

Abstract

The bachelor's thesis titled *Convergence of media, SVOD services and their usage* deals with the process of media convergence, which provided the basis for the emergence of new services. Convergence is ongoing and the pace is accelerating. New devices and functions are emerging. The style of media use is constantly changing. That is one of the reasons why this work was created. It aims to explain the convergence of the media and show the current use of new services. These include SVOD services, which the work focuses on. It describes individual types of convergence, changes in the process of receiving media content, convergent and participatory culture. It presents the types of VOD services, their features and the best-known representatives. It is interested in the origin, offer and features of the world-famous SVOD services that are available in the Czech Republic. It also introduces new services that are just coming to us. In the practical part, the use of on-demand services is examined using a questionnaire survey. At the beginning of this section, three research questions are asked. The research is mainly interested in the use of paid services on demand (SVOD). It also examines how, when and how services are used. It finds out what is the view of users on cultural belonging, which is recently discussed. It encounters the impact of services on individuals and the environment and dependence on streaming services. Professional literature was used to create this work. It was also drawn from Internet sources, which were crucial for explaining on-demand services and examining the offer in the Czech Republic.