Television viewers have no material control over the broadcast program. They cannot choose the time, when they will watch selected program that is under the command of the
broadcasters. Television serial is the most asymmetric form. Every episode of the given serial promotes the next one and provides audience in advance. It is very interesting to find out, how
people, who download serials, treat them. They can watch the serials, how they want. Presented work, through the qualitative analysis of the interviews with people, who watch
downloaded shows, inquires whether the material control over the program sequence is the main and only motive for downloading, and also how these persons use the serials and how
they communicate about them. The results and conclusions are compared with an inquiry about the respondents´ way of (present or previous) watching TV (and especially serials).