

OPINION

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Member of the Academic Panel,
for the procedure for awarding the
academic degree DOCTOR in Professional Field 8.4
Theater and Film Arts,
/Film Studies, Cinema and Television/, for the dissertation
***Contemporary Forms of Supply of
Screen Products and Generating Revenue***

by Igor Sebishki

Academic Advisor Assoc. Prof. Elizaveta Boeva, PhD

The dissertation *Contemporary Forms of Supply of Screen Products and Generating Revenue* amounts to 125 pages and consists of an introduction, six chapters, a conclusion, contributions and a bibliography. In the abstract, covering 37 pages, of the paper the doctoral student has met the necessary requirements for the correct interpretation of the meaning and quality of the doctoral work.

Significance of the Research Subject for the Academic and Applied Science Fields

The selected topic corresponds to the content of the work and is up to date. I believe that if its potential is well unleashed, it would be of interest.

Justification of the objectives and tasks in the dissertation.

In the introduction, the doctoral student proposes two topics for the reader to track throughout the work, namely "modern forms of offering screen products and generating subsequent revenues". The introduction consists of three sections. These include – the goal, the subject and object, the tasks and the methodology of the study.

"The main goal of this dissertation is to present... in today's historical context topics like what are the modern forms of supply of screen products and what strategies can be applied to generate revenue on the Internet."

The research object can be formulated as follows: "modern forms of offering screen products that change the way we look at content."

Correspondence between the research methodology chosen and the research methods and the set purpose and tasks of the dissertation.

The method Sebishki uses is analysis. But it would be difficult to achieve any results, relying solely on analysis. Usually, this method goes along with synthesis, but the author has failed to incorporate that in his work. The tasks he sets and will seek answers to are in the field of Internet distribution, new media devices, and more.

Chapter one, titled *The Internet and New Media Devices*, is developed within five sub-sections. In these sub-sections, Sebishki describes the essence of the Internet and the new media devices. The conclusion of chapter one reads "technology is advancing and the experience of Internet video viewers continues to improve." This is hardly a conclusion for a doctoral thesis...

The second chapter consists of three sections. In it, the author, in a very colloquial style, describes the spread of the Internet.

In the third, fourth and fifth chapters he tries to introduce us to the common social media marketing strategy in relation to the spread of the Internet.

In chapter four, he proposes a detailed description of the YouTube channel with its specific marketing approaches.

Chapter five is dedicated to video games, and chapter six - to an extremely important and topical problem - copyright protection and the fight against video piracy. Here the author has presented the data accurately, but - unfortunately - quite sparsely.

Academic and applied contributions of the dissertation (description and evaluation), including the presence of an original contribution to science.

"In this study, I point out possible inaccuracies, errors, incorrect strategies in the creation of creative content online and its monetization. This analytical aspect of my work can be used in practice. " Perhaps this is the main contribution of the author, which, although modest, is useful mostly by being appropriate for applying in practice.

Opinions, recommendations and notes.

For me, Igor Sebishki's dissertation lacks depth. No conclusions are made when rendering data, or if made, they are at an elementary level, which does not, in any way, meet the requirements for a doctoral work.

The doctoral thesis is rendered through using very precise terms, which are both accurately formulated and clearly explained. But the paper also contains a certain level of ambiguity and disorder in this regard. In the process of reading the topic

It is easy to see in the text of the dissertation, Contemporary Forms of Supply of Screen Products and

Generating Revenue, that little by little the focus is shifting from art to marketing. The lack of authors own contribution resulting from his own research is a very significant shortcoming of the paper. It would be beneficial if the author had not simply retold existing research findings. He could have had conversations with prominent specialists, and even with spectators, and present the facts with the relevant conclusions related to them.

I couldn't find author authentication information, that is the materials used checked with the relevant software.

Submitted in this form, the dissertation fails to meet the expectations.

Despite the many remarks, I will vote "Yes", because I have seen Sebishki's good practical achievements and I expect that he will pay attention to the remarks. I hope he will bring his theoretical knowledge closer to practical knowledge.

Date Reviewer:

18.09.2023 Assoc. Prof. Iliya Kozhuharov, PhD