

Annotation

This thesis is devoted to product placement and its appearance in Czech television series in 2019. First of all, it puts product placement into the context of marketing as a whole and describes its historical development in the Czech Republic and also abroad. As well as that, the thesis focuses on the typology of product placement, means of its application and also advantages and disadvantages of its implementation for the advertiser, the producer of the series and also for the viewer. It contains the theoretical basis focusing on its effectiveness and the ways of its measurement. Apart from that, the thesis describes the scale of saturation of TV series with product placement and the advertiser's, producer's and viewer's points of view linked with it. Additionally, it introduces key legislative restrictions and also recommendations of professional associations how to implement product placement ideally so the viewer cannot be misled. The practical part is built on the collected data from the quantitative analysis of selected series TV Nova (Ulice, Dáma a král) and TV Prima (Krejzovi, Černé vdovy). Finally, it explores what types of product placement dominate in Czech TV series as for the aspects of the relevance, length and type of shot, activity or its recognisability within the filmed scenes. Based on the collected data in the Czech TV series there is more active, visual product placement that works with dominant camera shot.