

Abstract

The bachelor thesis „Finding synergy on the internet – the Google case“ focuses on the topic of media conglomerates and Google, which some actors consider as a media company. In the paper I talk about Google in more detail - describing its activities, historical development and advertising tools it offers to the customers. Regarding advertising, I analyze in detail online and print advertising, their characteristics, advantages and disadvantages. One chapter is devoted to the development of investments in advertising. The focus is on various media types in recent years and the comparison of digital advertising with print advertising. The paper deals with print and online media, their characteristics and development. Specifically I focus on the media convergence and its impact on the functioning of media concerns. At the same time, it describes the changes that are associated with it. The paper is also dedicated to the relationships between Google and publishers and whether the relationships are based on cooperation or competition. To map the topic, I used a desk research method and worked with secondary data from various sources.