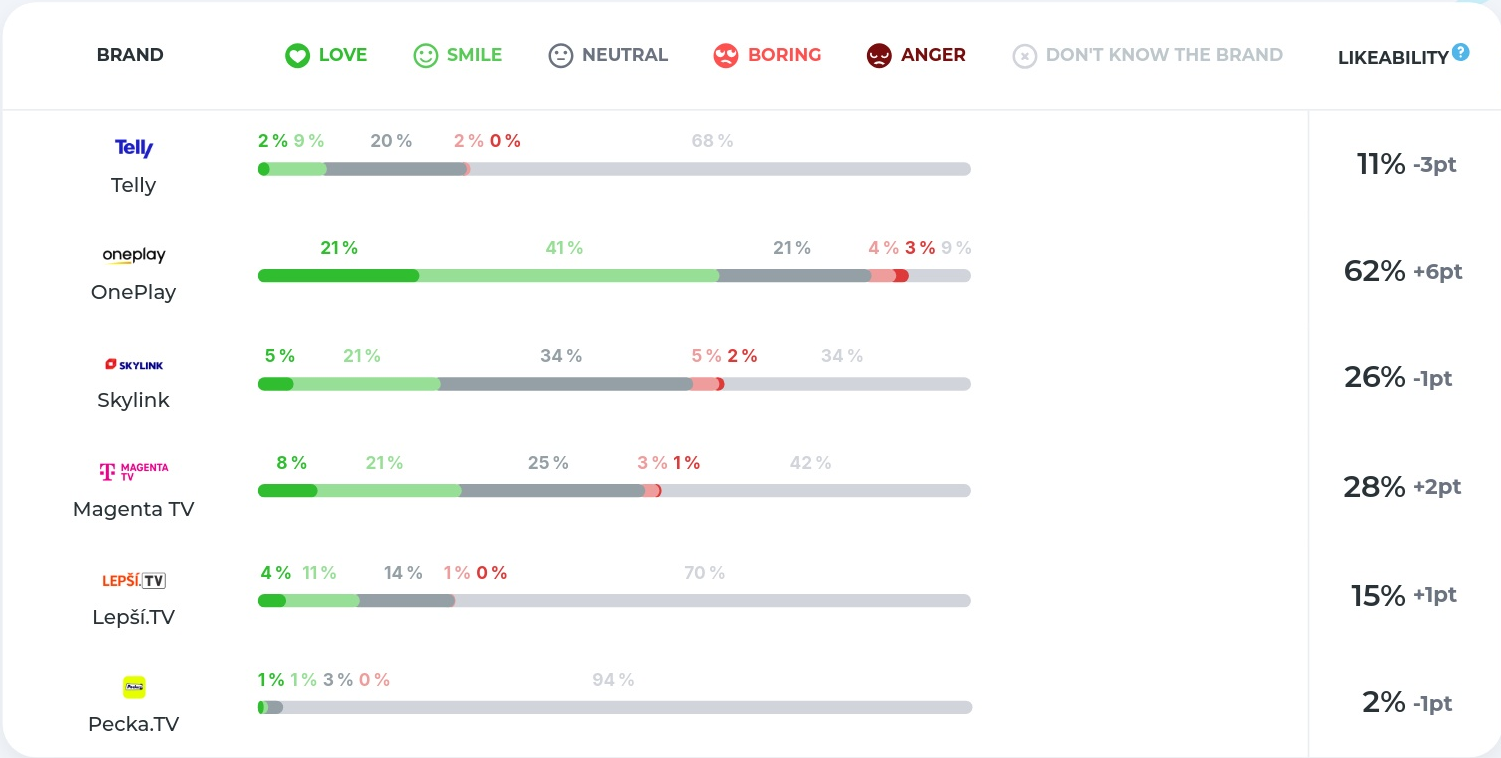
% of category buyers who feel the specified emotion toward the brand.



Emotion types

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

06/2026

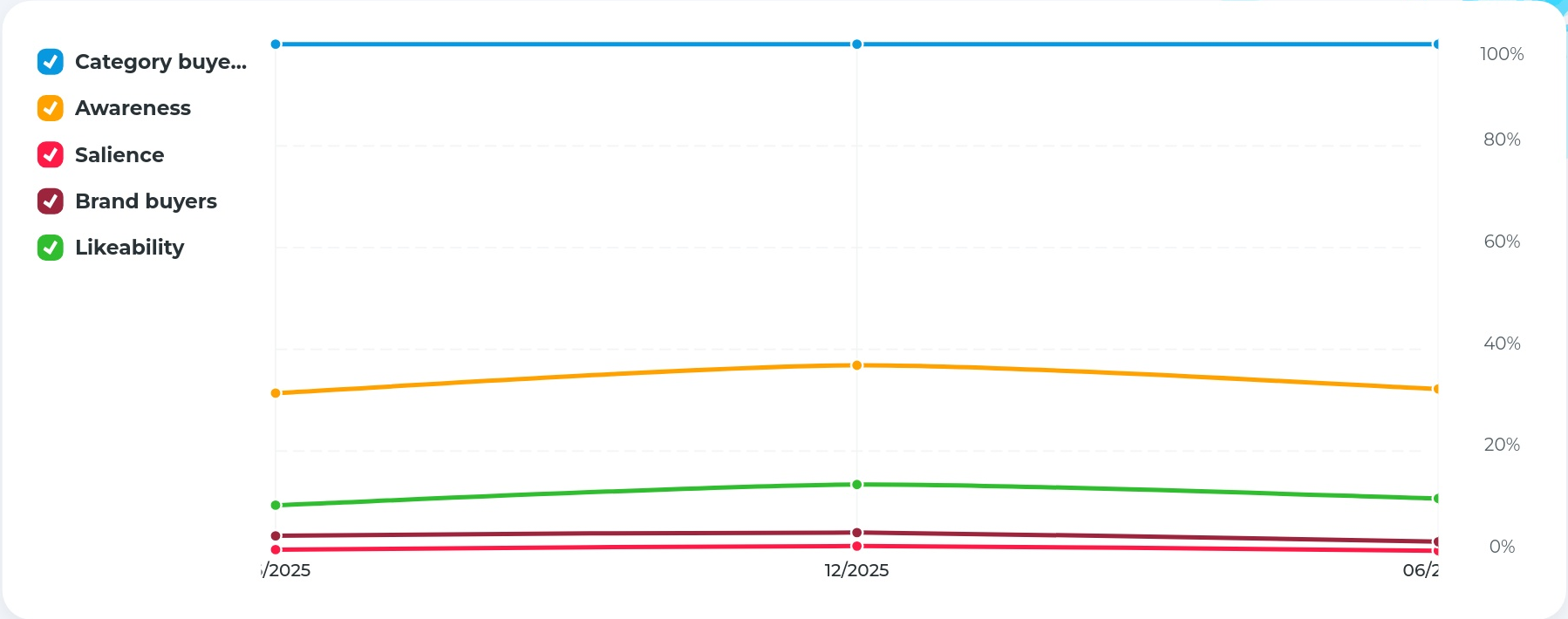


4 | Timeline



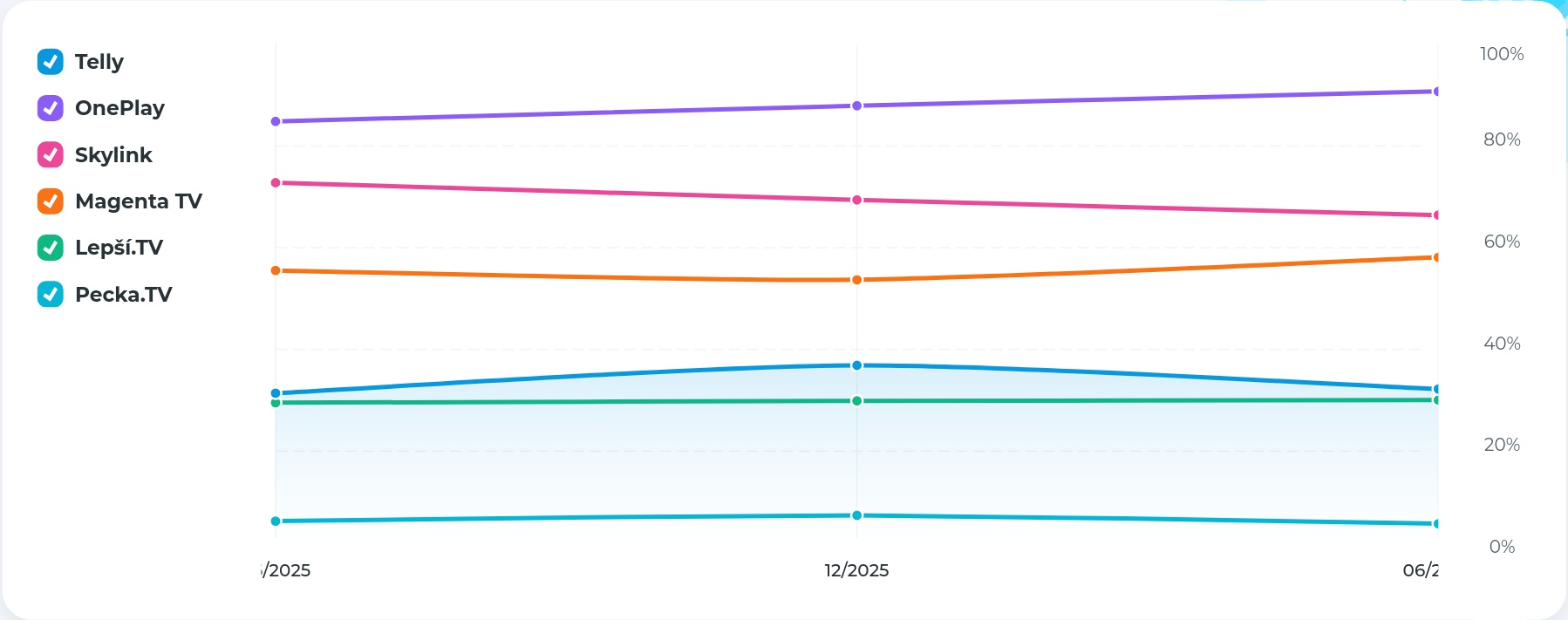
Telly Metrics

Evolution of key metrics over time.



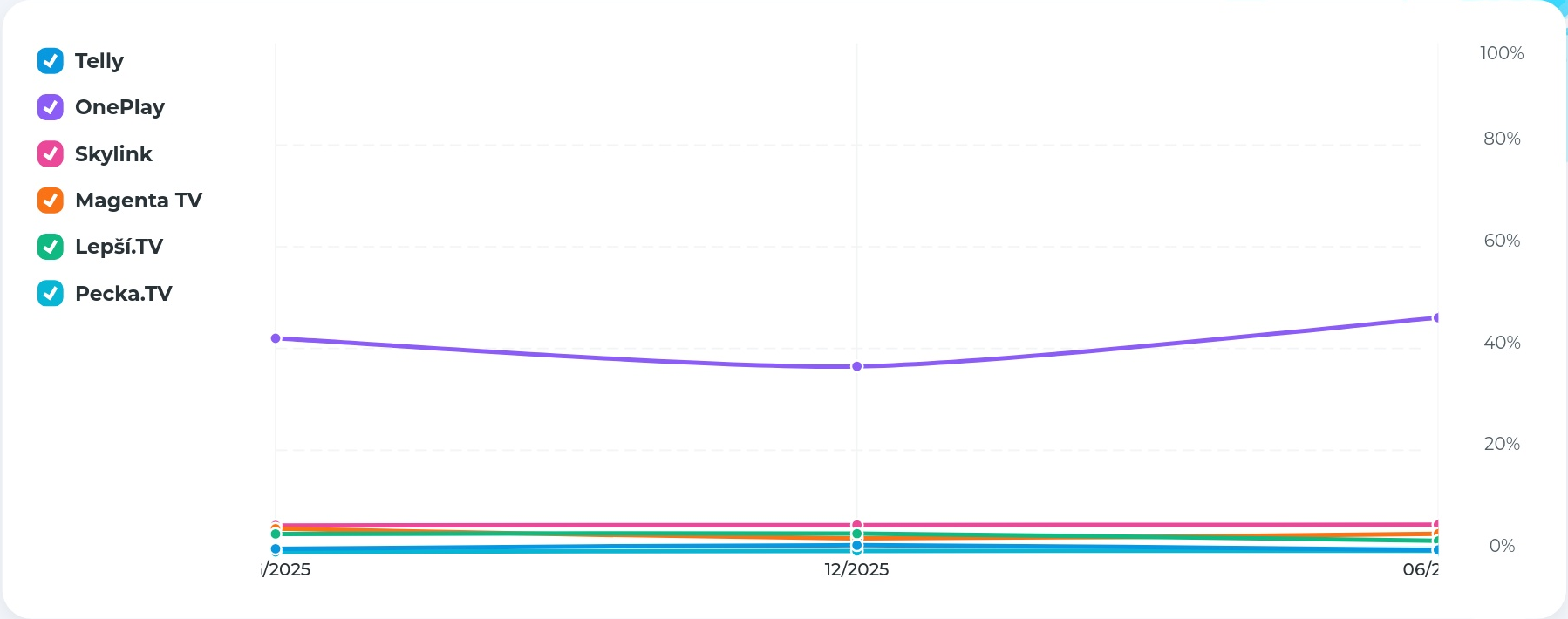
Awareness

People aware of the brand when prompted.



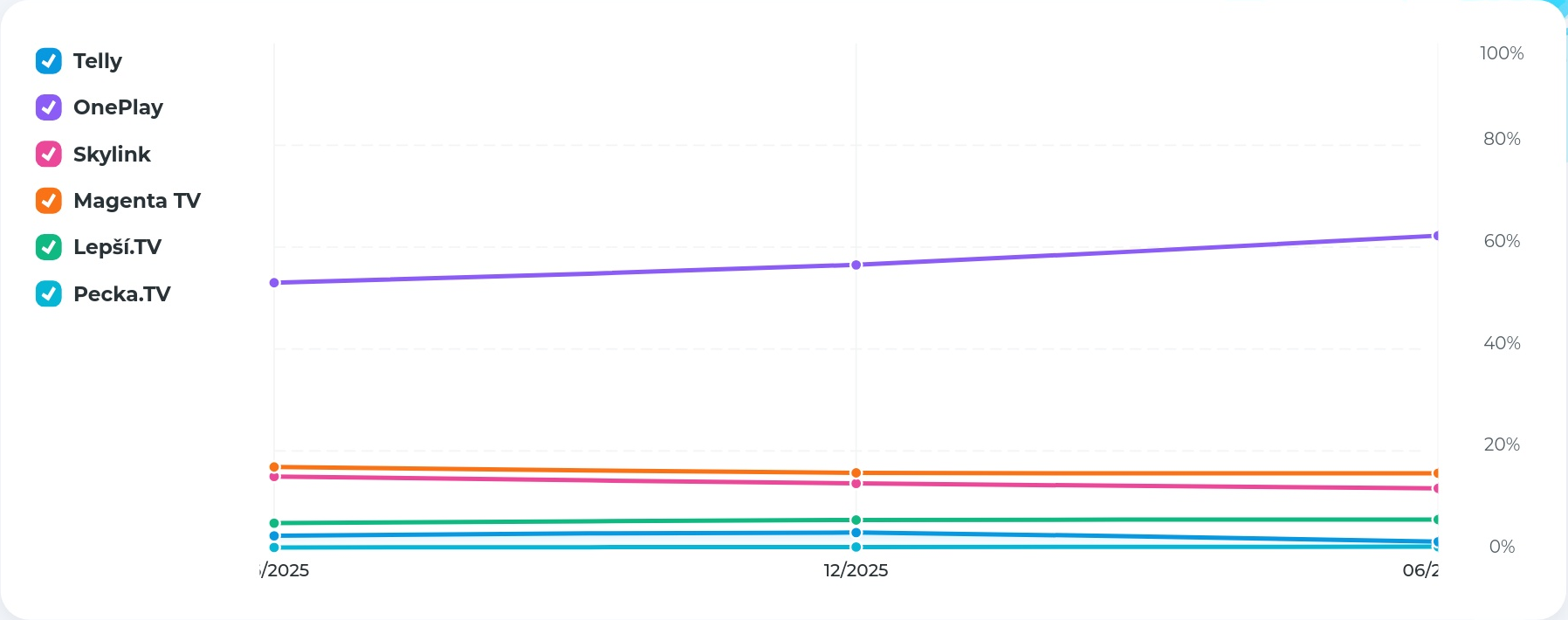
Salience

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



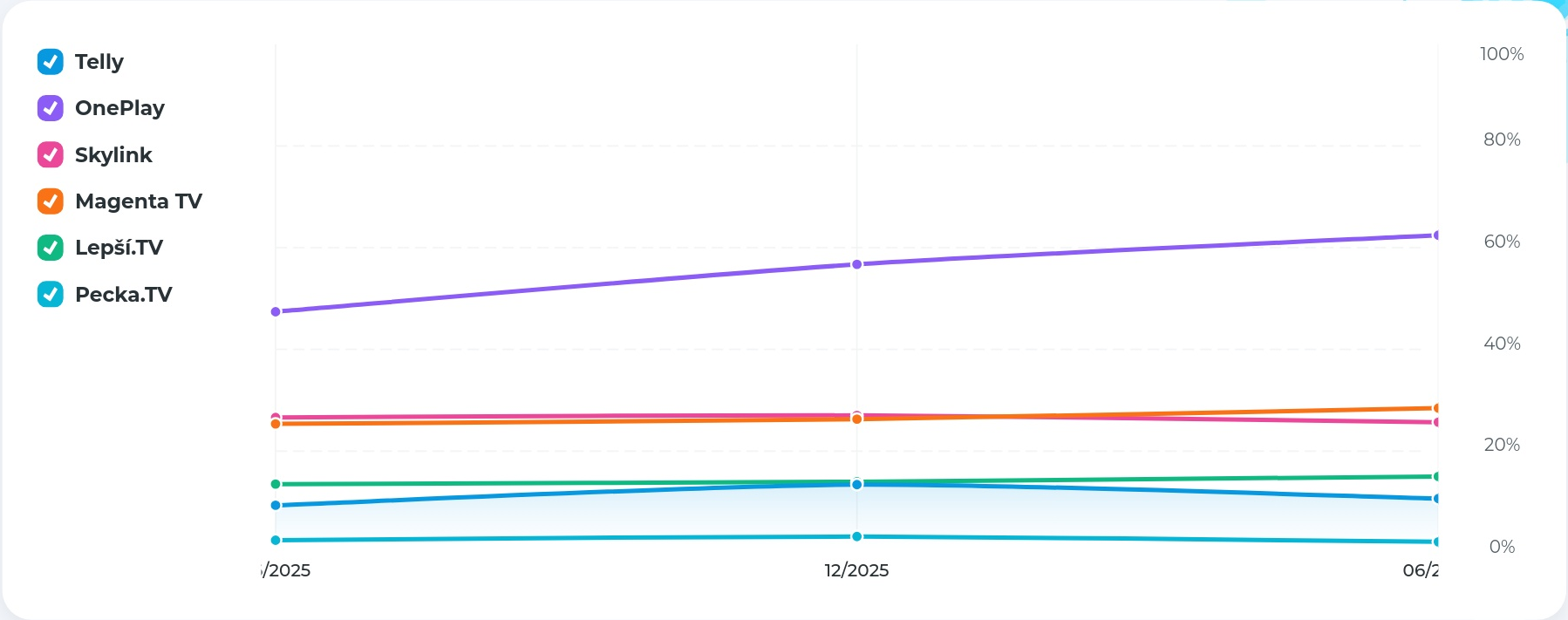
Buyers

People who watch this TV service



Likeability

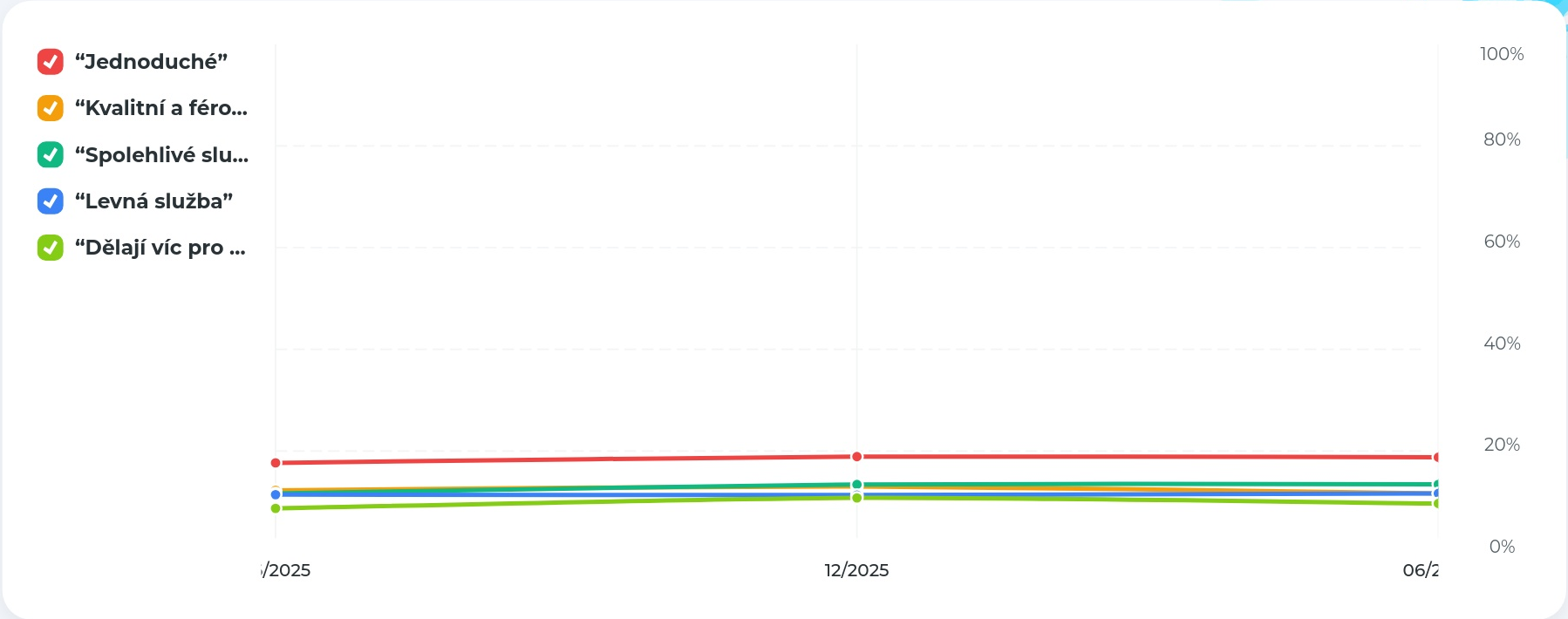
People who feel positively about the brand.





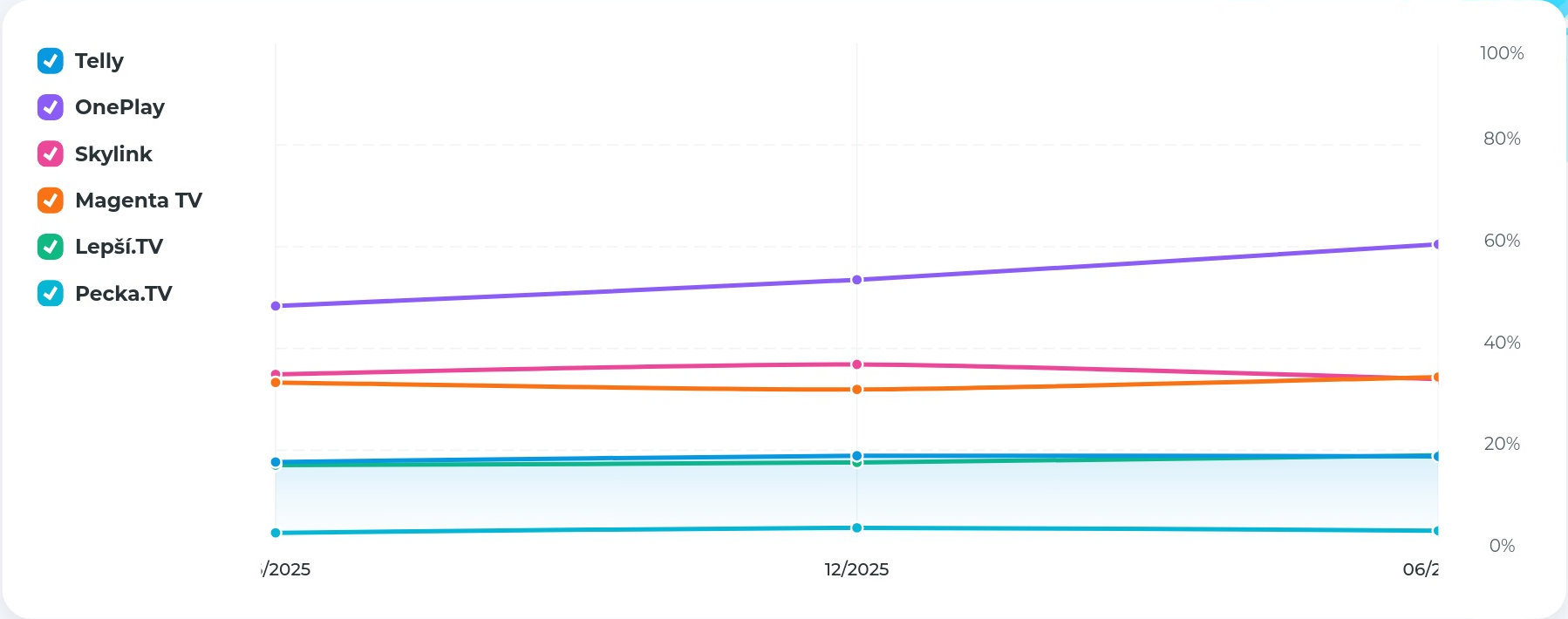
Telly Associations

% of people who associate the attribute with the brand.



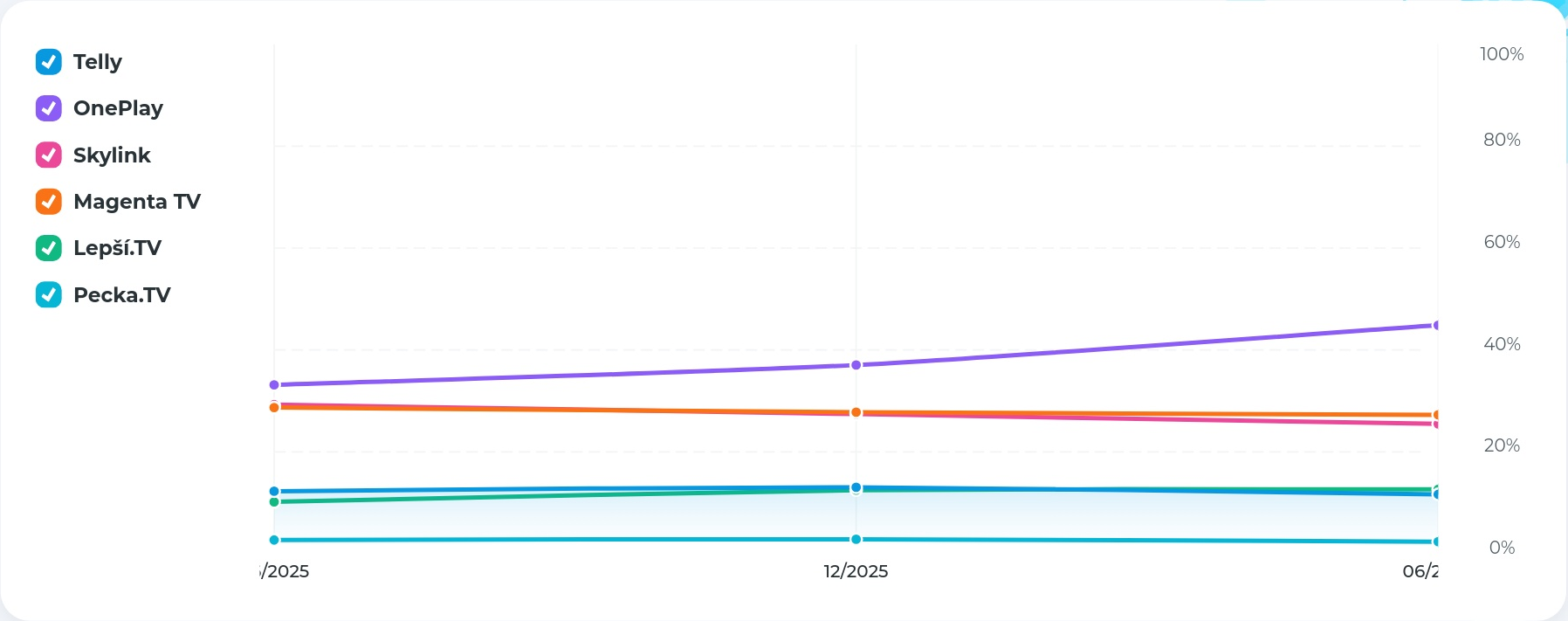
“Jednoduché”

% of people who associate the attribute with the brand.



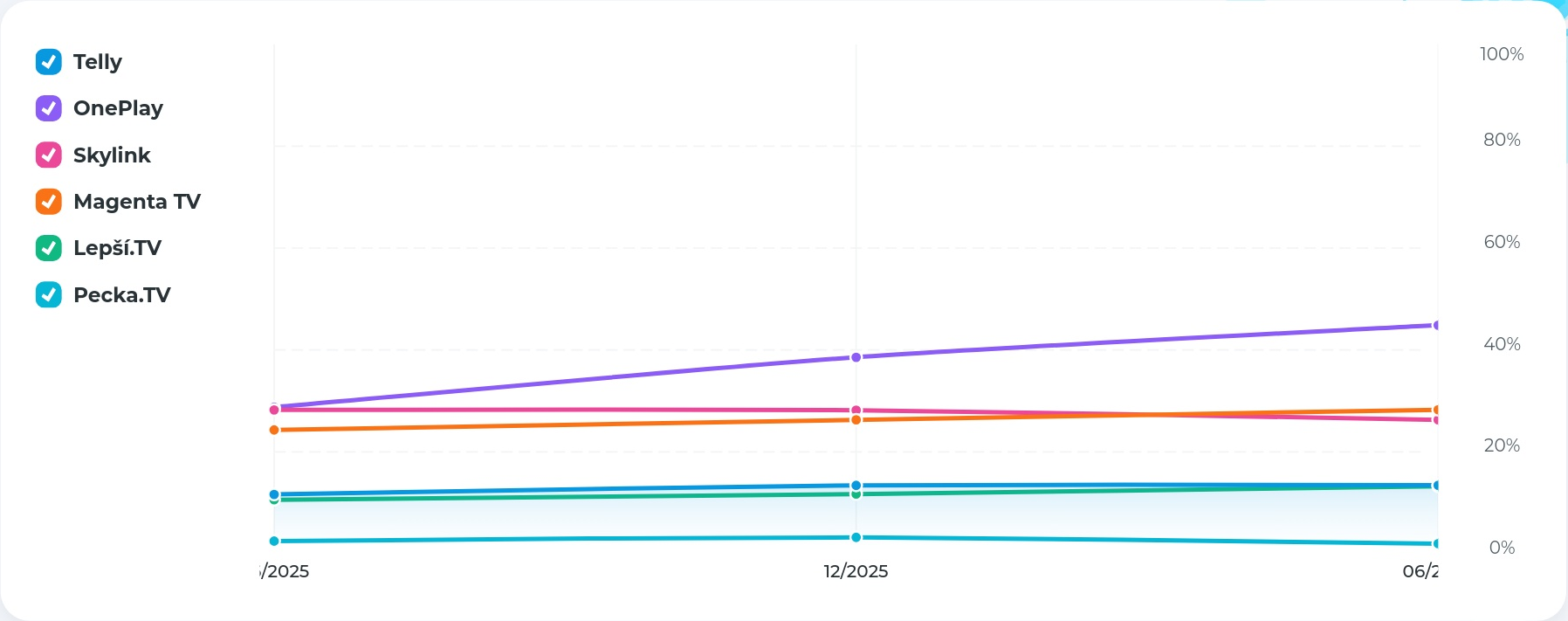
“Kvalitní a férový zákaznický servis”

% of people who associate the attribute with the brand.



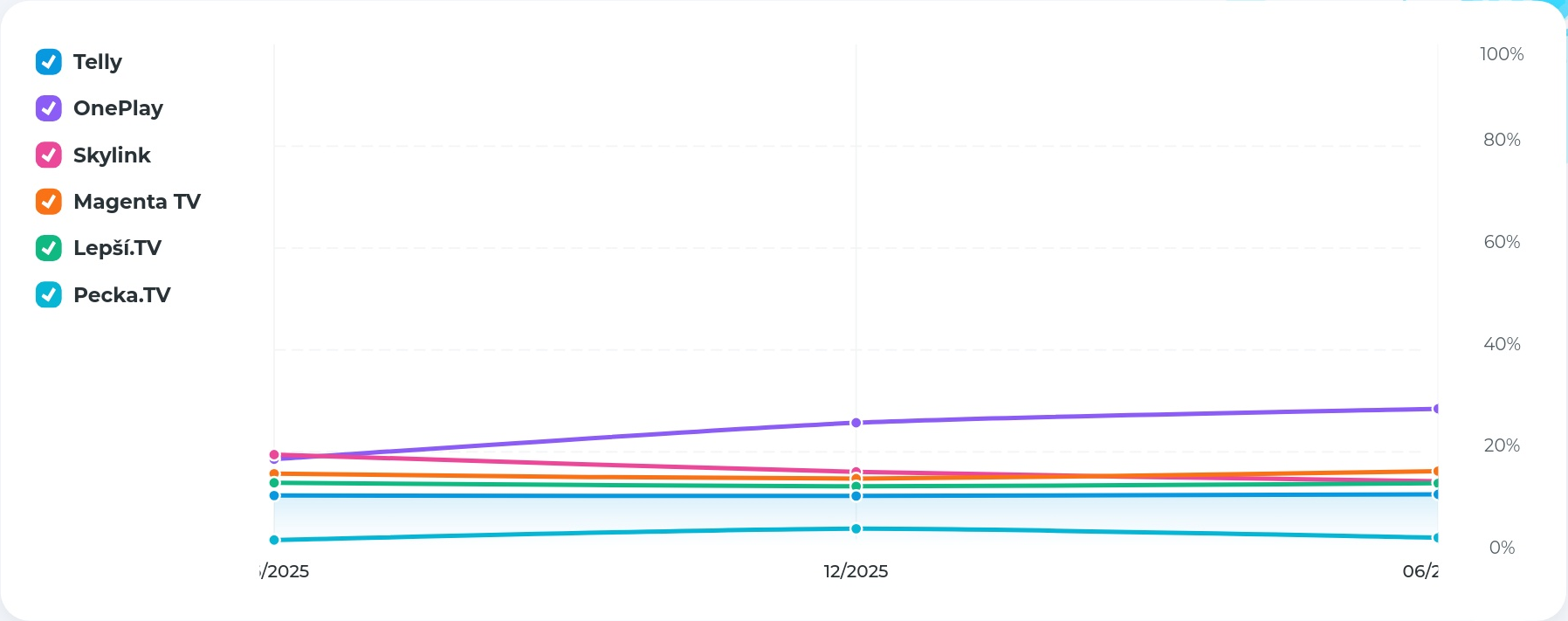
“Spolehlivé služby bez výpadků”

% of people who associate the attribute with the brand.



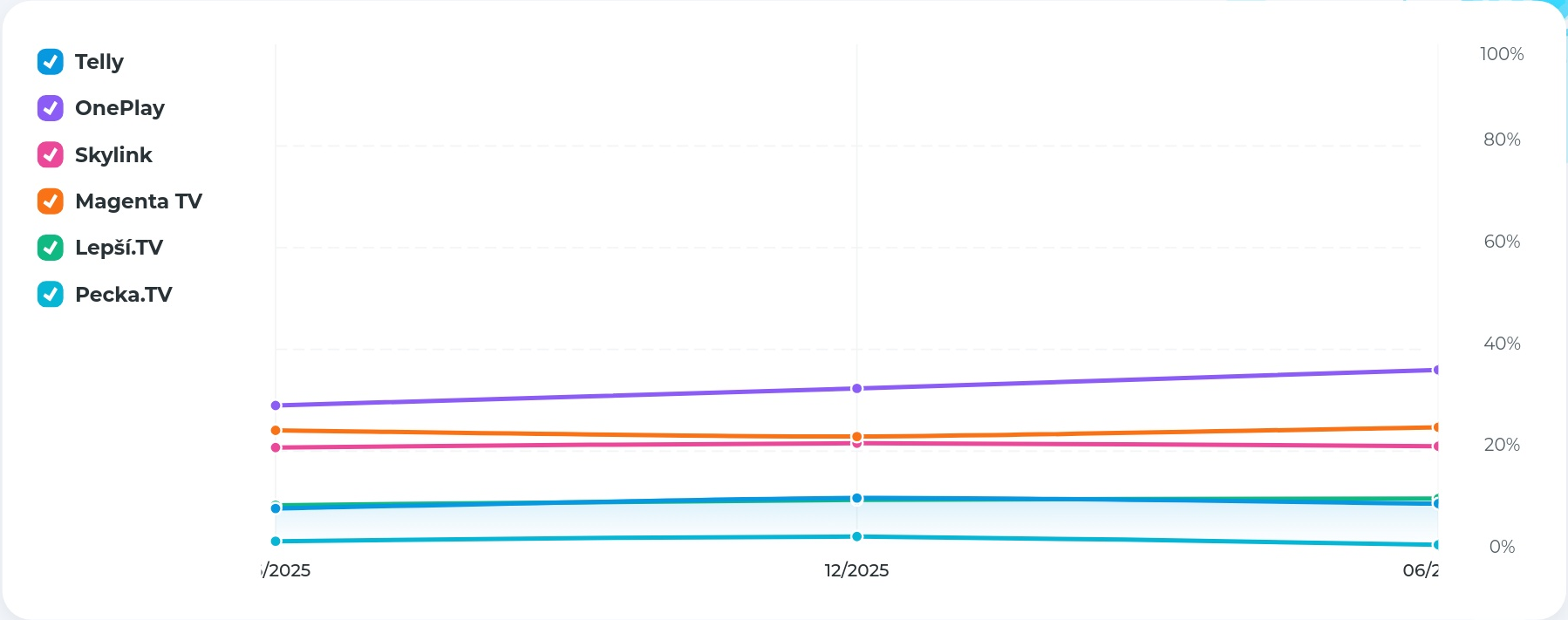
“Levná služba”

% of people who associate the attribute with the brand.



“Dělají víc pro zákazníky”

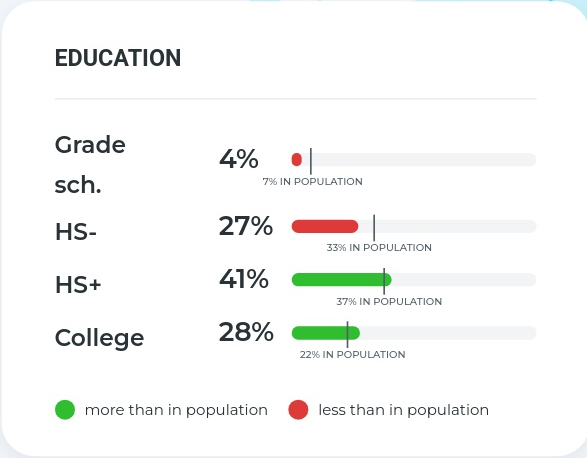
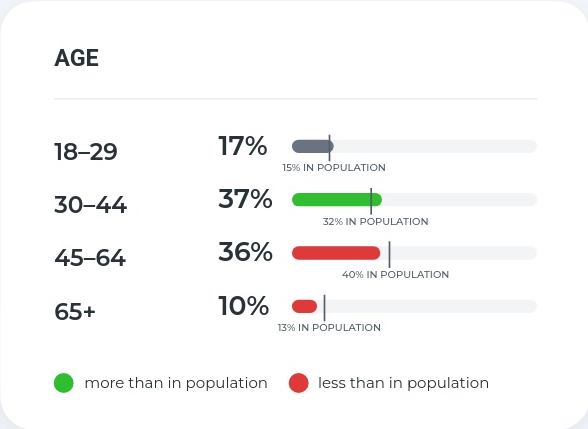
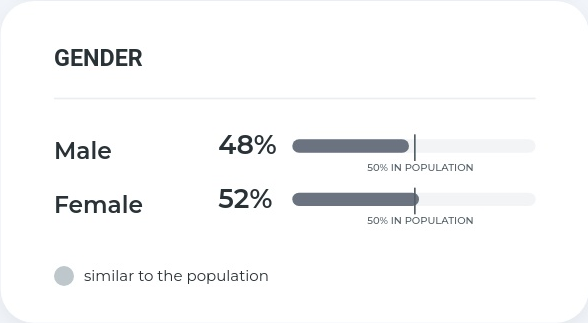
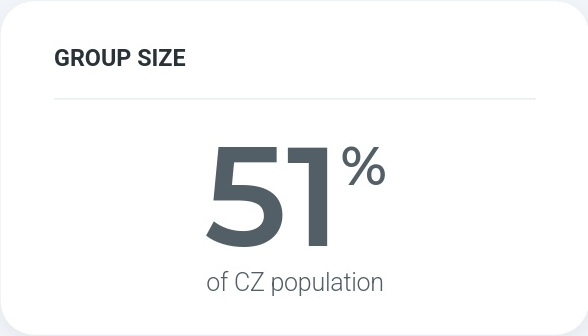
% of people who associate the attribute with the brand.



Paid TV service Buyers

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

06/2026





Telly Buyers

% of people who buy your brand.

📅 06/2026

Telly buyers

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

2%

of category buyers

→ -2^{pt}

since 6 months ago

Heavy buyers

People watching Telly at least few times a month.

1%

of category buyers

→ -1^{pt}

since 6 months ago

Light buyers

People watching Telly at leats few times a year.

1%

of category buyers

→ -1^{pt}

since 6 months ago

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.

