

## **Abstract**

This thesis analyses the pricing environment of the OOH advertising media market in the Czech Republic. In the theoretical part, it introduces the concept of marketing and marketing communication, but also touches upon advertising as such and its role in society, which is in many cases controversial. Furthermore, this thesis focuses on a specific communication channel, namely outdoor advertising. It presents its history, development and current trends. It describes the various types of formats offered on the Czech market, including innovative and alternative ones, but also presents the current problems and limitations associated with this medium. Even so, advertisers are currently investing significant sums in standard OOH advertising formats and suppliers are trying to collect increasingly accurate data to increase the effectiveness of this communication channel. The supply of outdoor advertising operators in the Czech market is concentrated in a few large players. The specific demand and offer of OOH advertising suppliers is presented in the practical section in parallel with the offer of the media agencies contacted. In this part, it is analysed and evaluated how the outdoor advertising market reacts in terms of price to the advertising demand of advertisers. The author focuses on the main and sub-objectives of the thesis in the investigation. In the case of the main objective, the comparison of offers of media agencies vs. operators of OOH media spaces is used, while the sub-objective is considered to be the comparison of list prices and real market offers of OOH media spaces offered by the aforementioned leading supplier companies BigMedia, JCDecaux, euroAWK and Holomotion Media using data obtained from the author's position as sales director of advertia digital advertising agency representing the global real estate company Cushman & Wakefield. The hypothesis of this paper is that there is a significant difference between the official list price of the advertising space offered and the market price at which the space is sold to various end customers. To further investigate this hypothesis, qualitative content analysis based on in-depth interviews, quantitative analysis based on data from media agencies, operators and sellers of advertising space and a comparison of this data with subsequent analysis was used. Thanks to the research conducted, it can be concluded that there is indeed a difference between the official list price of the advertisement space offered and the market price at which these spaces are actually sold. Likewise, the author concludes that there are several other variables, including sociological findings, that affect the resulting price for the OOH media campaign sponsors.