

Abstract

This thesis focuses on the topic of television series production in the context of the contemporary Czech Republic and takes the Czech series *Devadesátky* (Nineties) as an example of a successful series. The theoretical part generally describes television series production in the Czech Republic and briefly outlines its content changes and the factors determining potential popularity of a series. Furthermore, the theoretical part briefly describes the development of the Czech crime series genre from 1993 to the present day, focusing in particular on the series *Devadesátky*. The practical part then examines the habits of TV series viewers through a questionnaire survey and, with the help of personal interviews with an expert on the issue and the scriptwriter of the series *Devadesátky*, attempts to test the hypotheses and gain insight into the examined topic.

Keywords: TV series, Czech Republic, *Devadesátky*, the 1990s, crime series, habits of series viewers, trends, Czech Television