

Abstract

This thesis examines the role of streaming platforms, specifically SVOD (Subscription Video on Demand), in the lives of selected members of Generation Z. Its aim is to conduct a qualitative analysis of user behaviour and, by using uses and gratification theory, to identify the factors influencing the choice and usage of these platforms. Besides the motivation, the informants' content selection patterns are analysed. Within the theoretical part, the thesis discusses convergence, convergent and algorithmic culture, the changes of audiences after the rise of digital media, the categorization of VOD services and brief characteristics of selected services. The theoretical framework uses uses and gratification theory and Generation Z media behaviour are also presented in the thesis. The empirical part of the thesis analyses and interprets the material gathered through 16 semi-structured interviews and diary entries. The research reveals that streaming platforms have a key role for Generation Z. Flexibility, content availability and social aspect are the main factors influencing their viewing habits. Informants exhibit diverse motivations for using these platforms, including seeking entertainment, relaxation, education, social connection and inspiration. Selected members of Generation Z prefer streaming services over traditional television, which they perceive as limiting. Individualized content, algorithmic recommendations and personal preferences also play a crucial role in content selection.