

Abstract

This diploma thesis summarises the development of paid content of *ihned.cz*, on-line news server of the Czech economic daily *Hospodářské noviny*. It observes the influence of paywall from August 2014 until April 2015. The aim of the implementation of paywall was to show that the content created on the server was valuable. The theoretical part deals with new challenges media face, including economic and technological changes; it describes the rise of commercialization and media reaction, and solution for these changes in the form of convergence and digital-first concept. The diploma thesis is viewed through the political economy of media approach. It focuses on monetization of content, the willingness of readers to pay for on-line news, traditional and alternative revenues of media, and it describes the examples of implemented paywall in other media.

In the practical part, the thesis describes how paywall influenced economic revenues, specifically the digital subscription, advertising and financial results of the publisher Economia, which is providing the server *ihned.cz*. In this part, the thesis describes the influence of paywall on visits, page views, real and unique users, readership, and work of journalists. The practical part of the thesis includes statistical data and reports as well as interviews with the leaders of Economia publishing house and newsroom staff members.

Keywords

paywall, paid content, *ihned.cz*, Economia, integrated newsroom, subscription, visits, advertising, on-line news, digital-first