

Abstract:

This thesis deals with the binge-watching, i.e. watching multiple episodes of the same program at once, among Czech viewers. The aim of the thesis is to describe the effects of this behavior on every day life. The theoretical part of the thesis conceptualizes binge-watching with regard to the historical development of viewer preferences and habits, emphasizing the role of technological development and innovations. Also characterized here is a way of providing audiovisual content that encourages uninterrupted viewing, which is video on demand services. This work thus provides a theoretical framework for this issue, presenting current studies. In the practical part of the thesis, qualitative research and its results are presented, conducted in the form of focus groups.