

Bibliografický záznam

KOUNOVSKÝ, Josef. *Crowdfunding v českém prostředí a jeho využití v proměňujícím se hudebním průmyslu*. Praha, 2014. 94 s. Diplomová práce (Mgr.) Univerzita Karlova, Fakulta sociálních věd, Institut komunikačních studií a žurnalistiky. Katedra mediálních studií. Vedoucí diplomové práce Mgr. Jaroslav Švelch, Ph.D.

Abstract

This thesis addresses the issue of crowdfunding in the Czech Republic and its utilization in the changing music industry. It focuses on the specifics that the local version of crowdfunding brings with itself and the motivation of musicians to use this not very familiar method of financing. At the same time, the thesis also puts crowdfunding in the context of today's music culture and points out the mechanics behind crowdfunding that make it successful abroad. The thesis briefly outlines the changes in the music industry, which occur with the development of new media. The research part of the thesis provides a qualitative analysis of five crowdfunding campaigns that took place since autumn 2013 to the present day. The analysis is based on in-depth interviews with project creators. The analysis shows that the Czech crowdfunding is still in its infancy and can not yet be seen as a full-fledged local version of crowdfunding as we know from abroad. The major differences can be found in the structure of the group of people that is involved in financing the project, the tone of the communication between musicians and their fans, and the extended obligations of the project creators towards the backers. The final part discusses the role of media in establishing the Czech crowdfunding as a proper alternative to its foreign model.

Keywords

crowdfunding, music industry, social media, hithit.cz, consumer engagement, collaboration