

The aim of this study is to analyze economic influences affecting television broadcast advertising in particular. This study deals with relations of public service broadcasters (broadcasters at law) and commercial sphere. It searches mechanisms which could help prevent from advertisers' influences. The structure of Czech Television incomes is described. Also the legislative setting of television advertising is described including European legislation. Paper gives a closer look to Czech Television and advertisers' relations studying specific example from year 2000 regarding corporation Sazka (Czech lottery operator). The events forming whole case are described in substantial detail. The appraisal considers aim to reduce dependence of Czech Television on advertising revenues and comes to conclusion that especially those non-standard types of advertisers' relations and new advertising formats development prevent final reduction of advertisement dependence of Czech Television.