

Television as a medium has demonstrated dominant status since its establishment. However, the consumption of audiovisual content is shifting towards new possibilities. Digitalization has led not only to the expansion and differentiation of the television market, but also to changes in the consumption of audiovisual content and consumer habits. Television broadcasting has no longer faced competition only from other television companies, but also from the internet and streaming service providers.

The aim of the thesis was to explore how the behavior of Czech viewers has changed in the context of strengthening VOD (video on demand) platforms, which allow consumers to watch audiovisual content of their own choice without time constraints.

The thesis focused on answering the following research questions: How has the behavior of Czech television viewers changed in the context of strengthening VOD platforms? Why people do (or do not) own televisions? What are the reasons of why television broadcasting is (or is not) attractive? Do VOD platforms have disadvantages? What attracts viewers to using VOD platforms? Where do people get their news from? In what direction should linear television broadcasting move in the future?

To answer these questions, focus groups (group interviews) were used. A total of twenty-three participants were divided into three groups according to specific quotas. The first group consisted of people who own a television and has already watched TV broadcasts. The second group included participants who do not own a television and do not watch TV broadcasts, and the third group was composed of participants who own a television but do not watch TV broadcasts regularly or at all. In addition, in-depth semi-structured interviews were conducted with three other informants as a supplementary method. Individual interviews were conducted before the group interviews, and the author of the thesis gathered inspiration for topics and areas to focus on in the group interviews.

The results of the thesis suggest that the behavior and habits of TV viewers have been changing in several aspects. People have more options how to spend their free time and do not want to be subject to the broadcast schedule set by TV companies. At the same time, they have much greater choice in terms of what audiovisual content they want to watch, in what language, which devices to use, and when they want to watch it. However, individual TV companies are aware of the competition in the form of VOD service providers on the market and are offering their own streaming platforms to viewers.

The thesis offers a comprehensive view of the transformation of the behavior of Czech TV viewers and the future direction of television as a medium. The results of the thesis may be useful for researchers and experts in the field of audiovisual media and companies offering streaming platforms.