Abstract
This diploma thesis is devoted to the phenomenon of podcasting and its definition within the new media. It introduces the term in the context of its history and its current situation on foreign markets, ie the cradle of its origin. It also defines it in detail in terms of its characteristic features, form, content, and in terms of its consumption and creation. It also defines it in the context of other media types such as radio, online video and audiobooks. Attention is also paid to the possibilities of its monetization. The phenomenon is anchored in the context of new media concepts such as produsage, participatory culture and long-tail. Last, but not least, several chapters are devoted to the development of the medium and its current state in the Czech Republic. A significant part of the thesis offers and insight into the patterns of media usage by Czech listeners, as well as an insight into the current podcasting scene through the eyes of podcast creators with a focus on marketing and business. Based on quantitative survey among the listeners, the characteristics of media usage, its socio-cultural aspects, motivations to listen, opinions on the diversity of Czech offerings and the perception of advertising in podcasts were further explored. Based on qualitative analysis, the types of podcasting approaches and a number of the other factors related to them were identified, including motivating and demotivating factors. Last, but not least, the authors presented the opinions on the current state of media monetization, on the current state and quality of the offerings and estimation of future development.