

Abstract

This diploma thesis deals with the topic of video on demand platforms and is more closely focused on one of the main worldwide available platform managed by Netflix. The thesis describes the history of the service and the basic principles and theories on the basis of which this service works. Attention is devoted to the functioning of this platform in the Czech Republic and the development of the user interface and expansion of the catalogue in order to gain more attention from the Czech audience. The research part of the thesis provides insights into the way how the platform is used by Czech users, specifically among 20-27 years old students. The qualitative survey examined the period and ways of how Netflix became known among the users, how users gained access to video content before subscribing Netflix and how the platform influenced their series and movie consumption habits. The research also focused on the perception of the offered content, on the form and price of the subscription and on the user-friendliness and functionality of the platform. The other aim of the research was to find out how much time users spend watching movies and series and in which situations they are looking for this activity. Part of the research also looked at changes in the use of the streaming service during the covid-19 pandemic, which more or less affected the lives of the majority of the population. The conclusion of the thesis also provides, in addition to a summary of research results, suggestions for areas that would be worth further exploring regarding this topic.