

**Abstract (in English):**

This thesis deals, in frame of new film history, with the changes in Czech film distribution system connected to cinema digitalisation in the Czech Republic. Generally, the paper focuses on the influence the technological changes have on film distribution and its development in the Czech Republic. Considering the recent emergence of new genres and types of films, the work examines, on the example of documentaries, what effect these changes have on the variety of the Czech digital cinemas programme offer. The case study contained in the thesis explores a process of creating film programme in cinemas of average size Czech cities which do not have to compete with multiplexes. Selected programmers of these cinemas were interviewed in semi-structured interviews in terms of qualitative research, with the aim to determine the decisive factors influencing programming of documentary films in these cinemas.

As seen from this thesis, the range of films in the distribution circuit has extended in two ways after the emergence of digitalisation and this development considerably affected the work of cinema programmers. Namely the wider availability of commercially successful films, generating great numbers in box office became a competition for the alternative films (documentaries included). Unlike commercially successful films where marketing strategies do the work to attract the audience, in case of documentary films the programmers need to first build a faithful community of cinemagoers and then base the programming strategy on it. Digital cinema allows easy distribution of the content via various platforms, making documentaries and other alternative films more accessible.

The research of particular influences on programming of documentary films in one part of distribution chain can help to understand distribution of films on the periphery in general. Documentary films are more and more distributed in alternative ways, outside of cinemas, on VoD platforms, etc. Considering upcoming new phases of digital distribution, we can assume these ways of distribution will become even more important in the future.