

The diploma work proceeded from a hypothesis, that Internet will gradually lead to a development, similar to the one of TV or radio - thus that it will become a medium, through which a narrow group of owners of particular titles of this media will share on the profit generation and that after a certain period the entry of new subjects into this market will be limited in a same way as it is today in the world of electronic media and print. And also that the big internet web sites will enter the print and electronic media market or will influence it significantly.