

Abstract

The diploma thesis focuses on the relations between digital intermediaries and media organizations on the Czech market. Its goal is to describe a new, ever-evolving environment, which has been affected by the swift rise of digital platforms and by the change in business models of publishers. The thesis puts this phenomenon in the context of media studies and critical political economy and defines the terms “digital platforms” and “digital intermediaries”. It also looks more closely at the current challenges related with the content consumption in the digital environment – which includes a discussion of copyright, changes in user behavior and content monetization. The research part is based on individual in-depth interviews with members of digital intermediaries, media organizations and third parties. The analysis takes place in a general, ethical/normative point of view and aims for understanding how the parties interact and work together, how they perceive this environment, how they see its changes and future development.