

## **Abstract**

The aim of this thesis was to confirm the assumption that with the advent of streaming services, Czech filmmakers will be forced to use product placement more often to increase their budgets after many viewers will go to the cinema less often. It was assumed that the products would be shown in the films in connection with the main character, who would actively use the item for a long time. The defined period for the research was between 2010 to 2022 in order to examine the effect of the enactment of product placement in Czech law and also to examine the impact of the coronavirus pandemic on the film industry. The given time span was divided into five consecutive periods each three-years apart. Due to the number of films planned for analysis, the method of quantitative content analysis was used. A significant number of hypotheses have not been confirmed. Only the assumptions that there will be a noticeable increase in the frequency of product placement, an increase in the frequency of unique brands, an increase in the percentage ratio of dominant shot to the remaining shots, and a higher frequency of unique brands in films with lower budgets have been confirmed. The main reasons for the non-confirmation of hypotheses include a small research sample, comparing several periods at once, the situation in Czech law and the global coronavirus pandemic.