

## **Abstract**

The thesis Trends of media sales techniques on Czech online media market with focus on programmatic buying describes functioning of automated (programmatic) advertising inventory trading on the Czech market. The text focuses on the penetration of this new method, the mechanics of its functioning and its current and future role within the Czech online advertising market.

The first part describes a theoretical framework of programmatic advertising and its main principles and functions. In this chapter, programmatic buying method is defined and established within the different types of methods of advertising inventory trading. In addition, the roles of individual market entities in programmatic trading are defined, as well as the technological platforms, which secure the functionality and operation of automated buying. At the end of the theoretical part, the different types of programmatic transactional methods are defined, the practical use of which is then further explored within the research chapter.

The thesis also includes methodological part, which concentrates on methodological framework and relevant research method, followed by the description of the selected methods: data analysis, qualitative research and research of professional and specialized materials. In the methodological chapter are also defined the sources of market data, pursued variables, regions and time periods.

The third (empirical) part describes reference markets of Germany and the United Kingdom and compares them to the Czech market situation. Following part consists of an analysis of current status of programmatic market in the Czech Republic. All defined markets are tracked in terms of the following variables: the size of the online advertising market, the size of investments in the online display advertising, the size of the programmatic market, and the scale of use of individual programmatic transactions. The findings obtained via market analysis and market comparisons, are summarized and linked up to qualitative research and research of specialized materials. Those combined findings are then presented in the form of SWOT analysis, which provides in detail the pros and cons of the programmatic market in the Czech Republic, as well as the external risks and opportunities, that affect the current state of the programmatic the market and its potential future development.

In the thesis conclusion there are all obtained findings summarized and evaluated. And based on the obtained knowledge, a prediction of the future development of Czech programmatic market is made together with its effect on the media landscape.