

This diploma thesis deals with the new trends in the monetization of the video gaming industry with emphasis on crowdfunding, free-to-play model, selling games by „pay what you want“ bundles and sales on Steam and other digital distribution stores. The purpose of this diploma thesis is to describe how the players on personal computers react to these trends in the Czech Republic. First, the situation in Czech gaming industry and the situation of players in the Czech Republic is described. Then, the new trends are analyzed thoroughly using foreign researches. The practical part analyses the effects of the new trends on Czech players with the results of an online questionnaire. First, the methodology is presented and subsequently the collected data is analyzed. Gradually, the thesis are answering the three research questions which are clarifying various aspects of how the Czech players respond to the new trends in the video gaming industry monetization.