Abstract

Czech commercial music television Ocko, which started its broadcasting in 2002 under the name Stanice O, is a consequence of changes in the European television industry in the 1980's. These changes were connected primarily with digitalization and deregulation of the television industry.

Ocko can be described through its four basic characteristics that predetermine its form. They are entertainment, media convergence (interactivity), Czechness, and massification. All of these characteristics are gathered under one principle: the economic logic (described primarily by political economy of communication), which creates the form of television Ocko. The central point than is TV ratings. Although Ocko started to broadcast in 2002, it is possible to find there (through its economic logic principles), the culture industry described by Theodor Adorno and Max Horkheimer in the mid 20th century.

At the same time, Ocko can be seen through actual findings of theories of media studies as an example of a death of broadcast television in the post-broadcast era and as an example of the matrix medium. Basic features of Ocko – entertainment, convergence with new media or interactivity, are the main principles of the post-broadcasting era indeed. However, there are still some characteristics in Ocko television that are part of the former broadcasting era such as national sight (Czechness) an Ocko´s thematic base, massification of its audience, which is also another evidence of the culture industry.