

## **Abstract**

This thesis deals with a relatively new phenomenon of crowdfunding, specifically relating it to the computer games industry. It poses the question: What is the reason for the disproportionate success of computer games compared to other types of products? and clarifies the rules of crowdfunding and the current state of the computer game industry. It analyses computer games as a medium and also their publicand among all these elements tries to identify those relevant for crowdfunding success and unique to computer games. Furthermore, it deals with crowdfunding campaigns with the specific focus on computer games campaigns. The final part of this work focuses on the crowdfunding of Czech computer game projects and in the form of case study examines three specific campaigns that were successful either on the Startovač.cz or the Kickstarter.com webpage. These three games are Brány Skeldalu from Napoleon Games, Dex from Dreadlocks Studios, and Kingdom Come: Deliverance from Warhorse Studios. These projects are very different and the goal of this work is not to directly compare them, but examine through them the extent of adaptation of the Czech computer game scene to the new global trend with the potential to cause far-reaching changes in the whole computer game industry.