Report on Bachelor / Master Thesis

Institute of Economic Studies, Faculty of Social Sciences, Charles University in Prague

Student:	Ivana Strnadová
Advisor:	Mgr. Petr Polák, MSc.
Title of the thesis:	Willingness to pay for streaming services: Evidence from the Czech Republic

OVERALL ASSESSMENT (provided in English, Czech, or Slovak):

Please provide your assessment of each of the following four categories, summary and suggested questions for the discussion. The minimum length of the report is 300 words.

Ivana Strnadová, in her thesis, focuses on willingness to pay for the streaming services in the Czech Republic. Since many people are using the internet daily and video content on the internet is growing rapidly, the topic of this thesis is quite important and not to mention attractive. Recently providers of these services started to create a lot of high-quality content too. The question is, how much are people willing to pay for such services, especially if common sense would say that Czechs are curmudgeons. The topic is part of microeconomics, yet the specific area of streaming services seems not to be examined yet, which makes the study unique.

Ivana worked on her thesis very independently and with passion for the topic of her analysis as well as attention to the detail from the very beginning.

Contribution
The thesis uses original self-gathered dataset, and the topic itself has not been examined for the Czech Republic at all yet (to my knowledge). There is a considerable contribution thanks to the originality of the topic as well as the data itself. The standard WTP analysis is one thing, but the thesis also uses data and applies monopoly behavior to set the optimum price, which is a very innovative approach.

Methods
The methods used in the thesis are suitable for this type of analysis and follow the current state of the art. Ivana managed to get a handful of data points using her questionnaire, which not only shows the suitability of it, but it also allowed the usage of randomizing techniques for more reliable results. While interpreting the results, every hypothesis is discussed lengthy, and no result is overlooked.

Literature
The literature overview is comprehensive and substantial. For the comparison of the results, the available literature is very limited for the Czech Republic, but all other relevant sources are referred-to appropriately. The literature review is also not a standalone point of the thesis, but Ivana uses the previous research outcomes as a cornerstone of her thesis and questions for the questionnaire.

Manuscript form
The thesis itself is very readable and with a clear structure, which makes it easy to follow. The graphics and additional content of the thesis are formatted uniformly, which is a great plus. My only minor comment is regarding the description of tables and figures, which are sometimes hard to interpret alone, and the reader has to search in the manuscript for the explanation. Detailed notes added to each figure would make this thesis perfect.

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Summary and suggested questions for the discussion during the defense
I have no further questions regarding the content of the thesis since all my comments are already incorporated. I really liked the way, how Ivana used the collected information from the questionnaire to create consumer demand and applied optimization strategy of monopoly to determine the optimum price for such the streaming services.

I recommend the thesis for defence and for reasons stated above I suggest grade A.

SUMMARY OF POINTS AWARDED (for details, see below):

CATEGORY		POINTS
Contribution	*(max. 30 points)*	30
Methods	*(max. 30 points)*	30
Literature	*(max. 20 points)*	20
Manuscript Form	*(max. 20 points)*	19
TOTAL POINTS	*(max. 100 points)*	**99**
GRADE	**(A – B – C – D – E – F)**	**A**

NAME OF THE REFEREE: Petr Polák

DATE OF EVALUATION: 29. 8. 2019

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Referee Signature

EXPLANATION OF CATEGORIES AND SCALE:

CONTRIBUTION: *The author presents original ideas on the topic demonstrating critical thinking and ability to draw conclusions based on the knowledge of relevant theory and empirics. There is a distinct value added of the thesis.*

Strong	*Average*	*Weak*
30	*15*	*0*

METHODS: *The tools used are relevant to the research question being investigated, and adequate to the author's level of studies. The thesis topic is comprehensively analyzed.*

Strong	*Average*	*Weak*
30	*15*	*0*

LITERATURE REVIEW: *The thesis demonstrates author's full understanding and command of recent literature. The author quotes relevant literature in a proper way.*

Strong	*Average*	*Weak*
20	*10*	*0*

MANUSCRIPT FORM: *The thesis is well structured. The student uses appropriate language and style, including academic format for graphs and tables. The text effectively refers to graphs and tables and disposes with a complete bibliography.*

Strong	*Average*	*Weak*
20	*10*	*0*

Overall grading:

TOTAL	GRADE
91 – 100	A
81 - 90	B
71 - 80	C
61 – 70	D
51 – 60	E
0 – 50	F