

Abstract

The thesis „*The Influence of New Internet Concerns on Transformation of the Traditional Publishing Houses in Central Europe*“, based on the media convergence theory and theoretical sources from the area of current trends in media field, focuses on changes the traditional publishing houses are going through. The paper maps the digital portfolio of the traditional media houses of Axel Springer in the German market and of media houses of Mafra, Bauer Media and CME in the Czech market. The paper parallelly focuses on portfolio of the chosen global Internet companies and the relationships between these new media concerns and the traditional publishing houses, focuses on the competitive advantages of the examined online platforms of the new Internet companies, which potentially compete by their aims with the traditional publishers. The paper also focuses on the advantages and the options for the users and advertisers, and on the mutual cooperation and dependency of the both types of media concerns.