

Abstract

The aim of the thesis 'Development of on-demand portals. Netflix and his original programming extension' is to map the production, marketing and distribution strategies of Netflix, the largest on-demand platform in the world, in context with the current state of linear television broadcasting. It can be presumed, that both the on-line distribution and original content programming of on-demand platforms will continue to grow.

The thesis examines the programming of Netflix, in regard to other international platforms and also compares the business and marketing strategies of Netflix's biggest rival – cable television HBO. The last chapter reveals current environment of on-demand distribution in the Czech Republic, in context with Netflix's expansion on the Czech market in the next two years and its possible operation on local market.