

## **Abstract**

This diploma thesis examines the trend of subscription news content on the internet. It deals with the use of paywall as one of the possible future business models of media in the digital sphere in contrast to the advertising-based business models that dominate in the Czech Republic now. This phenomenon is explored on the example of the relatively new journal, Deník N. The theoretical part of this paper examines the transformation of the media industry in the world and in the Czech Republic and the challenges this transformation brings. Based on a comparison and analysis of a number of academic papers and examples from practice, this thesis examines the defining aspects of publishing news content on the internet and the possibilities of its monetization. Furthermore, this thesis presents a detailed profile of Deník N, with the help of public data and interviews with the management of its newsroom. This theoretical framework then provides the background for the following research methodology and its implementation. The practical part of this paper is a quantitative analysis of the content of Deník N in comparison with the digital news platform Aktuálně. This analysis deals with the specifics of paid content in comparison with content available for free, and it questions the added value of Deník N content for which readers are willing to pay. The main conclusion of this diploma thesis is the set of arguments suggesting that Deník N provides its readers with quality and thoroughly created content, which they would not find for free on the Aktuálně website.