

Abstract

Research shows that the youngest generation spends on average 10 hours per day of display time. Contents on social media are full of sponsored posts, however, there are not always marked.

There were identified two main issues with advertisement on social media. First occurs when an advertisement is not marked or is not marked properly, the second occurs when the content is targeted to young audiences despite the fact that the content is highly inappropriate.

Two researches of advertising on social media in Czech landscape from 2018 are introduced, qualitative and quantitative. After an analysis has been conducted regarding different approaches of stakeholders in the marketing industry, the findings suggest that regulations of audiovisual content in Czech Republic are highly inconsistent.