

Abstract

This paper focuses on the changes in distribution of television content which emerged during the process of convergence between television and digital media. Nowadays it is possible not only to access television broadcasting online, but also to access individual programs through Video on Demand services. The precondition this topic was picked on is that the very existence of such services has a direct impact on the form of today's television broadcasting. Therefore the aim of this paper is to examine and describe alterations which can be found not only in the broadcasting itself but also in receiving of that broadcasting on television screens. The latter can be affected by the existence of HbbTV. The analysis and description of changes in broadcasting and receiving television content in Czech republic are the primary focuses of this paper.