

Abstract

This thesis called *Impact of the Economic Crisis on the Television Market in the Czech Republic* combines two main topics: current economic crisis and TV market in the Czech Republic. TV market is closely connected with the television advertising market. This thesis try to answer the question whether and how the economic crisis affected the amount of funds invested in television advertising and how changes in the television advertising market were reflected in the financial results of TV stations. To evaluate the financial situation of television companies was used the financial analysis. Development of the volume of investment in television advertising and television advertising prices were examined through data and information from the research agencies. The thesis also examines the consequences for the viewer, ie whether the economic crisis reflected in changing broadcasting schedule and whether these changes subsequently affect viewership of TV. To determine this information is used quantitative analysis of the television program within defined period. Viewership of television companies surveyed is evaluated on the basis of data research agencies (especially Association of TV Organisations). For the comprehensive assessment of the problem this thesis is supplemented by the treatise on the current economic crisis and the nature of TV market and television advertising market associated with it.