

## **Abstract**

The dissertation thesis addresses the current position of European public service media. After many years in the position of naturally monopolistic broadcasters, these media are competing for attention not only with a number of private media but also with an unlimited number of online platforms. The thesis analyzes the main potential threats to the legitimacy of public service media and gradually describes the normative requirements that are imposed on public service media primarily by legislation, but that also arise from a socio-historical context. Furthermore, it describes technological trends in the media sector that influence media consumption patterns. Finally, it covers the transformation of the relationship between public service media and their audience. The audience and their expectations are identified as the key source of public service media legitimacy. The research in the thesis aims to analyze to what extent and how the public service media in Europe use audience analysis when defending their own legitimacy. It also presents specific recommendations and results of the author's own quantitative pilot research on a representative sample of the Czech population, which verifies the potential of some of these recommendations on the example of the Czech Television's perception.