

The thesis "Analysis of prime time television scheduling for ČT 1 in the period 2003 - 2008" discusses the public Czech Television programming track and analyzes its first program in the prime time in selected six years. The theoretical section provides facts about the historical context of television broadcasts aimed particularly at those who provide so called public service, which in the case of the Czech Republic means ČT 1. Another major section is a theoretical typology of schedule. This section defines the types of programs which are subject to further analysis. The concept of prime time is explained as the main time variable in the analysis. The practical part is analyzing statistical data indicative of the frequency of each type of program in the selected period and are classified into the charts and graphs. Along with this data is evaluated by the ratings of individual programs and these are mutually compared and ranked. The finding is that during the selected period was changed schedule. I have looked for reasons that would lead to any change and what impact these changes may have on the ratings of individual programs.