

# VOD Users Often Struggle to Decide What to Watch



60%

Of VOD Users Regularly Spend Too Much Time Choosing What to Watch \*

16 Min

Is the Average Time They Spend Selecting Content



## What Do Viewers Do When They Can Not Decide?

28%

Give Up and Do Something Else

25%

Play Something Random

15%

Switch to TV Broadcasting

\* Regularly = In at Least Half of Cases

DATA COLLECTION: ResOLUTION, 20. 6. – 1. 7. 2025, CAWI

RESPONDENTS: Czech National Panel, 2 002 Respondents, Online Population Aged 15–69