

Abstract

The viewership of public service media in post-communist countries of the so-called Eastern Bloc is steadily declining. The need for their support brings about a question about the future of PSB model. The shape of public service remit differs across the selected countries of the Visegrád Group despite the former similarities of media landscapes. This study is trying to provide the reader with a solid comparison of the evolution of public service broadcasting from 4 points of view: regulation, politicization, viewer's attractiveness and sources of funding. The analysis should shed some light into the discussion of future role of PSB's in post-communist democracies.

The first part of this thesis is focused on the history of former Czechoslovakia, Hungary and Poland with stress on the broadcasting media and their regulation until 1989. It is followed with the key part analyzing the establishment of dual system, transformation of state-owned media into public service broadcasters and the setting up of the first democratic broadcasting laws. Next chapter describes the current state of European broadcasting regulation and its impact on member states' broadcasters. The closing part evaluates the major differences in compared public service media and provides possible implications for further development of PSB's.