

Abstract

This bachelor thesis is devoted to podcasting, which is one of the latest phenomena that occurred in the traditional media and also in our society. It describes the origins, the development and the characteristics of this phenomenon and it also focuses on the motivation of the listeners and the producers. The research part is focused on the point of view which the professional or independent authors and owners of the podcasts studios have on the importance of podcasts in the media, content monetization or current state of Czech podcasts industry. As a part of this research, I interviewed seventeen podcasters or professionals in this area. Last but not least, the research part includes a survey which explores the age and demographic structure of podcast listeners and also their habits and opinions about podcasting. In the end, the thesis foreshadows the possible future of podcasting and also points out the opinions, which the respective producers have on podcasts.