

Abstract

The bachelor thesis focuses on the trend of video on demand services, including the presentation of several examples. The theoretical part of the thesis focuses on Dramox, a platform of this type oriented towards streaming theatrical performances. The thesis describes the origin of Dramox, its features and also includes a chapter on copyright in relation to the performing arts. The practical part of the bachelor thesis deals with in-depth interviews with representatives of the theatres involved in the project, their comprehensive view of the platform and the experience gained so far. The thesis does not address the commercial use of this medium and the business case, due to the theatres' and Dramox's disinterest in sharing internal data.