

## **Abstract**

Diploma thesis deals with complex view on the current online advertising form in the context of continuous technological development of contemporary society. Internet advertising and its range is viewed from a marketing perspective and in the context of media studies. Together with online advertising history, diploma thesis represents the development of the internet market and in this context it is pointed at reach of online advertising industry. Readers are acquainted with basic types of online advertisements, payment models and online advertising buying ways. Thesis in detail deals with modern trends such as programmatic buying of online advertising, behavioral targeting, retargeting, and many others that are examined from the perspective of advertisers, online content publishers and users whose privacy is from some perspective disrupted by these trends. To show the complexity of the issue, the thesis also contains deeper information about technology. At the end of the theoretical part, the thesis deals with intensively discussed topic of ad-blockers. To create a wider conclusion about the topic, there is also a part of the work that contains interpretation of survey focused on standard users and presentation on findings from structured questionnaire that has been designated to leading Czech experts from online advertising field.