

## **Annotation**

This diploma thesis *The Specifics of Internet Broadcasting in the Czech Republic with Focus on the Viewers' Comments on the Show Jak nás vidí svět (Stream.cz)* deals with the typical features of online television broadcasting in the Czech Republic and their comparison to the typical features of traditional television broadcasting. In the practical part, the thesis focuses on the viewers' comments on the show *Jak nás vidí svět*. The main aim of the thesis is to describe the current position of internet television broadcasting in the Czech Republic with its specifics and its differences compared to traditional broadcasting, focusing on the show *Jak nás vidí svět (Stream.cz)*, specifically on the viewers' comments on the show. First, traditional and internet broadcasting are defined and their specifics are analyzed in detail, which are then compared in a separate chapter. The aim of the first part of the thesis is to find and define the specifics of internet television broadcasting in the Czech Republic, especially in comparison with traditional television broadcasting, with regard to the ongoing media convergence and the fact that the individual forms converge and sometimes intersect. The practical part is based on one of the typical features of online broadcasting, namely participation in the form of comments, specifically under the show *Jak nás vidí svět (Stream.cz)*. We are interested in whether users publish comments and whether their comments are relevant to the content of the selected episodes. The aim of the quantitative part of the analysis is to find out if the users comment under the episodes and whether the same users comment on multiple episodes or not and if they comment multiple times on the same episode. The qualitative part of the analysis aims to determine whether or not the comments are relevant to the content of the selected episodes.