

Abstract

This Master's thesis examines the sharing of articles of printed newspapers – Hospodářské noviny and Mladá fronta DNES – on their respective websites. Firstly, research of scientific papers presents how foreign newspapers deal with digitalization and which models of sharing and paid content they apply. Using quantitative analysis this thesis examines, which of the two newspapers shares more free articles on-line (Mladá Fronta DNES on the server iDNES.cz and Hospodářské noviny on iHNed.cz and Aktuálně.cz). The quantitative analysis compares the content of the National news section in January 2015 and January 2016, so it also observes the development of the respective article-sharing policies over time. The hypothesis is that Hospodářské noviny share more free articles than Mladá fronta DNES. The reason is that Hospodářské noviny have a single editorial office for their printed and online articles. More details regarding the policies of paid content are provided through semi-structured interviews with representatives of the respective publishing houses. This Master's thesis also presents the advantages and disadvantages of single and separate editorial offices (newsrooms for printed and online articles), describes the processes of article-sharing, illustrates business models that the publishing houses use, and demonstrates plans of publishing houses in this area for the future.