

Abstract

This thesis studies consumers' willingness to pay for online content in the Czech Republic. The study focuses on the newspaper industry in the online environment. Data analysed in the study come from a self-conducted online survey. Using the logit estimation method, following variables were identified to significantly affect the probability of having paying intentions—Gender, Occupation, Internet usage, News usage, Past online payment, and Past newspaper payment. Moreover, under no free newspapers scenario, a monthly subscription of printed newspapers was assigned with an average value of CZK 96.7, which is almost double when compared to the average of CZK 50.7 that would consumers pay for a monthly access to the digital edition of newspapers.

JEL Classification D10, D12, L86

Keywords WTP, online content, newspapers, Czech Republic

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