

Abstract

This master thesis focuses on the typology of researches that public service broadcaster Czech television uses to analyse audience feedback – measurement of ratings, contentment and public service. The thesis describes history of TV audience researches from beginnings to the present in Czechoslovakia and the Czech republic as well as abroad. It also mentions problems that the aspiration for perfection of measurement brings. This thesis also addresses the functioning of Czech TV's Research and analysis department and brings original research focused on the influence of survey results over the scheduling of ČT24 programme. The thesis further includes interviews with Renata Týmová, chief of Research and analysis department, and Zdeněk Šámal, manager of news and sports department.