

Annotation

The work deals with a field of audiovisual production, namely 360° video format. The thesis is divided into two parts. The theoretical part describes the history and the development of the format. There is also a mapping of the existing use of this format in practice. The second, practical part of the thesis, is devoted to research based on differences in spectator perception. For the purpose of the research, the video material was produced that served as the main point of exploration. Respondents were subjected to qualitative research consisting of two parts. The first was a questionnaire related to the content that the respondents were playing in the video. The second part was the simultaneous observation of the respondents while watching the videos. The work brings interesting results in the comparison of classic video and 360 ° video as well as the findings that solve the question of the direction in which 360 ° video production can be made in the future.