

## Abstract

The subject of this bachelor thesis is the analysis of the origin, development and operation of thematic television channels in the Czech Republic and their cultural, social and economic context. The theoretical section defines the significance and the role of television, media specialization, audience profile description and survey of the Czech TV market. The most crucial chapter introducing the second section is dedicated to the particularities of the television market. The empirical part is devoted to the analysis and comparison of two thematic television channels, Z1 and Televize Metropol. It furthermore deals with the possible development of the TV market and the prospects of TV as a medium. The aim of this thesis is to address the question whether thematic channels have the potential to gain a critical audience in order to sustain long term broadcasting.