

Annotation

The Master's diploma thesis examines the phenomenon of imposing paywalls on news content. By using qualitative interview research, case studies, theoretical and empirical analysis the thesis emphasizes mainly the differences between individual ways of imposing paywalls and also factors that can influence the process of implementing paywalls.

Hypothesis claims that imposing paywalls on existing free content can serve as an incentive on the media market to reach a growing productivity of media enterprises in spite of a booming popularity of sharing free information. It depends whether the right business model is implemented. According to the hypothesis the right model is "metered model" that responds to the nature of the internet and implies that certain amount of content would remain free of charge. Both paid and free content spheres should have to be redefined by new ergonomics and new journalistic content.