



# The Activities of Public Service Media in New Media and Its Funding

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## Abstract

With the development of new technologies, the so-called new media are gaining importance and popularity in the society. This leads to a strengthening of the presence of public media in the field of new media. In this context, the author will examine how they transition from a long-term set fee model aimed at charging for ownership of the radio or television receiver to generating income for activities in the field of new media. One of the options is to generate income through advertising, sponsorship or product placement in the online space, another option is to change the fee model and shift to tax, respectively charging natural and legal persons regardless of the ownership of the receiver. In this context, the author analyzes the situation in three Central European countries (the Czech Republic, Slovakia and Austria), which are currently reforming the funding of public service media. In the research, he will focus on the activity of public media in the online space and on how they are changing the current funding model in this regard. From the research methods analysis of legislation and budgetary documents will be mainly used.

**Keywords:** funding; new media; public service media; broadcasting; Central Europe