

Annotation

The aim of the bachelor thesis is to present the current situation in the Czech television market in comparison with previous years. How did the viewership of stations and also the preferences of viewers change with the expansion of the program offer, especially by thematic channels. In the first part of the thesis, the reader will learn a brief history of television, an explanation of the term medium, the definition of the media audience, and the development of stations in the Czech media market. Then the thesis describes the various methods used for research, which are quantitative analysis of data from electronic measurement of television viewing and qualitative analysis using the method Focus groups, or group interviews. The final part analyzes the results that these methods brought - that is, how and whether they changed over time in the viewer's preferences.