

Abstract

The aim of this thesis is to provide insight into problematics of buying programmatic advertising on conspiracy and propagandistic websites. Besides it presents the approach of Czech and Slovak advertisers to advertising on mentioned websites. In theoretical point of view thesis discusses the cause from 3 different perspectives. First the thesis provides technical approach as it shows how programmatic advertising works. Second aspect examines if presence of these websites is in contrary to mass media and journalism ethics. Third perspective then discusses brand safety on the Internet. At the end the thesis offers the results of our research which focuses on approach of Czech and Slovaks advertisers to advertising on conspiracy and propagandistic websites. Then we put the results of our research in contrast to theoretical perspectives.