

## **Annotation**

The bachelor thesis called Starting Televize Seznam – A New Internet Media Distribution Channel is dedicated to the newly established TV channel which was launched in 2018 by Czech internet company Seznam.cz. The entrance of internet company to the field of television broadcasting is not very usual. In the age of digital technology boom, the process of media expansion is in most cases opposite. More often, TV stations launch their web versions and social networks on which they provide content that is the same as in broadcasting or in some way enriched. This results in the media convergence, changes in media production and also in media professions. At present everyone is online almost continuously on a mobile phone, it is more important for media companies to offer users more diverse content anytime, anywhere. The audiences have undergone significant changes mainly due to a network media. The users can choose what to watch or read anytime in the day. In addition they can interact with the content or even produce it. The thesis reflects on why Seznam.cz launched the so-called old media, when according to some lay estimates the television will soon cease to exist. It answers the question of whether this is an unusual step took by the Czech internet leader, or if it complies with the modern convergence theories.