

Abstract

This diploma thesis is focused on new trends in payment systems for digital content. In the introductory chapter are briefly described the current types of electronic payment systems. The next part of the thesis introduces a foreign research studies and compares their results with results of the questionnaire survey conducted within the frame of the thesis. The following chapters are devoted to Czech and foreign electronic payment systems, focusing on the sale of digital content, the general development of the Czech micropayment systems and comparison of functionalities of the payment systems in order to compose a summary of recommendations for selected individuals involved in the field of electronic commerce. Following parts of this thesis are focused on the identification of the main trends in charging for Czech and foreign media content and presentation of the results of the questionnaire survey. The core of the work is to identify the main problems of the development of electronic payment systems, the identification of new trends in the pricing of media content and the summary of recommendations for the selected entities in the area of electronic commerce according to the knowledge gained in the diploma thesis.