

This thesis deals with the differences of TV viewing habits between generations. The aim is to find out how different are their viewing habits. How much time each generation spend watching television, which TV channels and TV programmes are they watching. The thesis compares generations of Baby Boomers, X, Y and Z. The thesis is divided into two parts, theoretical and analytical. The theoretical part contains a description of television as a mass media and describe its development. The theoretical part also characterizes the television market and the main TV stations in the Czech Republic. There are also explained terms as Ratings, ATS or Target Affinity Index. The thesis also contains a short description of television program schedules. At the end of the theoretical part are characterized generations and their characteristics. The analytical section tries to find answers to research questions. How does TV watch time vary between generations? The thesis shows that generation Baby Boomers is watching television the most, and has the biggest divergences in viewing during the week and during the year. Second question is about most watched channels. The most watched channel across all generations was Nova station. Third question find answers about programmes. The most watched programme in 2017 was the Christmas fairy tale *Anděl Páně 2* for all generations. Generally, the most popular programmes for Baby Boomers and generation X are crime series, news and movies. Generation Y and Z watched comedy shows or family movies. At the end of the thesis are summarized the results and there are compared with studies about television viewing in other countries.