Abstract

The bachelor thesis *The introduction of video content in Economia* deals with one of the essential media trends today, namely growing emphasis of online publishers on the development and production of video content.

The author illustrates this phenomenon on the example from the Czech environment, concretely on the example of the publishing house Economia, which in the last two years focused on video production and its range of audio-visual content is constantly expanding.

Theoretical part of the thesis describes the phenomena that greatly contributed to the expansion of videos. Primarily, it is the media digitization and also the convergence; furthermore the development of the internet and the emergence and development of new digital media. The author also describes the characteristics of internet video and its various types and finally summarizes the aspects that motivate publishing houses to invest in video content.

The practical part is focused on video production of the Economia. The author describes the gradual introduction of video content, the birth of the channel DVTV and last but not least the birth of the Aktuálně.TV – a platform that unites all of the Economia video production.

In addition, the author characterizes the look and user interface of the platform and analyses its programs.

In conclusion, the author describes the way of video production and postproduction in Economia.