

Abstract

This diploma thesis deals with the current phenomenon of video on-demand and the strategy of the streaming company Netflix when entering the European market. In the opening chapters it is necessary to explain the boom of the video on-demand services (VoD) in the context of television history and its position in relation to traditional linear broadcasting. Subsequently, the dramaturgical line and the programming offer of the company are presented, which is undoubtedly a competitive advantage of Netflix. In this context, Netflix's biggest competitors and their approach to production of original content are mentioned. The challenges Netflix is facing in its international expansion are also mentioned, including the need to tailor its offer and produce local content when entering new markets. Afterwards the European market as a whole is analyzed with regard to the specificities of the region and the key steps that were necessary to successfully start doing business on the continent. Last but not least, the thesis examines the position and development tendencies of Netflix in the field of original production in selected three European markets - Norway, France and the Czech Republic. In this part, Netflix is compared to other VoD competitors in these markets as well as by established players such as television stations and telecommunications companies. Finally, possible prerequisites for the further development of on-demand video services and Netflix in the Czech Republic are presented, supported by observations from local media experts.