

## **Abstract**

The author aims to focus the work on the formation of audiences from the early days of television. The key is to introduce readers to the beginnings of broadcasting from the perspective of the viewer, not just the overview of the history of television broadcasting in Czechoslovakia. The studied time period is mainly the 50s of 20th century with a brief insight into the interwar period. In the end the author compares the past with current state of television entertainment.

The work is methodologically processed by archival research and professional literature in combination with the oral history method using real interviews with narrators.

This leads to a comparison of officially available information about the beginnings of television broadcasting with the testimony of their direct audience. However, the result of the research is a mutual agreement in the field of television technology (first receivers), as well as in the sphere of program distribution, in the social area and also it presents how popular was the television in leisure activities of population in the 50s-60s of 20th century.