

Annotation

The aim of this thesis is to analyse and compare approaches of leading Czech online news media companies to a content monetization with a strong focus on their applications of an advertising based monetization model, which is in the both cases the main source of their online revenue. First of all, the thesis tends to describe and compare points of strategic attitude of companies to monetization in general, then it presents specifics of the advertising model in selected companies, as well as their approach to current phenomena from the environment of online publishing and online advertising. The selected companies are Seznam.cz – the largest Czech online company in terms of reach and number of visitors, the 2nd company is then Mafra which takes 2nd place in the same terms.