Abstract

The diploma thesis summaries the transformation of publishing house Economia during the period July 2013 and December 2014. The aim of the transformation was to change Economia as a traditional publishing house focused on the print newspapers into multimedia organization. The thesis describes main changes in within the publishing house - foundation of integrated newsroom, acquisition and integration of Centrum Holdings company, integration of separated newsrooms, creating the digital versions of traditional newspapers, launching of new media types, changing the business models, innovation of traditional titles, developing of new job positions and new projects using more of the different departments of the publishing house. The thesis focuses mainly on changes on the editorial level; the chapters on integration of Centrum Holdings are being considered also from the aspect of management and human resources level. Interviews with the managers of Economia publishing house are the valuable part of the case study.

The theoretical part of the diploma thesis sorts the trends and challenges that are faced by traditional publishing houses. Terms like information society, media convergence, digitalization are defined. The changes related to launch of Web 2.0, social networks and portable electronic devices like smartphones and tablets are described. The diploma thesis analyses the options, how the traditional publishers can react to the changes caused by digitalization. Terms like integrated newsroom, digital-first, paywall or multimedia organizations are described. On the base of main trends it describes how the Czech media scene will change in the course of five years.