



DISINFORMATION AS A BUSINESS: BUSINESS MODELS OF THE CZECH DISINFORMATION LANDSCAPE

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CONTENTS

Introduction	3
Methodology	3
Funding Sources of Websites Spreading Disinformation	4
Voluntary Contributions from Readers	5
Advertisement	6
Typology of Business Models of Websites Spreading Disinformation	8
Conclusion and Recommendations	10
Appendix — an Overview of the Analyzed Websites	12

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Ministry of Foreign Affairs
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INTRODUCTION

The Prague Security Studies Institute (PSSI) has analyzed the financial background of disinformation in the Czech Republic since 2020. Research on disinformation usually focuses on its content, but often overlooks the financial aspects and the variety of motivations behind the spread of disinformation. Knowledge concerning these aspects is crucial for employing effective tools for countering disinformation and building a healthy information space with resilient audiences. The present report demonstrates that disinformation can be a financially profitable business and defunding should be explored as a counter-strategy to malign information activities.

The report builds on PSSI's original research and methodology and focuses on funding of websites spreading disinformation in the Czech Republic. The report firstly maps out the funding sources of these websites. In this regard, voluntary contributions and ad revenue stand out as the main channels of generating income and their modus operandi is explored in detail. Where information is available, the report also provides income estimates of the websites in specific numbers to illustrate the potential of monetizing disinformation.

Based on this data, the report proceeds to identify four business models of the Czech disinformation landscape: *Preachers*, *Businessmen*, *Healers*, and *Esoterics*. These business models illustrate the variety of motivations behind the spread of disinformation, from ideological to financial. They also help understand the modus operandi of Czech websites spreading disinformation and can serve as an aid for choosing the right strategy to curb their malign activities. The conclusion then provides practical recommendations on how to explore defunding as a counter-disinformation strategy.

METHODOLOGY

The current research and analysis is underpinned by PSSI's original methodology. Firstly, it is important to note that the goal of this research is not to designate what websites spread disinformation, but to uncover the financial background of the Czech disinformation ecosystem. Therefore, the research uses the list of websites with problematic content compiled by [konšpirátori.sk](https://konspiratori.sk) which is both transparent, complexly underpinned and supported by expert consensus. The list, which contains a total of 290 Czech and Slovak websites, was filtered for the purposes of the present research to only include websites publishing (predominantly) in Czech, with a functional domain and activity records at least 3 months prior to the data collection period from April to June 2023. This filtering process produced a list of 59 active websites which are analyzed in detail in this report.

These websites were thoroughly manually reviewed to identify their sources of funding/generating income. Voluntary contributions and ad revenue turned out to be the most frequent sources and were therefore reviewed in more detail. An important part of this research is demonstrating the potential of monetization of disinformation by providing specific numbers illustrating the website's income. In case of voluntary contributions that are collected via transparent bank accounts, PSSI's researchers reviewed these accounts to provide specific information on their income, expenses and balance during the monitored period. Some banks readily provide these statistics but in some cases, manual calculations were needed.

The report also provides estimates of ad revenue for websites that use automated advertising. The calculation of these estimates was consulted with media and programmatic advertising strategists and is based on indicators such as number of visits of a website, number of ad boxes on a website and revenue per thousand

impressions. This calculation provides an estimate as exact as possible when using only open source data and serves to illustrate the monetization potential of the examined websites.

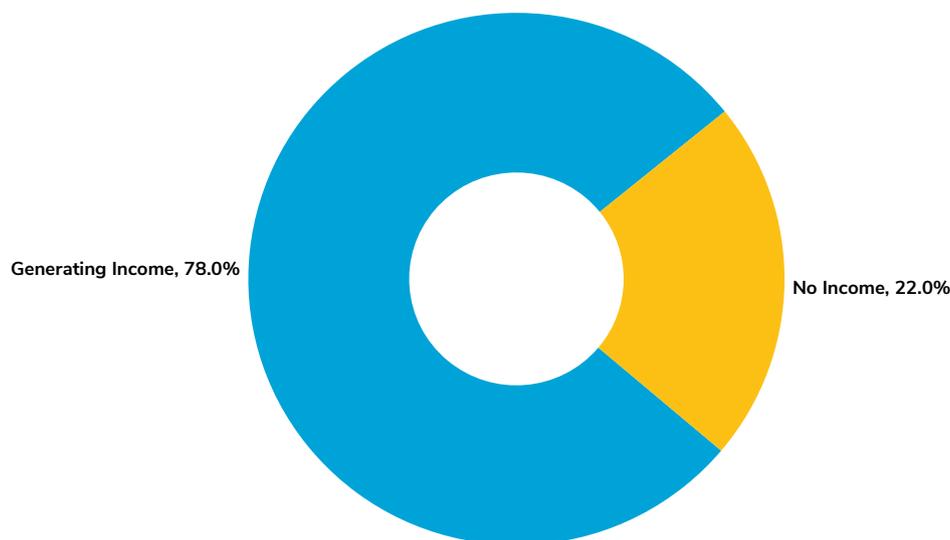
The report identifies four business models of the Czech disinformation landscape which are elaborated on in the respective chapter: *Preachers*, *Businessmen*, *Healers*, and *Esoterics*. The indicators used for this categorization are:

- topical focus: socio-political / health and lifestyle topics
- number and type of funding sources used
- ability to generate income
- motivation: ideological / financial

Funding Sources of Websites Spreading Disinformation

The analysis of the sample of 59 websites spreading disinformation uncovered that the majority of these outlets (78%) utilize income sources. Six primary income sources are in use: voluntary financial contributions from readers, advertising revenue, running an e-shop, running a publishing house, providing paid content, and sale of printed press. The prevalence and variety of these income sources shows that ideological motivation is not the only driving force behind these outlets.

Graph 1: Prevalence of Income Generation



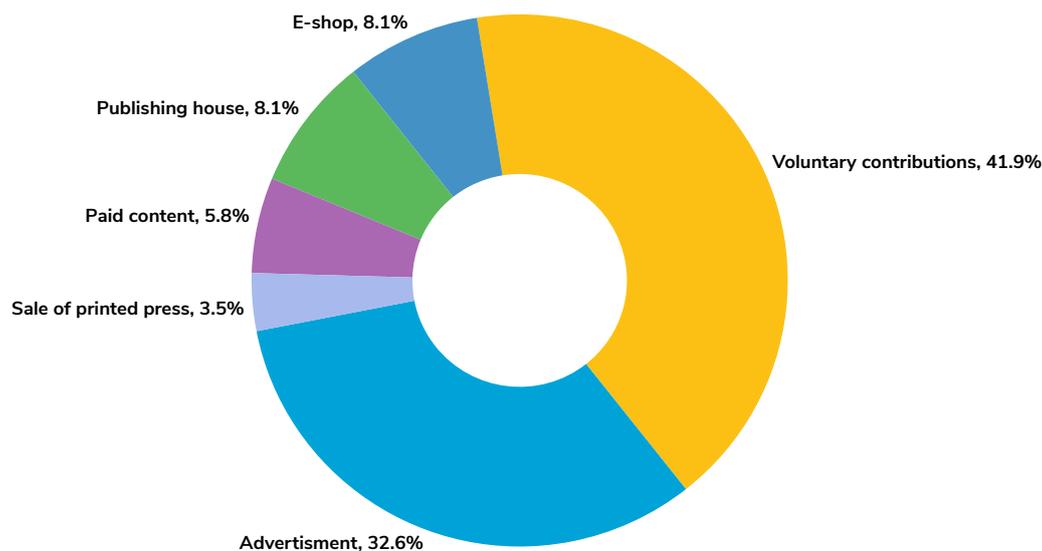
Out of the six sources of income, voluntary reader contributions are the most frequently used source, followed closely by advertising revenue. The other sources — e-shop,¹ publishing house,² paid content, and

¹ The nature of the offered products depends on the topical focus of the website. The products can range from merchandise with nationalistic themes to jewelry with alleged healing powers.

² Established by the owner of the website as a platform to sell books they authored.

sale of printed press — are used rather as additional minor sources along with the contributions and ads. The frequent use of reader contribution represents a change from when PSSI started mapping these income sources in 2020, when advertising revenue was the most frequent source of income. Out of the 54 websites active in 2020, 41 were collecting advertising revenue and 30 were collecting voluntary contributions.

Graph 2: Source of Income (2023)



This switch can be firstly explained by websites spreading disinformation getting into a more established position with a stabler, devoted followership more inclined to support the websites financially out of their own volition. Secondly, in recent years there has been increasing activity of the civil society, private sector and even public sector in raising awareness about brand safety risks connected to placing advertisements on websites known for spreading disinformation. This push for responsible ad placement could have sidelined ad revenue as a main monetization strategy. There are at least two known cases when Czech websites known for spreading disinformation had to completely stop their operation listing economic unsustainability due to “a boycott from the side of advertising companies” as the reason.³

Voluntary contributions and advertisement therefore deserve a deeper dive, as they still provide the largest opportunities for monetization of disinformation.

Voluntary Contributions from Readers

Voluntary contributions from readers are the most wide-spread financing method, used by 36 of the 59 websites via a variety of methods, including credit card payments, online transfers and even the use of cryptocurrencies. Tracking this income source is a challenge due to its prevalent non-transparency. Out of the 36 websites accepting financial gifts, the majority — 29 websites — use current (non-transparent) accounts to collect them. Only seven use transparent accounts which provide access to data on both the income and how the money is subsequently used.

³ This was the case of Český Portál and its network of websites (EUportál, ePortal...), as well as the website active24.

During the monitored period from April to June 2023, the highest [transparent income](#) was recorded by the website [Incorrect](#), a one-man project of František Kubásek that provides “politically incorrect” news, amounting to 55,783.53 CZK (€ 2,300). However, expenses in the same time period totaled 45,207.04 CZK (€ 1,850), covering items such as office and studio rental, energy, services in general, and ATM withdrawals. At the same time, the owner also collects money via Patreon and Hero Hero.

However, a noteworthy example of a substantial disparity between income and expenses is represented by the website of Health Forum (original: Zdravé fórum), an anti-Covid project fighting anti-epidemic measures and obligatory vaccination popular during the height of the pandemic when it received several millions of Czech crowns to its transparent account. Naturally, its popularity and income waned with the pandemic and during the monitored period, it [received](#) 14,485 CZK (€ 600), but at the same time, its expenses went up to 363,997 CZK (€ 14,900). These expenses were related to services such as “web, PR, operation — graphic, advertising, text, and Internet work” and “legal services for Health Forum.” PSSI’s previous [research](#) revealed that this money is paid out to the founders of the project, Tomáš Nielsen and Jan Tománek, and they receive 60,000 Czech crowns (roughly €2,500) monthly each. The case of Health Forum shows how trade in fear and disinformation spreading can become a very convenient extra source of income for certain “businessmen”.

Table 1: Fiscal Overview of Websites with Transparent Accounts April—June 2023.

Website	Total Income in CZK (EUR)	Total Expenses in CZK (EUR)	Balance in CZK (EUR) (as of July 2023)
Incorrect	55,783.53 (€ 2,300)	45,207.04 (€ 1,850)	44,156.42 (€ 1,810)
Zdravé fórum	14,485 (€ 600)	363,997 (€ 14,900)	102,745.50 (€ 4,215)
Suenee	13,188 (€ 540)	1,007.26 (€ 41)	34,096.46 (€ 1,400)
E-Republika (.cz and .ch)	5,610 (€ 230)	29,236.70 (€ 1,200)	22,998.44 (€ 943)
Týdeník občanské právo	N/A	N/A	66.32 (€ 2.70)
NášTub	N/A	N/A	N/A

Some websites choose to declare their income even in the absence of a transparent bank account to support an image of openness and credibility, but it remains difficult to verify the accuracy and completeness of such declarations. For instance, the highest declared income during the monitoring period comes from [Rádio Universum](#), 97,575 CZK (€ 4,000) in readers’ contributions as of July 20, 2023, while the amount required for operation of the website is declared to be 137,000 CZK (€ 5,600). This declaration of operation costs, while more transparent, can be considered as another strategy of inciting higher and more frequent contributions from the website’s supporters. In contrast, other websites that declare their income do not (allegedly) make more than 15,000 CZK (€ 615).

Advertisement

Ad revenue is the second most frequently used source of income of the examined websites, utilized by 28 of the 59 websites. There are two types of advertisement that appear on the examined websites and they differ in their degree of transparency and adherence to legal requirements for online advertising.

The first type is automated advertisement placed on the websites through online auctions and programmatic purchases of advertising space, used by 21 of the examined websites. The advantage of this type is higher

transparency. The automated systems clearly label advertisements and provide information about who is the contractor and what third party facilitates the ad placement. On the other hand, because of these automated systems, many advertisers (not only private companies, but also public services or non-profit organizations) are not aware that their ads are appearing in a negative context on websites known for spreading disinformation or conspiracy theories. Many advertisers are also not aware that they have a degree of control and can blacklist specific websites from ad placement.

The table below lists estimates of monthly ad revenue of the most profitable websites. It demonstrates how fruitful ad revenue can be for operators of websites spreading disinformation and that the spread of disinformation can be a financially profitable business. The leading website AC24 is owned by Ondřej Geršl, a Czech entrepreneur, among other websites in his media enterprise. Together with the other most profitable websites, AC24 is known for spreading pro-Russian propaganda and has been unprecedentedly blocked following the start of the Russian invasion of Ukraine as a threat to national security.

Table 2: Estimated Monthly Ad Revenues of the Most Profitable Websites April—June 2023

Website	Estimated Monthly Ad Revenue in CZK (EUR)
AC24	335,347.01 (€ 13,800)
Protiproud	133,414.58 (€ 5,500)
První zprávy	69,800.64 (€ 2,900)
Czech Free Press (.cz domain)	68,033.07 (€ 2,800)
Pravý prostor	53,873.59 (€ 2,200)
CZ24 News	36,000 (€ 1,475)

On the other hand, it is true that for most websites employing automated ads, the revenue has not been significant. The revenue depends on the number of visits on a website and in the context of the Czech Republic, websites spreading disinformation are not a part of the mainstream media landscape.

Table 3: Estimated Monthly Ad Revenues of the Rest of the Websites April—June 2023

Website	Estimated Monthly Ad Revenue in CZK (EUR)
Pravdivě	22,496.78 (€ 922)
Tadesco	22,476 (€ 921)
Rádio Universum	13,264.29 (€ 543)
D-Fens	10,045.41 (€ 412)
Alternativní magazín	5,753.3 (€ 236)
Czech Free Press (.info domain)	5,317.85 (€ 218)
Skrytá pravda	3,758.74 (€ 154)
Incorrect	3,303.96 (€ 135)
Suenee	2,912.37 (€ 119)
České zprávy	2,560 (€ 104)
Reformy	637.46 (€ 26)
Akta X	589.32 (€ 24)
Outsider Media	478.25 (€ 20)
Vitalitis	245.64 (€ 10)
VIP Noviny	110.52 (€ 4.50)

The accessibility of data about automated ads has also revealed that besides large ad systems like Google Ads, it is also regional companies that, knowingly or unknowingly, facilitate placement of ads on problematic websites which generates profit for both the websites and the facilitator. These facilitators include the Czech company Internet Billboard, Polish company Vidverto providing video ads (which generate higher revenue than a traditional banner format) or the Slovenian company Content Exchange operating across southeast Europe. Especially with large systems such as Google Ads, the issue is usually missing capacity to check all the websites they place ads on, unreliable use of automated systems of detection to conduct these checks, or missing knowledge of the local media landscape, especially when outsourcing the checking process. However, ads are still a business and a shifted line of what is ethical is also a potential factor. The role of regional facilitators and their awareness of the issue would deserve further attention.

The second type of ads that were identified in the sample of websites are non-automated ads, or cooperation with specific advertisers and other types of partnerships, currently used by 12 of the 59 websites. These cases consist of bilateral agreements between a website and a brand to place an ad for the brand on the website in exchange for an agreed remuneration.⁴ The individual nature of this type of ads makes it non-transparent and impossible to estimate the ad revenue in these cases. A problematic aspect of these non-automated ads is that the examined websites often do not clearly label them as paid advertising or do not properly declare paid cooperation with the brands, which is legislatively required.

TYOLOGY OF BUSINESS MODELS OF WEBSITES SPREADING DISINFORMATION

For a better understanding of the modus operandi of websites spreading disinformation and their financial aspects, PSSI has devised a categorisation of their business models. It firstly takes into account the topical focus of a website. The Czech disinformation landscape provides content on two primary areas — socio-political topics and health and lifestyle topics. Data on the number of visits of the websites confirms the hypothesis that socio-political topics are generally more attractive to online audiences and websites spreading disinformation on these topics have higher reach and therefore also societal risk.

Secondly, analysis of the funding sources of these websites, as demonstrated above, offers valuable insights into the primary motivations of website owners and operators. The number and types of funding sources are therefore the second group of indicators underpinning PSSI’s categorization. Relatedly, a website’s ability to generate revenue (e.g., via advertising), needs to be taken into account. This data leads to the last set of indicators — assessed primary motivation to operate the website, primarily ideological or primarily financial.

Table 4: Four Categories of Business Models

	Ideological Motivation	Financial Motivation
Health and Lifestyle Topics	Esoterics – websites devoted primarily to health and lifestyle topics; established based on the operator’s inner convictions	Healers – websites devoted primarily to health and lifestyle topics; established due to an attempt to generate profit, or to support other profitable activities of the operator (e.g., e-shop, lecturing)
Socio-political Topics	Preachers – websites devoted mainly to socio-political topics; established for the purpose of spreading certain ideological positions (or propaganda)	Businessmen – websites devoted primarily to socio-political topics; established for the purpose of generating profit

⁴ Examples being ads for an online pharmacy NONRX on [Pravý prostor](#) or the section “Partnerships” on [Vitalitis](#).

As indicated in the table below, websites falling into the category of *Preachers*, i.e. socio-politically focused websites with primary ideological motivation, are the dominant category (39 websites, 66% of the sample), continuing the trend from 2020. A third of *Preachers* does not utilize any of the six identified sources of funding and the few *Preachers* that use advertising are rarely able to generate profit. Instead, voluntary contributions play a crucial role in sustaining their operation, relying on a loyal audience because of its strong alignment with the outlet's ideology. Some websites, such as *Incorrect*, are able to accumulate funds from their supporters (55,783.53 CZK / € 2,300 during April - June 2023),⁵ but these amounts are still not significant. Although as mentioned before, collection of contributions is usually done in non-transparent ways and limits the possibilities of its financial analysis.

Table 5: Websites Categorization Based on Their Business Model

	Ideological Motivation	Financial Motivation
Health and Lifestyle Topics	Esoterics — Petra Bostlova, Svědomí národa	Healers — Alternativní magazín, Cesty k sobě, Příznaky transformace, Resetheus, Sueneé, Věk světla, Vitalis, WM Magazín, Zdravé Fórum
Socio-political Topics	<i>Preachers</i> — Aeronet, Akta X, BezPressu, Czech Free Press, D-Fens, E-republika, Exopolitika, Gloria TV, Incorrect, InfoKurýr, Knihya, KOB Fórum, Rádio Universum, Leva-Net, Michal a Petr, Národní Noviny, NášTub, Necenzurovaná pravda, Nespokojený, Nová republika, Nový směr, O čem se mlčí, Outsider Media, Paralelně, Pokec 24, Pozitivní svět, Pravdivé, Quintus-Sertorius, Reformy, Rodon, Skrytá pravda, Stop 5G, Tadesco, TOP-CZ, Týdeník Občanské Právo, Vlkovo bloguje, Zvědavec	<i>Businessmen</i> — AC24, CZ24 News, Časopis Šifra, České zprávy, Otevři svou mysl, Pravý prostor, Protiproud, První zprávy, VIP Noviny

The *Businessmen* category comprises nine websites focusing on socio-political topics with a primary focus on generating profit. This category is arguably the most important one representing highest societal risk due to its ability to capture attention, as opposed to the limited reach of health and lifestyle topics, and ability to successfully generate profit.⁶ These websites adopt a diverse approach to funding, combining multiple sources of income to not only sustain their operation but generate extra money. For this purpose, advertising proves to be the most effective source of revenue which is readily used by these websites. They often place ten and more ad boxes on one page, suggesting they are after as much income as possible.

According to PSSI's estimates, the most profitable website AC24 can potentially make up to 335,347 Czech crowns (€ 13,800) monthly in ad revenue. Together with another *Businessman* and the second most profitable website in the sample *Protiproud* (earning up to 133,414.58 / € 5,500), these websites are known as long-term spreaders of pro-Russian narratives and have also been blocked in an unprecedented step following the start of the Russian invasion of Ukraine. The high earnings from advertising underline the significant popularity and therefore influence of these websites (which is growing),⁷ as well as the fact that propaganda can be a convenient source of money. Many of the websites categorized as *Businessmen*, including AC24 and CZ24 News, are among the most visited platforms in the sample, attracting hundreds of thousands to millions of visitors monthly (according to the online tool [Similar Web](#)).

The third category are *Healers* with nine websites that focus on health and lifestyle topics with the primary motivation to generate profit. They share a common characteristic of utilizing multiple sources of funding not only to sustain their operation but also make money, automated advertisement being the main one. Voluntary contributions remain an important funding method for these websites, reflecting the importance

⁵ At the same time, the owner also collects money via Patreon and Hero Hero.

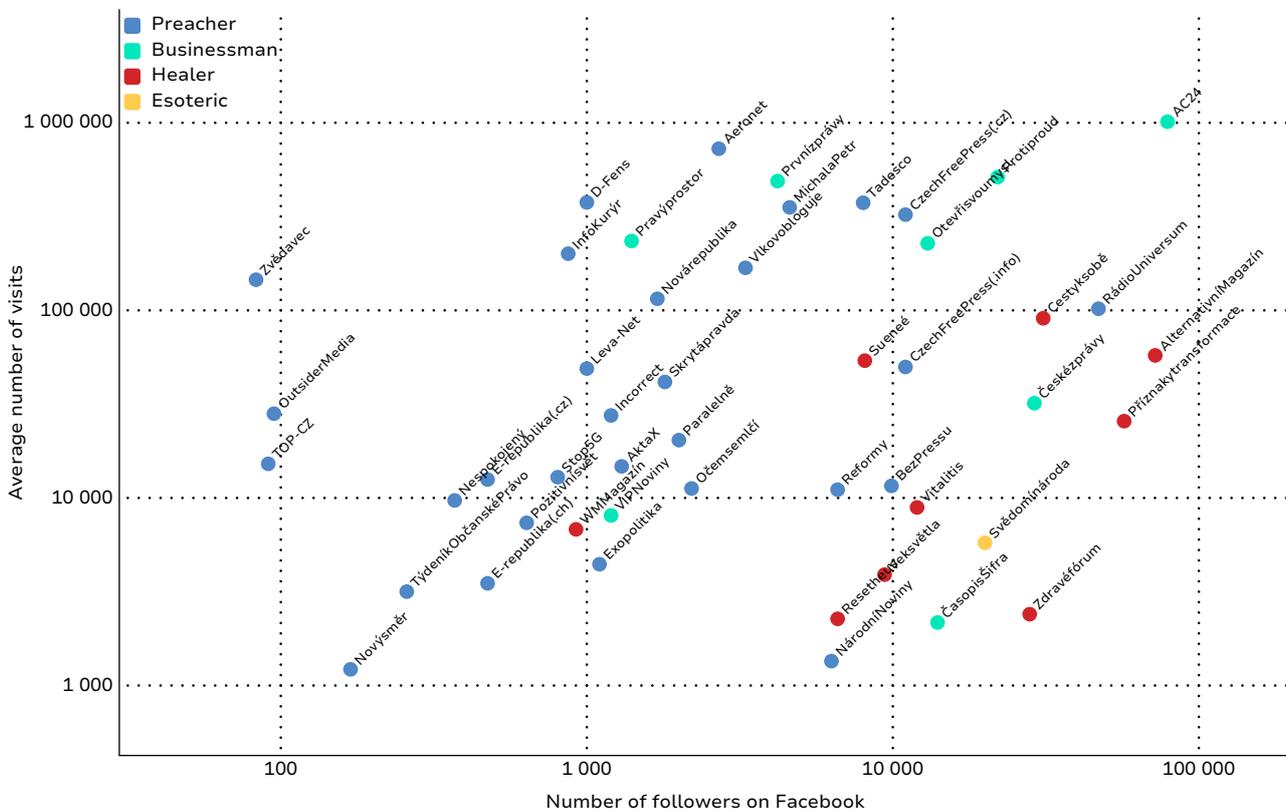
⁶ Ad revenue is directly dependent on the number of visits of a website..

⁷ Refer to the table at the end of the report for the number of visits of each examined website.

of reader support in their financial sustainability. Among the Healers, it is common to run e-shops offering jewelry, crystals or dietary supplements with alleged healing powers, or equipment for ritualistic activities. Some Healers offer paid content, sell books and other printed press or offer to write PR articles for products for a financial reward. The strategic deployment of manipulative content in combination with using multiple ways of generating profit underscores their primary financial motivation over ideological beliefs.

The Esoterics category remains the smallest as in the beginning of PSSI's research in 2020, with two websites. Esoterics are websites devoted to health and lifestyle topics which, given limited income sources, indicate operation mainly because of the owner's inner convictions. Their only funding source are voluntary contributions which help cover the operating costs at most.

Graph 3: Influence of the Examined Websites from the Konšpirátori.sk List



CONCLUSION AND RECOMMENDATIONS

The analysis of Czech websites spreading disinformation uncovered that the majority of these outlets (78%) utilize a variety of income sources. This demonstrates that ideological motivation is not the only driving force behind these outlets and “monetization of fear” is a concept that should be involved in discussions about causes and consequences of disinformation. Disinformation, manipulative and sensational content easily draw attention and website traffic to be monetized, as opposed to quality media following journalistic and ethical standards. This is why it is important to consider income as, although not the only, but a primary motivation to run a website spreading disinformation in certain cases. Similarly, in such cases, defunding needs to be explored as a more viable counter-disinformation strategy than content-based approaches.

The main sources of funding, voluntary contributions and ad revenue, remain consistent, with other sources serving rather as their supplements. However, voluntary contributions overrunning advertising as the most frequently used source demonstrate the role of loyal audiences of the disinformation landscape, especially for the long-term operating established websites. This source represents the biggest challenge for attempts at defunding, since these contributions are made consciously and based on personal conviction. In any case, audiences of these outlets should be encouraged to request more transparency about how their financial gifts are being used as transparent accounting is still a rare occurrence on websites that accept these gifts. Even in transparent cases, it is important for the donors to keep checking if the money is really used for the stated purpose of “the fight for freedom” as opposed to personal gains as some examples in this report illustrate.

However, defunding holds more potential in the case of disinformation outlets relying on advertising revenue which continues to be a major source of income. Its dethroning as the top revenue source serves as evidence that the increasing activity of various stakeholders in raising awareness about brand safety risks connected to placing advertisements on websites known for spreading disinformation is working, with specific examples emerging. These activities need support, especially targeting companies and PR agencies as the big advertisers. Ethical advertising should be promoted to be an integral part of key performance indicators (KPIs) in business. But apart from business, public services or non-profit organizations should not be forgotten as advertisers themselves since their “brand” safety also often falls prey to ad placement in problematic media.

A major issue that is still to be addressed is the systems providing automated advertising. There is a need for advocacy for the large global providers to employ local experts which can provide checks of websites where ads are being placed. Outsourcing these processes to other regions or even to automated systems has proven to undermine brand safety and ethical business. However, regional providers who also facilitate ad placement on websites spreading disinformation, whether knowingly or unknowingly, can be a starting point in these endeavors. Education and advocacy among these providers will be crucial in developing defunding as a counter-disinformation strategy.

Another challenge is the use of non-automated ads, which nevertheless provide space for legal action. The bilateral agreements on paid advertising are made between advertisers and websites which do not adhere to journalistic and ethical standards, and similarly lack proper adherence to laws regulating advertising. Missing or improper labeling of paid advertising and cooperations and the related non-transparent handling of personal data of the website visitors need to be addressed.

The identification and analysis of business models of the Czech disinformation landscape shows that ideological motivation remains a big factor. However, the category of *Businessmen* illustrate that influential websites monetizing disinformation in significant volumes continue to exist. This issue needs to be addressed with the aforementioned strategies.

APPENDIX — AN OVERVIEW OF THE ANALYZED WEBSITES

Website	Business model	Average number of visits	Number of followers on Facebook	Advertisement	Voluntary contributions	Sale of printed press	E-shop	Paid content	Publishing house
AC24	Businessman	1,013,133	79	Yes	Yes	No	No	Yes	No
Aeronet	Preacher	727,233	2,7	No	Yes	Yes	No	No	No
Akta X	Preacher	14,733	1,3	Yes	Yes	No	No	No	No
Alternativní Magazin	Healer	57,533	72	Yes	No	No	No	No	No
BezPressu	Preacher	11,6	9,9	No	Yes	No	No	No	No
Cesty k sobě	Healer	90,767	31	Yes	Yes	No	No	No	No
Czech Free Press (.cz)	Preacher	323,967	11	Yes	Yes	No	No	No	No
Czech Free Press (info)	Preacher	49,933	11	Yes	Yes	No	No	No	No
CZ24	Businessman	1,800,000	N/A	Yes	Yes	No	No	No	No
Časopis Šifra	Businessman	2,167	14	No	Yes	Yes	Yes	No	No
České zprávy	Businessman	32	29	Yes	No	No	No	No	No
D-Fens	Preacher	376,233	1	Yes	No	No	No	No	No
E-republika (.ch)	Preacher	3,506	474	No	Yes	No	No	No	No
E-republika (.cz)	Preacher	12,533	474	No	Yes	No	No	No	No
Exopolitika	Preacher	4,433	1,1	No	Yes	No	No	Yes	Yes
Gloria TV	Preacher	3,366,667	N/A	No	Yes	No	No	No	No
Incorrect	Preacher	27,533	1,2	Yes	Yes	No	No	No	No
InfoKurýr	Preacher	200,533	869	No	No	No	No	No	No
Knihya	Preacher	39,567	N/A	Yes	No	No	No	No	Yes
KOB Fórum	Preacher	12,6	N/A	No	No	No	No	No	No
Leva-Net	Preacher	48,933	1	No	No	No	No	No	No
Michal a Petr	Preacher	354,133	Group: 4,600 members	No	Yes	No	No	No	No
Národní Noviny	Preacher	1,349	6,3	No	No	No	No	No	No
NášTub	Preacher	20,833	N/A	No	Yes	No	No	No	No
Necenzurovaná pravda	Preacher	128,933	N/A	No	No	No	No	No	No
Nespokojený	Preacher	9,7	370	No	No	No	No	No	No
Nová republika	Preacher	115,3	Group: 1,700 members	Yes	Yes	No	Yes	No	No
Nový směr	Preacher	1,219	169	Yes	No	No	No	No	No
O čem se mlčí	Preacher	11,233	2,2	No	No	No	No	No	No
Otevři svou mysl	Businessman	227,567	13	Yes	Yes	No	No	No	No
Outsider Media	Preacher	28,133	95	Yes	Yes	No	No	No	No
Paralelně	Preacher	20,333	2	No	No	No	No	No	No
Petra Bostlová	Esoteric	72,9	N/A	No	Yes	No	No	No	No
Pokec 24	Preacher	168,633	N/A	No	No	No	No	No	No
Pozitivní svět	Preacher	7,367	636	No	No	No	No	No	Yes
Pravdivě	Preacher	66,167	N/A	Yes	No	No	No	No	No
Pravý prostor	Businessman	234,233	1,4	Yes	Yes	No	Yes	No	No
Príznačky transformace	Healer	25,667	57	No	Yes	No	No	Yes	No
Protiproud	Businessman	513,133	22	Yes	Yes	No	No	No	No
První zprávy	Businessman	488,8	4,2	Yes	No	No	No	No	No
Quintus-Sertorius	Preacher	4,5	N/A	No	No	No	No	No	No
Rádio Universum	Preacher	102,033	47	Yes	Yes	No	No	No	No

Website	Business model	Average number of visits	Number of followers on Facebook	Advertisement	Voluntary contributions	Sale of printed press	E-shop	Paid content	Publishing house
Reformy	Preacher	11,067	6,6	Yes	Yes	No	No	No	No
Resetheus	Healer	2,267	6,6	No	Yes	No	Yes	No	Yes
Rodon	Preacher	24,567	N/A	No	No	No	No	No	Yes
Skrytá pravda	Preacher	41,533	1,8	Yes	Yes	No	No	No	No
Stop 5G	Preacher	12,9	Group: 803 members	No	No	No	No	No	No
Sueneé	Healer	53,933	8,1	Yes	Yes	No	Yes	No	No
Svědomí národa	Esoteric	5,767	20	No	Yes	No	Yes	No	No
Tadesco	Preacher	374,6	8	Yes	Yes	No	No	No	No
TOP-CZ	Preacher	15,2	91	Yes	Yes	No	No	No	No
Týdeník Občanské Právo	Preacher	3,167	258	No	Yes	No	No	No	No
Vek světla	Healer	3,9	9,4	Yes	Yes	No	No	Yes	No
VIP Noviny	Businessman	8,067	1,2	Yes	Yes	No	No	No	Yes
Vitalitis	Healer	8,9	12	Yes	No	No	No	No	No
Vlkovo bloguje	Preacher	168,533	3,3	No	No	No	No	No	No
WM Magazín	Healer	6,8	922	No	No	Yes	Yes	Yes	Yes
Zdravé fórum	Healer	2,4	28	No	Yes	No	No	No	No
Zvědavec	Preacher	145,633	83	No	Yes	No	No	No	No