

The Bachelor thesis is focused on the phenomenon of interactivity, participatory approach and the Czech-TV activities in the field of new media. An increasingly predominant synergy of classic TV service with online content, as well as audience participation through modern communication platforms is a dynamic trend, that media corporations increasingly adapt themselves. A significant example is a formation of specialized figure of Czech-TV New Media division, of which the public service broadcaster demonstrated the importance of modern technologies and online platforms for current and future activities on the market. This thesis aims at describing the technological, strategic, functional and content principles of TV and interactive field convergence. The following part is the close-up characteristics of development and operation of the division, partly the analysis of its activities. The key area of interest is the news production, but the complex perspective involves another activities of the Czech-TV New Media Division. For the purpose of this thesis, practical experience of division members and other people is used as needed.