

## **Abstract**

This thesis explores and analyses influence of smartphones, tablets and e-readers launch on today's media development both from publisher's and media consumer's view. Main goal of this work is to map turbulent media evolution thanks possibilities, brought by revolutionary devices especially iPhone and iPad and their impact on publishing houses and traditional media. The thesis envisages the future of printed media and its co-existing together with the digital versions of traditional titles, possibilities and consumer willingness to pay for the digital content and specifics of the copyright in the digital media world. Least but not last thesis tries to discover individual target groups of each media including their typical behavior and arguing over the diversion from the traditional media towards the digital media.