

## **Abstract**

This thesis is investigating the question of how and why there was a change in a viewership of the internet television Mall.tv during the first wave of the coronavirus pandemic in spring 2020. While looking for an answer for this work, a quantitative analysis of internal data provided by Mall.tv is used. This all is processed with the help of statistical methods. Simultaneously, this work is testing the hypothesis, according to which the audience show #kulturažije could be the key factor influencing the transformation of the size and socio demographic composition. From the results of the analysis, it is clear that the audience was not changed during the spring and that major changes are visible after the spring wave. The hypothesis, which states that the show #kulturažije was supposed to bring more new users to the website, was not confirmed but it was found that impact of the project was rather marginal.