

Abstract

This bachelor thesis analyses the relation between internet pornography and marketing communication. The topic has lately been very relevant, as it examines the dynamic internet porn industry combined with the phenomenon of the last decade - marketing. The theoretical part of the thesis outlines the basic facts, genesis and history of pornography in the online environment. The influence of pornography on the technological developments of the internet is also described. The thesis introduces the basis of marketing communication that is relevant to the applying practices which lead to profit in the context of the pornographic industry. Key online marketing tools, which are used for advertising purposes on porn sites are introduced. At the same time, specific concepts related to the operation of erotic content are defined, furthermore, various types of business models are listed. The practical part deals with the analysis of advertising space on porn sites and together with this, it describes particular examples of communication within the activities of individuals as well as companies whose marketing activities are related to the porn industry. In particular, the factual communication practices and their effectiveness for profitability on the porn sites are primarily investigated. The content qualitative analysis, observation and interviewing are used for the methodology. The results of the thesis confirm the primary research question whether banner advertising on porn sites is worth more than advertising on non-pornographic portals. Marketing on erotic websites is limited, but it remains a question, as to when will it become a standardised practice on these thematic websites, and a standard advertising medium, that will be ethically acceptable for traditional advertisers. This bachelor thesis presents the commercial possibilities of using pornography on the internet not only as an advertising space, thus contributing to academic resources that could lead to further investigation of the pornographic market.