

## **Abstract**

Diploma thesis examines the form of television market in the age of digitalized terrestrial broadcasting with regard to the extent to which there can be found genre innovations, wider scale of origin countries and the placement of its own or foreign programme premieres. For this purpose, it concentrates on eight new digital channels distributed in terrestrial network; available nationwide, not monothematic and having audience share of at least around one percent.

In the theoretical part, there is briefly summarized the history of the digitalization process in the Czech Republic, there are profiles of examined TV channels and thesis also presents extinct or minor digital channels shortly. For research purpose, thesis uses quantitative analysis methodology; it allows to explore larger amount of materials and achieve the general knowledge. The results consist of the comparison between the eight channels in three categories, description of the evolution of programme in the course of the time compared to the first month of broadcasting and contextual contrast using partial analysis of broadcasting of main and then only analogue available channels. The major positive aspect of the new channels is a higher degree of ambiguity genre. However, U.S. still holds important role as origin country of the programmes.