

Filmová a televizní fakulta AMU v Praze / Film and TV School of Academy of Performing Arts, Prague

FAMU International

Posudek magisterské diplomové práce / Thesis Evaluation Form

Student: Jayme Davis

Název práce / Title of the Thesis:

CINEMA TO CELL-PHONES: Video-On-Demand and its Effect on Historical Cinema Structure

Jméno autora/ky posudku / Name of the thesis advisor:

MgA. Jiří Vlach, Ph.D.

Hodnocení obsahu a výsledné podoby diplomové práce / Evaluation scale:

A – výborně / excellent

B – velmi dobře / very good

C – dobře / good

D – dobře s výhradami / good with minor mistakes

E – dostatečně / suitable for defense

F – nedostatečně / fail – not recommended for defense

- Hodnotící kritéria a podíl na známce / Evaluated parameters and weight:

Vyplňte u každé položky evaluaci dle výše uvedené škály. / Please fill in the evaluation for each parameter according to the scale above.

1	Vhodnost zvoleného cíle / Relevance of the chosen subject	5 %	C
2	Práce naplňuje zadání / Thesis covers the chosen subject	5 %	C
3	Stanovení metodologie a její adekvátnost / Choice of an adequate methodology	10 %	C
4	Relativní úplnost zpracované literatury ke zvolenému tématu / Research of the relevant sources and bibliography	10 %	E
5	Schopnost kriticky vyhodnotit a použít odbornou literaturu / Ability to critically process and use the relevant sources and literature	10 %	C
6	Logičnost struktury práce, souvislost jejích kapitol, užití stanovené metodologie / Structure of the work and chapters, use of the chosen methodology	20 %	C
7	Dosažení cíle práce, původnost, přínos / Was the goal of the work achieved, quality and originality of the result	20 %	C
8	Jazyková a stylistická úroveň práce / Language and style	10 %	C
9	Dodržení citační etiky a kvalita poznámkového aparátu / Citation ethics and quality of citations*)	10 %	E

**) Pokud se v textu vyskytují přejaté pasáže bez udání zdroje, hodnocení této kategorie je F. / If the work uses parts of the other texts without citing them properly, the evaluation of this parameter is F.*

	Navrhované hodnocení diplomové práce (kalkulace bude doplněna pracovníkem	100 %	C
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- Slovní hodnocení práce (V případě přílohy, prosíme, připojte datum a podpis) / Verbal evaluation of thesis (in case of separate attachment please put your signature and date on the attached text):
Prosíme, zdůvodněte zejména případné hodnocení „Nedostatečně“ / Please provide reasoning particularly in case of „Fail“ evaluation

Doporučený rozsah do 500 znaků / Recommendation: up to 500 signs

The theme of diploma thesis is extremely important in today's digital convergence world. We experience the new television era. Television itself is shifted into new dimension and successfully competes with cinemas. Worldwide VOD platforms influence not only financing, filmmaking and most importantly viewers'/subscribers' habits. VOD platforms change the overall industry from the ground. But over these changes the old television rule still persists even in the new VOD era: "Viewer loyalty is hard to build and tough to maintain."

The theme itself is extremely vast and it is hard to select, which part to analyse. The student approaches to the theme as director, viewer or distributor. The work itself was made with the big market point of view (e.g. European market works differently in some areas for many reasons not mentioned in the thesis). There wasn't a lot of time for consultations and it is unfortunately visible in some parts of the work, but student made her best during time between consultations and deadline. In lot of cases I really miss information source in a form of citation. In a very important case (2016 Nielsen report) she doesn't even use citation. Moreover in the particular related analysis based on this report she doesn't consider changes in industry branch in past 3 years. Student even doesn't mention television boom, which paved the way for VOD services. In general unfortunately thesis structure and form isn't in the shape what readers would expect from any master thesis. More consultations for this work would help.

If the student had more time I could imagine the student would focus more on business to customer standpoint and comparison to producer's point of view. In this case I would like to see short VOD services comparison because I think that this thesis focuses primarily on Netflix (unnecessarily) and misses other important services, which the work touches only partly.

Despite my comments I think that this diploma thesis contributes to the theme, which we as a university are obliged to observe and the thesis tries to define future of the industry with an important look to the past. The thesis doesn't try to offer revolutionary future predictions. Student tries to clarify the current development in the industry with a focus on how it can evolve in near future. I consider this as a good contribution of this work.

- **Byla práce dostatečně konzultována? / Thesis was relevantly consulted:**
(Zakroužkujte odpověď / Please circle the answer)

ANO/YES — NE/NO

- **Práci doporučuji k obhajobě / Thesis is recommended for the defense:**
(Zakroužkujte odpověď / Please circle the answer)

ANO/YES — NE/NO

Pokud je hodnocení jakéhokoliv kritéria uvedeného výše F, práce nemůže být doporučena k obhajobě. / If the evaluation of any parameter above is F, thesis cannot be recommended for defense.

Datum/Date:

10. 9. 2019

Podpis/Signature:

