

Abstract

This diploma thesis, entitled *Binge-watching as a cultural milestone: changing audience behaviour in the streaming era*, examines audience behaviour in the context of streaming platform use. The thesis examines both the most prominent trends in the consumption of media content using streaming platforms and the changes in this behaviour caused by streaming platforms.

The theoretical part presents the context of streaming platforms available in the Czech Republic, the development of series production and the evolution of ways of consuming series content with respect to available technologies. The thesis also presents significant current trends in viewing behaviour.

The research focuses on users of streaming services and their audience habits when watching films and series. Its aim was to define the factors that influence audience viewing behaviour, audience motivations for viewing and changes in this behaviour as they move from consuming media content through broadcast television and illegal pirate websites to using VOD services. Grounded theory was chosen as the research method, based on which several levels of coding and subsequent thematic analysis were conducted.

The practical part presents the categorised thematic units that emerged from the coding and then presents the results of the work.

The results show significant changes in the behaviour of audiences in the 20 to 30 year age group, in particular a significant increase in the repeated viewing of popular series that do not require the viewer's attention due to multiple viewing.