

CZECH REPUBLIC MARKET PROFILE

An EMEE Music Market Study

2023

This report is created as one of the deliverables of the project “Developing European Music Export Capacity”. The project is co-funded by the European Commission.



**Co-funded by
the European Union**

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The report was created between May and July 2023.

The authors and the entire EMEE team expresses gratitude to all the professionals who were willing to grant their time and expertise, including Radek Pavlovič, Rudolf Leška and Petr Blažek.

CONTENTS

1. General country overview	4
2. Music Ecosystem	9
2.1. Music sector general overview	9
2.2. Live music Sector	12
2.3. Recorded music sector	16
2.4. Music publishing & sync sector	19
2.5. Media	21
2.6. Case studies and recommendations	24
2.7. Genre Snapshots	24
Sources	25

1. General country overview



Population

10 505 772

(Worldbank 2021)

Prague 1 300 000

Brno 380 000

Ostrava 302 000

Plzen 175 000

Liberec 102 000

Administrative organisation

Czechia is a parliamentary republic with a head of government - the prime minister - and a head of state - the president. The country was formed in 1993, after Czechoslovakia was split into Czechia and Slovakia. The Czech Parliament consists of *Poslanecká sněmovna* (the Chamber of Deputies) and *Senát* (the Senate), both elected directly. The government is the highest body of executive power, and is made up of the prime minister, the deputy prime ministers and ministers. The government is responsible to the Chamber of Deputies.

The country is now divided into 14 regions, including the capital, Prague.

(Sources: [Czechia - EU member country profile](#), [The Czech Parliament and EU affairs](#), [Government of the Czech Republic](#))

Population age structure

The median age of Czechia's population is 43,1.

Here's how Czechia's total population breaks down by age group:

- 5,1% is between the ages of 0 and 4.
- 8,5% is between the ages of 5 and 12.
- 5,4% is between the ages of 13 and 17.
- 6,5% is between the ages of 18 and 24.
- 11,7% is between the ages of 25 and 34.
- 14,4% is between the ages of 35 and 44.
- 15,5% is between the ages of 45 and 54.
- 12,1% is between the ages of 55 and 64.
- 20,7% is aged 65 and above.

Source: [Datareportal](#).

Society

Official language(s): Czech

Other important language(s): Minority languages: Slovak and Polish

Recommended language to communicate with local professionals: English

Currency: Czech Koruna CZK. Exchange rate 0,042 € (as of 29 May 2023)

Living cost (PPP) in relation to EU average: PPP (2022): 12 925 CZK, EU average 0,650 EUR Measured in terms of national currency per US dollar. Source [OECD](#).

Economy

GDP (nominal), in comparison with EU av	US\$ 276 914 billion as of 2021. 15th in EU (Wikipedia).
GDP per capita, in comparison with EU av	US\$ 25 732 as of 2021 (Wikipedia).
YOY growth, in comparison with EU av	3,5% annual GDP growth as of 2021 (The World Bank).
Minimum and average wage, in comparison with EU av	Average gross monthly wage: €1695 (WikiWand). Minimum wage: €717,37 (according to Eurofound 2023).
VAT rates	21% (EC Europa).

Communication & Digital

Cellular mobile connections and change

“A total of 15,08 million cellular mobile connections were active in Czechia in early 2023, with this figure equivalent to 143,8% of the total population.”

Source: [Datareportal](#)

Internet users and change

“There were 9,61 million internet users in Czechia at the start of 2023, when internet penetration stood at 91,6%.”

Source: [Datareportal](#)

Active social media users and change

“Czechia was home to 8,07 million social media users in January 2023, equating to 76,9% of the total population. More broadly, 84,0% of Czechia’s total internet user base (regardless of age) used at least one social media platform in January 2023.”

- “Data published in Meta’s advertising resources indicates that Facebook had 4,0 million users in Czechia in early 2023. Facebook’s ad reach in Czechia was equivalent to 45,8% of the total population at the start of 2023. Figures published in Meta’s own tools indicate that Facebook’s potential ad reach in Czechia decreased by 50 000 (-1,0%) between 2022 and 2023.
- Updates to Google’s advertising resources indicate that YouTube had 8,07 million users in Czechia in early 2023. However, the company’s own data suggests that YouTube’s ad reach in early 2023 was equivalent to 76,9% of Czechia’s total population at the start of the year.
- Numbers published in Meta’s advertising tools indicate that Instagram had 3,35 million users in Czechia in early 2023. The company’s recently revised figures suggest that Instagram’s ad reach in Czechia was equivalent to 31,9% of the total population at the start of the year.
- Figures published in ByteDance’s advertising resources indicate that TikTok had 1,95 million users aged 18 and above in Czechia in early 2023. TikTok’s ad reach in Czechia was equivalent to 20,3% of the local internet user base at the beginning of the year, regardless of age.”

Source: [Datareportal](#)

1.5. Tax & legal

1.5.1. Artist status and business identity management

Artists in the Czech Republic do not have any specific legal status at this time. Generally, artists are self-employed (OŠVČ) and in some cases are also operating companies (LLC). It's possible to earn up to €400 a month tax-free income. Beyond that, you need to register your status and issue invoices. More information can be [found here](#).

1.5.2. Copyright law and collective licensing

In the Czech Republic, copyright collective societies hold a monopoly, meaning that only one society is authorized to handle the collective management of specific types of works or performances. In this setup, artists do not have the freedom to choose their preferred copyright collective society; rather, they are bound to the one designated for their particular category of works or performances (Czech Mobility Info, 2023).

This applies both on the national and international level as the copyright collective societies ensure “international protection” of the works under their management on the basis of agreements entered into with foreign copyright collective societies.” (ibid). More information can be [found here](#).

The Czech Republic has a fairly well-developed tradition of copyright collective management and the main CMOs, (OSA, INTEGRAM and DILIA) have been operating for around 70 years.

The following copyright collective societies are active in the Czech Republic in the field of the collective management of works or other items protected by the Copyright Act:

- [OSA](#) – The Copyright Protection Association for Music Rights. For musical works with or without lyrics.
- [DILIA](#) - Theatre, Literary and Audiovisual Association. For literature, theatre, film, TV and other audiovisual arts, rental of sheet music.
- Actors, dancers, musicians, singers, music and film producers: [INTERGRAM](#), an independent society of performers and producers of phonograms and audiovisual fixation.
- [GESTOR](#) – The Union for the Protection of Authorship for visual artists.
- Cameramen, architects, visual artists: [OOA-S-Authors Copyright Protection Association](#) - Association of authors works of art, architecture and visual components of audiovisual works.
- [OAZA](#) – Music and Author Protection Agency for Sound Engineers.

1.5.3. Visa and other mobility info

Nationals of the EU/EEA and Schengen Area can enter the Czech Republic without a visa and stay for a 90-day period. Nationals of third countries can find more information about their visa status [here](#).

1

¹ In accordance with Regulation (EU) No 1806/2018 of 14 November 2018

2. Music Ecosystem

2.1. Music sector general overview

2.1.1. General facts & figures

The Czech Republic has a flourishing and rapidly developing music industry. According to the 2022 IFPI report, the total revenue of the Czech recorded music market grew by 13,7% in 2022 amounting to 1637 million CZK (around €68,27 million). Likewise, streaming services saw a 20% increase that same year (IFPI, 2022).

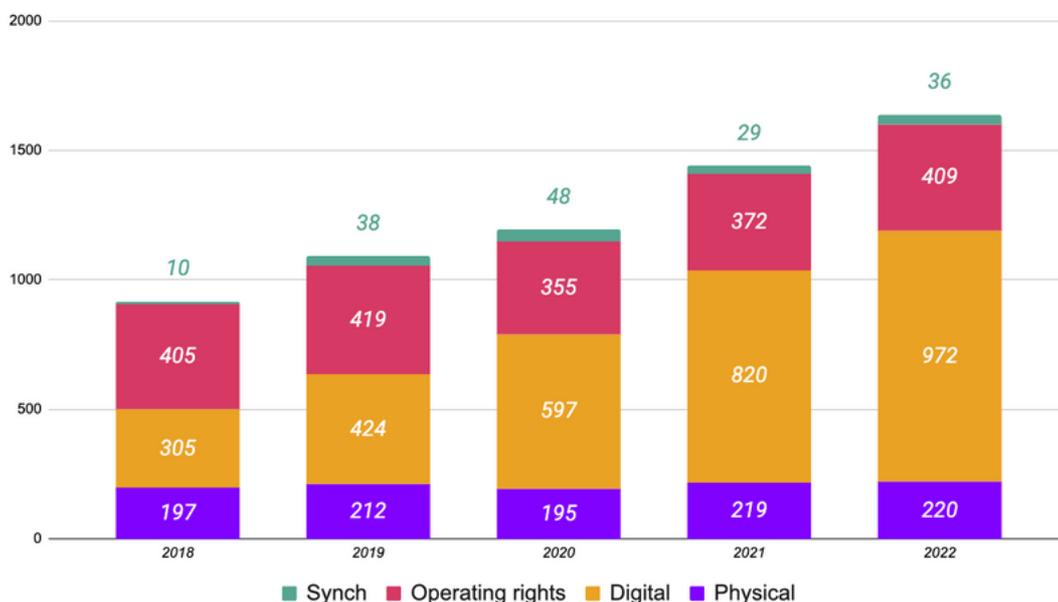


Figure 1. Recorded music market, 2018-2022, millions CZK.
Source: IFPI (2022). Press Release: Market Results: Czech Republic.

2.1.2. Music industry professional events

Nouvelle Prague – Nouvelle Prague, taking place annually in the first week of November, encompasses multiple events including the conference, a music instrument expo, and a city festival.

Czech Music Crossroads – Czech Music Crossroads is a networking conference and Showcase festival taking place each year at the end of June. It is organised by the team of Colours of Ostrava Festival.

ReConnect – ReConnect was born as a result of a collaboration between the Czech Managers Forum, BACH (the Brno venue association), and SoundCzech. The event focuses on topics for musicians, managers, and venues.

2.1.3. Music sector organisations

Ceska Obec Hudebni

The Czech Music Platform Ceska Obec Hudebni, is the main association that represents most of the Czech music sector. It is made up of independent music professionals, including labels, festivals, collecting societies, music managers, and venues. The association's main objective is to lobby for better circumstances within the music industry. It was founded during the COVID-19 period and successfully advocated for support in the music sector. One notable achievement was the two-year reduction in VAT on tickets, which lasted beyond the COVID-19 pandemic.

SAI - Svaz Autoru an Interpretu

SAI is the authors and performers union of the Czech Republic.

FESTAS- Independent Festival Association

FESTAS is an independent festival association with 24 members. It was the most active stakeholder during the COVID-19 crisis to advocate for efficient measures to help the festival scene. The association is focused on sustainability, safety and health, and booking issues.

BACH

BACH is the club association of Brno with 14 members. They are an effective platform for a dialogue with city stakeholders and also the initiators of the National Venue Association, which is to be funded next year.

PLATFORMA

PLATFORMA is the Independent Label Association and a member of IMPALA (Independent Music Companies Association). Other than lobby and advocation activities, they are also organizing a one-day label meeting each year.

Music Managers Forum (MMF) Czech Republic

MMF Czech Republic was founded in 2018 and its roles include advocating & lobbying, education and organizing the ReConnect conference in Brno. They also started MMF Academy to bring young managers to international music conferences.

SoundCzech

SoundCzech is a prominent organization in the Czech music industry, dedicated to supporting and promoting various music genres. Established in 2017, it operates as a sub-office of the Arts and Theatre Institute and is financially backed by the Cultural Ministry of the Czech Republic. SoundCzech plays an active role in organizing Czech artists' participation in international events, conferences, and festivals, allowing for

networking opportunities and raising the exposure of Czech music globally. They also assist artists with tour support programs, foster professionalization through education and mentoring, and advocate for the representation of the Czech Republic and the CEE region in EU networks. Locally, SoundCzech is focused on creating a music platform that effectively communicates the needs and voices of the sector to stakeholders.

AHP

The Czech Concert Producers Association was initiated by Live Nation and covers a large part of the local live concert turnover.

2.2. Live music Sector

There is no complete data available on the overall size and structure of the Czech live music sector.

2.2.2. Music festivals

The Czech Republic has an active festival scene with around 400 summer festivals, including free events coordinated by cities or villages with artistically more adventurous programming. These events are often booking smaller international artists with the aim of standing out of the others.

There is no full and up-to-date source of festivals and other events in the Czech Republic, but SoundCzech has a useful database of festivals that have existed for a longer period. The database is searchable by genre and region and contains currently (June 2023) 152 entries. It can be [accessed here](#).

The most well-known and biggest festivals in the Czech Republic include:

BEATS FOR LOVE

(Ostrava)

Genre: pop, electronic

BRUTAL ASSAULT

(Jaroměř)

Genre: metal, heavy

COLOURS OF OSTRAVA

(Ostrava)

Genre: world music, fusion, pop, rock

FOLKOVÉ PRÁZDNINY

(Náměšť nad Oslavou)

Genre: folk

HIP HOP KEMP (Hradec

Králové)

Genre: hip-hop

JAZZFEST BRNO

(Spring concert series)

Genre: jazz

LET IT ROLL (Milovice)

Genre: Electronic, drum N bass - EU's major d'n'b gathering

METRONOME FESTIVAL

PRAGUE (Prague)

Genre: pop rock

MIGHTY SOUNDS

(Tábor)

Genre: ska, reggae, punk

MLADÍ LADÍ JAZZ

(Prague)

Genre: jazz fusion

RESPECT FESTIVAL

(Prague)

Genre: world music, folk

ROCK FOR PEOPLE

(Hradec Králové)

Genre: rock, fusion

STRUNY PODZIMU

(Prague)

Timing: October-November concert series

Genre: classical, contemporary, experimental

UNITED ISLANDS OF

PRAGUE (Prague)

Free city festival with dozens of stages from World music to grime, and hip-hop

2.2.2. Venues and clubs

The majority of venues and clubs are located in Prague and Brno, which are the major hubs for music. These two cities possess a vibrant live music scene and venues are open to hosting international acts and introducing them to their audiences. Other cities where international artists can think about linking their tour, if they already have Czech followers, include Plzen, Ostrava, Olomouc, and Liberec. Overall, around 5-7, gigs can be planned for a tour typically.

There are approximately 400-500 venues in the Czech Republic that regularly host live concerts, many of which only operate during weekends. The most popular music genres for local live music include metal, rock, pop, folk, jazz, drum and bass, techno and electronic. Average ticket prices range from 150 CZK (around €6) for local acts and 350 CZK (approximately €14) for international acts.

There is also one venue association, BACH Venue Association of Brno, which has 13 members. In addition, a national club network is also being formed currently.

Well-known venues that frequently book international artists are the following:

Venues in Prague

O2 Arena
Capacity: 18 000

Tip sport Arena
Capacity: 13 238

Forum Karlín
Capacity: 3000

Lucerna Music Bar
Capacity: 1000

MeetFactory
Capacity: 1000

Roxy
Capacity: 1000

Palac Akropolis
Capacity: 900

Radost FX
Capacity: 800

Rock Café
Capacity: 600

Futurum Music Bar
Capacity: 400

Cross Club
Capacity: 300 plus 100

Cafe V Lese
Capacity: 250

Venues in Brno

Sono
Capacity: 2000

Fleda
Capacity: 800

Kabinet Múz
Capacity: 250

While there is no full and completely up-to-date source of venues in the Czech Republic, SoundCzech has a useful database where users can search for venues based on genre and region. As of June 2023, it contains 121 entries, making it a reliable resource for locating venues. The venue database can be [found here](#).

2.2.3. Promoters, producers and agents

There is no overall data or complete database of promoters, event producers and agents in the Czech Republic, however, below is a list of several active promoters, producers and agents in the Czech music scene that could be relevant to international artists.

Live Nation

Live Nation organises large concerts by major artists and has not yet tapped into the grassroots scene. However, for large international artists, they would be a good partner.

Charmenko

Charmenko organises major concerts and has also worked with less well-known bands/artists organising smaller-scale concerts.

D Smack U

D Smack U works with major concerts, and club shows and co-books the Grape Festival in Slovakia. It is the longest-running Czech agency, with approximately 80-130 promoted concerts in Prague yearly, plus booking activities for festivals.

Fource

Fource is a booking agency for both emerging and more mainstream artists and is active in both the Czech Republic and Poland.

Heartnoize

Heartnoize started as a new underground agency 10 years ago and has grown rapidly over the past 5 years. They book festivals and club gigs, and they will be curating the programme for the Archa Theatre in Prague for the 2024 season. They have created the programme for the United Islands of Prague festival, Moody Noize, and organized tours for multiple artists.

Colours of Ostrava

Colours of Ostrava is the concert promotion branch of the Colours of Ostrava festival.

Rock For People Concerts

The concert promotion branch of the Rock For People festival.

Obscure

Obscure is the concert promotion branch of the Brutal Assault Festival.

There is one major association, [AHP](#) for the larger promoters (see 2.1.3), as well as several smaller associations for more indie promoters.

2.2.4. How to get booked for a show or organise a tour?

- **Partners needed:** Czech professionals are happy to collaborate with international artists. If international artists are not represented by a bigger international agency that manages their bookings, they should definitely have a local contact and partner. It is also recommended to collaborate with local artists and perform at each other's gigs.
- **Ticketing:** Each venue works usually with its own ticketing office, and in case it is okay to use other platforms, one must pay extra fees.
- **Getting paid:** The amount artists are paid for a show depends on the deal in place. For small bands, a minimum of 300 EUR base cost should be counted when thinking of break-even deals. If the band works with local agencies, those can help highly by implementing the gigs in like-minded actions.
- **Promotion:** The sources for promotion of a gig are mainly the web and radio, as well as Facebook groups for certain genres. Czech people like to be active on platforms and share their opinions.
- **Regional aspect:** Prague is very international, and there are more issues introducing artists from neighbouring countries than ones further away. To balance this, we suggest collaborating with local artists. Brno also has a vibrant live music scene, where people are eager to introduce the new cool artists. Aside from that, there is a need to bring in new and exciting programmes. Czech people are also local patriots who like to support their local venues and bars, however, they are also happy to have international links.

It makes a lot of sense to follow showcase events. Events like [Nouvelle Prague](#), [United Islands of Prague](#), [ReConnect](#) in Brno. These are perfect occasions for connecting to Czech professionals. Czech people are more and more open to collaborations, and there are many projects that were initiated at showcase conferences.

If your band plays particular music genres, [RadioWave](#), and [FullMoon magazine](#) can be a good partner, and you can build a smaller public to start with.

For Jazz music, [Vltava](#) can be a good partner. The Czech jazz scene is very lively and also has a strong new generation, with great bands and promoters. One of the very active promoters of collaborations is s Mladi Ladi Jazz Festival.

2.3. Recorded music sector

2.3.1. The size and overall structure of the recorded music market

The 2022 IFPI report highlights how 40% of the recorded music revenue for 2022 in the Czech Republic came from subscription streaming services, 18% from ad-supported streaming and 25% from operating rights. Smaller amounts of revenue came from the sale of CDs and Vinyl, and sync, respectively.

The main streaming platforms used in the Czech Republic, as in most of Europe, are Spotify and YouTube.

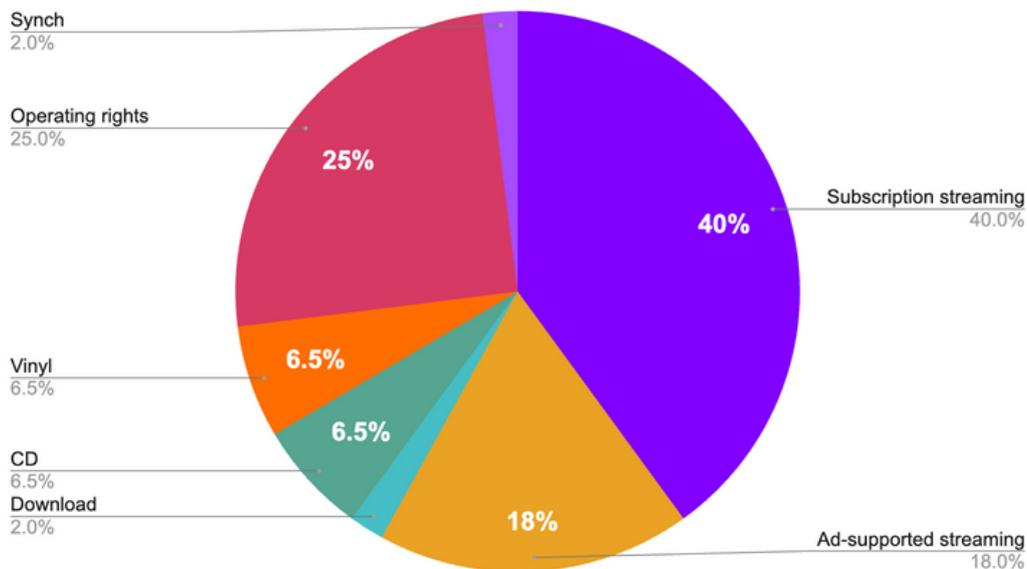
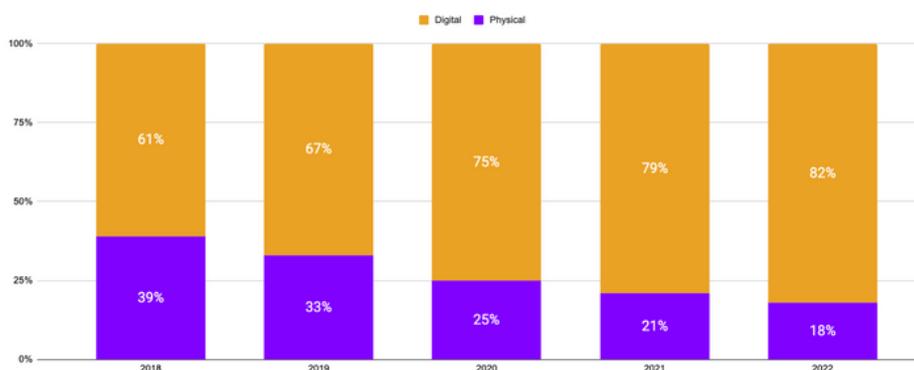


Figure 2. Czech recorded music market revenue structure
Source: IFPI (2022). Press Release: Market Results: Czech Republic.

Following worldwide trends, the recorded music market in the Czech Republic is increasing towards digital with the percentage of digital revenues growing each year and the percentage of physical revenues shrinking. Physical sales have stagnated and are at the same level as in 2021.



Physical to digital recorded music revenue ratio, 2018-2022.

Figure 3. Physical to digital recorded music revenue ratio, 2018-2022.
Source: IFPI (2022). Press Release: Market Results: Czech Republic.

2.3.2. The Digital Music Market – Structure and Main Trends

All major streaming services (Spotify, Apple Music, Youtube Music, Amazon Music, Tidal) are available in the Czech Republic. However, the main streaming platforms used in the Czech Republic, as in most of Europe, are Spotify and YouTube. Revenue from streaming has also grown steadily, as evidenced in Figure 4. Czech audiences mainly listen to hip-hop, pop, and mainstream pop via streaming services.

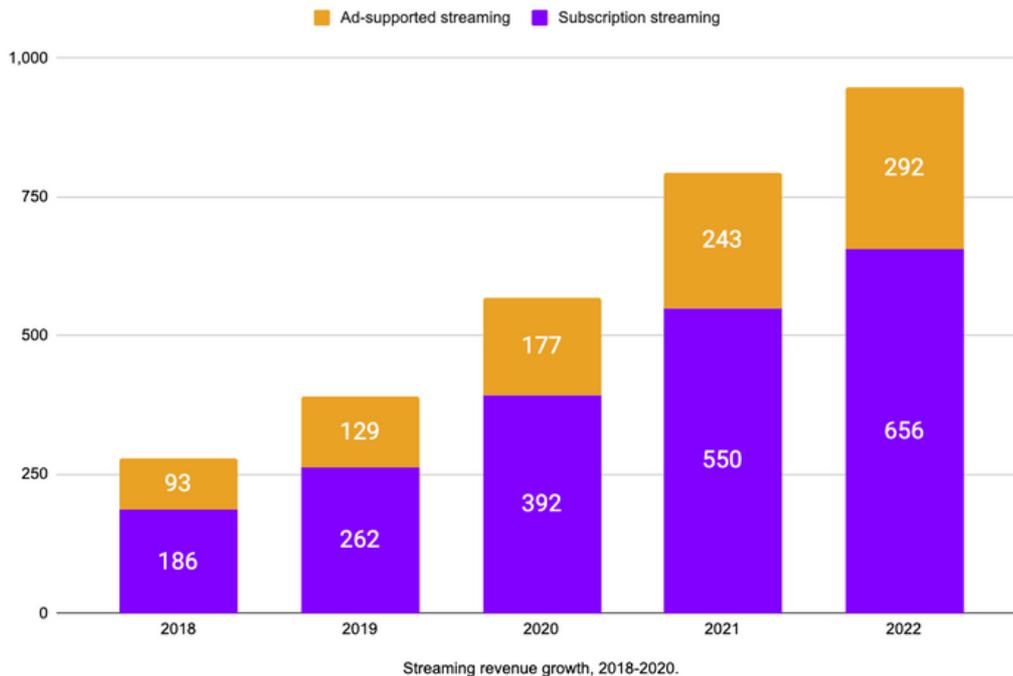


Figure 4. Streaming revenue growth, 2018-2020, in millions CZK.
Source: IFPI (2022). Press Release: Market Results: Czech Republic.

2.3.3. Some of the main recorded music companies, major and indie

All major labels, [Sony Music](#), [Warner Music Group](#) and [Universal Music](#) have offices in the Czech Republic and represent Czech artists as well as their international roster within the Czech Republic. There are also several independent labels. Some notable ones include:

- [Animal Music](#)
- [Big Boss](#)
- [Brainzone](#)
- [Červený kůň](#)
- [GenotCentre](#)
- [Indies Scope](#)
- [Minority Records](#)
- [Polí5](#)
- [PushteeK](#)
- [Stoned to Death](#)
- [Supraphon](#)

The SoundCzech database contains references to 39 record labels which can be [found here](#).

Regarding music distribution, the Czech Republic uses the common EU distributors, like Bertus. Supraphon also distributes for others via their channels, and in Brno a new grassroots distribution centre started by different labels (Indies Records, Kabinet Muz, Sono Records), they will be potentially good distributors for international artists.

2.3.4. CMOs for neighbouring rights

INTEGRAM

INTERGRAM manages the rights of performing artists and producers of phonograms. Their role involves representing artists and producers and collecting remuneration for the public use of their performances, including radio or television broadcasts and public performances. The primary objective of collective administration, as outlined in the Copyright Act, is to protect the economic rights of copyright holders and facilitate public access to copyrighted works. INTERGRAM ensures the proper exercise of economic rights for performing artists and producers, even in cases where the individual exercise of such rights is not permitted or effective. Established in 1991, INTERGRAM is a registered association with legal capacity, dedicated to providing cultural, educational, and social services, and supporting the development of the performing arts by uniting numerous copyright holders.¹

¹ INTEGRAM. About us. <https://www.intergram.cz/about-us/?lang=en>

2.4. Music publishing & sync sector

2.4.1. *The size and overall structure of the music publishing market*

Publishing and sync is at a very early level. OSA, the Collecting Society acts like a publisher for artists and songwriters who do not have their own publisher (which is the majority).

The main independent publisher in the Czech Republic is Schubert Publishing, and there are some small one-person agencies. Regarding sync, everything currently goes through the CMO, OSA. However, the sector is developing and many professionals and music companies are starting to explore the realm of sync and music publishing. For example, Supraphon, the legendary Czech label, recently started to tap into the sync market. They are joined by Brainzone and multiple agents working in the field.

Because the market is small and developing, then a sync agency or local publisher is not currently required for international artists. The CMO, OSA can collect all the necessary royalties and distribute them back to the artists' local society.

2.4.2. *CMOs for author's rights*

OSA - Ochranný svaz autorský pro práva k dílům hudebním

OSA is the Czech collective management association for songwriters, lyricists, composers, and music publishers that was established more than 100 years ago in 1919. The organisation was also one of the founding members of the International Confederation of Societies of Authors and Composers CISAC (in 1926) and Bureau International des sociétés gérant les droits des enregistrements et de reproduction mécanique BIEM (in 1929).²

OSA and Music Licensing for Sync

According to music lawyer, Rudolf Leska, OSA has a strong tradition of licensing music to broadcasters. In general, if you are synchronising music or a sound recording for a TV show, then this will almost always go through the CMO. Broadcasters have their blanket licenses, which allow them to clear both performance and sync rights and use any song they may like. This system has been in place for years and is comfortable for the broadcasters. The rights holders have the option to opt out should they wish. However, so far none have since that would just mean that the broadcaster would choose music from somewhere else. This blanket license covers only audiovisual content broadcasted via TV and not the VOD services of those broadcasters.

² OSA Website. About us. <https://www.osa.cz/en/about-us/about/>

Regarding VOD, the situation is a little more complicated. Broadcasters can use a blanket license if the content was premiered on TV and then moved online. However, if it is to be premiered online, then they must negotiate the license directly with the rights holders.

Synching music for film and advertisements is done directly between the rights holders and users, not through the CMO. In the video game industry, game developers typically wish to have exclusive ownership of the music and thus work with a composer to create original music which they then buy out. Since the composers are usually members of the CMO, then they must create an opt-out with the CMO for this.

2.5. Media

2.5.1. How do audiences discover music?

Audiences mainly discover music through online media, and the use of print magazines is limited. The main ways the Czech audience are introduced to new music and artists are through Facebook groups, Spotify podcasts, playlists and radio shows. Mainstream media is not the main way for international artists to get the information out there about a gig, says Radeč Pavlovic.

2.5.2. Radio landscape and audiences

Radio can still act as a relevant way to reach a target audience. According to Radeč Pavlovic, there are three main channels that he uses when promoting artists:

Radio Wave - this is a substation part of the Czech National Radio and one of the most relevant radio stations for music. It caters to a younger audience and talks about new music. They also do weekly charts and recommend bands to Eurosonic each year. They have different activities that help promote the music scene including Czeching, a talent programme, where a jury of international professionals choose the best bands for ESNS. The program has a new wave this year with the possibility to further collaborate with international partners.

Radio 1 – an independent, commercial radio station with alternative dramaturgy started in 1990 focused on the alternative independent scene. Good and effective for promotion if you have a show or event. The station is perceived as high quality and still prefers DJ-s to program editing software. They have introduced plenty of great artists, and they are one of the first partners to all more open-minded festivals.

Radio BEAT - for rock and metal music.

There are also other radio stations that cater to specific genres such as

- Vltava (for older audiences and classical music).
- Jazz (online radio for jazz fans)
- D Dur (classical music)
- Radio Classic – (a private radio station for classical music)

Mainstream music radio stations include:

- Evropa 2
- Frekvence 1
- Impuls
- City

2.5.3. Music press, blogs and webzines

Print

- [Full Moon Magazine](#) - The most active and respected underground music magazine, and website. They cover everything from fringe to underground scenes.
- [Spark](#) - focuses on the mainstream rock genre.
- [Rock and All](#) - focuses mainly on rock music.

Online

- [Headliner](#) - the most read Czech music media. Ranges from mainstream rock to underground.
- [Fakker](#) - focuses on punk and heavier genres.
- [FullMoonZine.cz](#) - online version of the Full Moon Magazine.
- [Musicserver.cz](#) - general music webpage.
- [Frontman.cz](#) - a more classical rock and mainstream take on music.
- [iReport.cz](#) - focuses on interviews and reviews.
- [AlterEcho.muzikus.cz](#) - small underground music portal.
- [Magazinuni.cz](#) - focuses on jazz and world music.
- [HisVoice.cz](#) - from classical music to jazz.
- [Muzikus](#) - the magazine of the musicians' trade union.
- [Rock and Pop](#) - for rock and pop.
- [Harmonie](#) - for classical music.

2.5.4. Social media

Facebook is still the main social media platform used in the Czech Republic by 89% of the population as can be seen in the 2022 AMI Digital Report. That same report shows that Instagram is used by 57% of the population, Pinterest by 37% and Twitter by 28%. Surprisingly, TikTok is only used by 22% of the population. However, in the age group of 15-29, it is used by 52% (AMI, 2022).

There are also some relevant Facebook groups that artists can tap into like [Headliner FB group](#).

2.5.5. Music in TV

Ocko TV - a music-only TV channel similar to MTV. The viewership is no longer as large as it used to be 15-20 years ago.

There are a few more TV channels like **Rebel TV** (heavy, hard music genres), but this is mostly regional and non-significant. The mainstream TV shows, like morning shows, are not really available for emerging, alternative music.

2.5.6. What would a good PR & marketing strategy be like?

A comprehensive PR and marketing strategy should encompass a combination of online, print, and radio platforms. It is important not to overlook the significance of utilizing Facebook and Instagram, along with other relevant media outlets depending on the specific project. Fullmoon is highly recommended for generating excitement and serving as a trendsetting platform. In Radek's case, Fullmoon is the primary media outlet to focus on.

When it comes to promoting world music, Vltava radio, Radio 1, and occasionally Radio Wave are suitable options, provided they align with their programming.

There are numerous Facebook groups catering to different interests, and in order to tap into those communities, it is necessary to engage in local PR efforts.

It is recommended to collaborate with both a PR and media partner, as well as the event promoter. Promoters in this small scene are well-connected and familiar with relevant media professionals. Simply sending cold emails with press releases is unlikely to be effective, especially with larger media outlets. Building genuine relationships is key. Smaller platforms may be more willing to collaborate, but their reach may be limited.

There are around 30-40 professionals doing PR and marketing for artists. Some PR agencies include [Brainzone](#), [BujoArt](#), [Championship Music](#) and [Digiton Agency](#). More names can be found on [Soundczech's website](#).

2.6. Case studies and recommendations

Psychedelic Porn Crumpets <https://www.psychedelicporncrumpets.com/>

The Baboon Show (SE) <https://thebaboonshow.com/>

2.7. Genre snapshots

The Czech Republic has a wide music landscape encompassing a variety of genres including significant classical music traditions (Dvořák, Smetana, Janaček etc.). More traditional folk are still present on rather the southern part of the country, mainly in Moravia and Silesia, close to the Polish, and Slovakian border. The rather northern part (Bohemia) mainly has polka as folk music.

Aside from classical and folk, there are numerous more modern genres and it would be reasonable to think more on a genre spectrum, operated by specialists of the different fields.

- **Ska Punk** - Mighty Sounds Festival community
- **Drum N Bass** - Let it Roll Festival community
- **Metal** - Brutal Assault and Obscure promotion community
- **World Music** - Respect festival, Colour Meeting, Colours of Ostrava lined community
- **Hardcore, Grindcore** - Pushteeek community
- **Contemporary classical/ambient** - Music Infinity community
- **Jazz, new jazz** - Mladi Ladi Festival and concerts, JazzDock, Jazzfest Brno, Bohemia Jazz Festival community

Sources

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