Abstract

In general, the rise of the internet has brought many changes of production and distribution into the audio-visual industry. These changes triggered the development of specific internet portals that offer video content. The thesis focuses on the current development of internet televisions and especially on a particular platform and enriches the current theoretical list of forms with a specific example of a Czech internet television.

The case study of the Czech internet television Stream.cz deals with the analysis of the production and dramaturgic methods of this VOD platform. For this reason a complex overview of the changes of the Stream in terms of marketing strategies influencing especially the development of the advertising market and of dramaturgic methods rising from the user content are offered in the thesis. Production background of the Stream's original web series and their position within the television structure are deeply dealt with in the thesis.

Argumentation of the research stems from semi-structured interviews with the representatives of Stream.cz management and with makers of particular web series. Ascertained findings are continuously compared to forms of internet televisions abroad and thus the answer to a theoretical question what kind of internet TV the Stream.cz is is offered in the thesis.

Stream is currently a synonym for local concept of internet entertainment. Thus the thesis deals with a cultural significance of this platform which has been on the Czech media market for over ten years. Having defined the market only to Czech one leads to a main finding that the Stream.cz is mostly mainstream focused which makes it different from its foreign analogies.

The main asset of the thesis lies in uncovering the unique position of a television based on a specific production and dramaturgic approach. Ascertained findings show that Stream is considered to be a web platform with a production of extraordinary high qualities and cultural significance, although its tendency is to recede from the specifics of internet environment.