

Abstract

This thesis explores the phenomenon of digital subscriptions (paywalls) in the context of online media. It examines the development and current state of paywall strategies globally and in the Czech Republic, with a focus on economic aspects and readers' willingness to pay for news content. The work combines theoretical insights with practical data obtained from interviews with media representatives and an analysis of subscriber data from the *e15* daily. Based on this data, it identifies key factors influencing readers' decisions to pay for content, such as quality, exclusivity, price, and competition from entertainment media. The aim of the thesis is to formulate recommendations for Czech media on how to more effectively utilize paywall models to achieve sustainable financing.