

# News media market mapping Czech Republic and Slovakia



P R E P A R E D B Y :

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# PRESENTATION STRUCTURE

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Market summary

2

Description of major players

3

Organizational structure

4

Candidates profiles

# MEDIA MARKET IN 2016

1

## Ownership changes

Czech media market is in consolidation process. Major media might be owned by few entities only in the near future. Major players build strong media houses to cover all areas of media market.

### Major events

- New owner and new strategy of VLM – stronger position of Denik and internal merger of VLP, Astrosat and Tablet
- Acquisition of several Mladá fronta titles by CN Invest (Mr. Křetínský)
- BauerMedia, Burda Praha as potential targets for acquisition as well as some TV players
- CFCE share acquisition in Empressa Media (49%) and Medea (30%).
- Premium media group entry on the local market (Holásek)
- AT&T acquired Time Warner (major shareholder of CME /Nova) for 109 bil USD.

2

## Search for the new business models

Technology providers like Seznam and mobile operators (O2 TV, Tmobile TV) enter or plan to enter local market with news content. Established media houses are pushed to enlarge its on line portfolio (on line news, on line TV). The entry of digital DVB-T2 (1.2. 2021) broadcast might enlarge channels by paid ones.

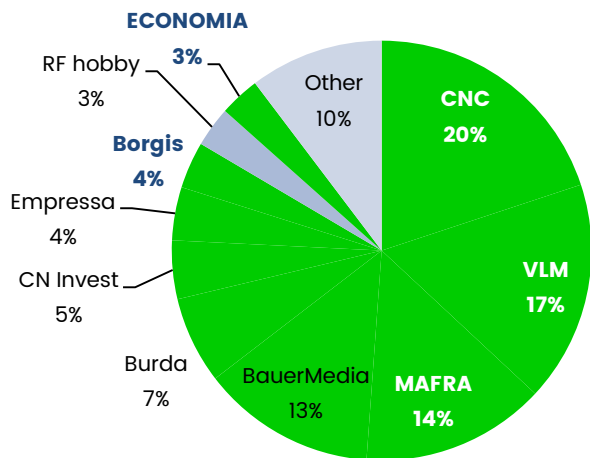
### Major events

- **Seznam .cz** started in May its original news server **Seznam Zprávy**
- **Czech News Center** started at the end of the year information server **Info.cz**
- Local TV operators started hybrid TV broadcast connecting TV and internet this year.

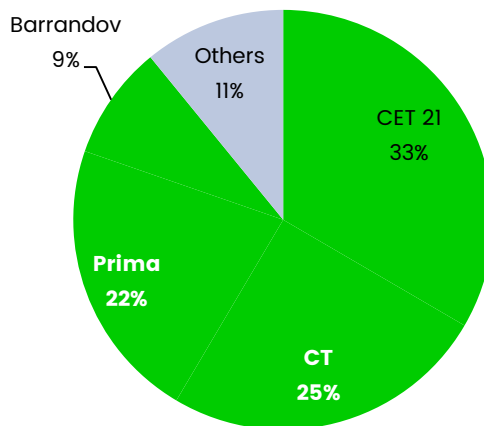
# TOP PLAYERS CZECH REPUBLIC

■ Analysed companies

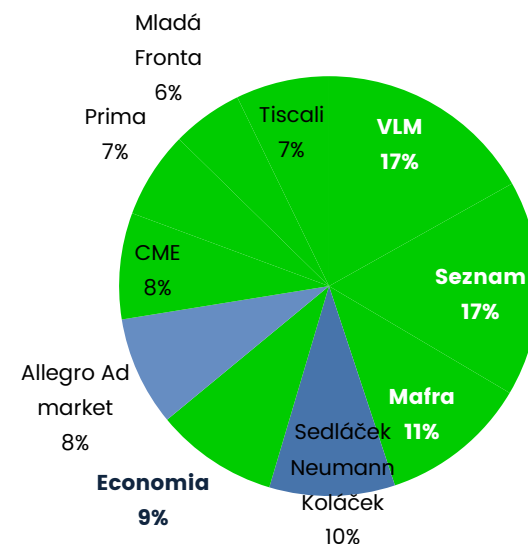
## Printed media



## TV



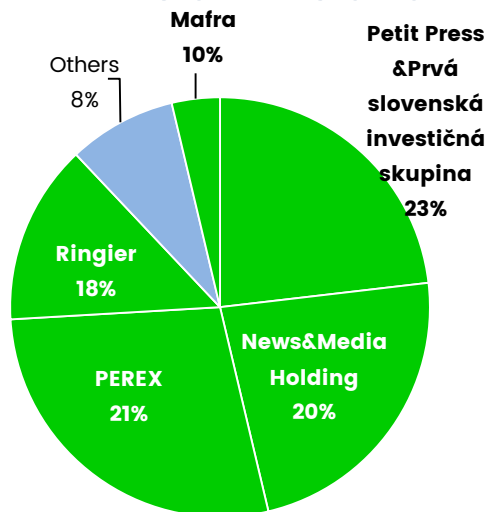
## On line



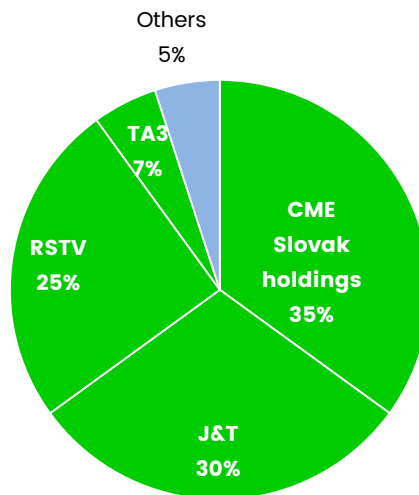
PRINTED MEDIA - SHARE ACCORDING TO TOTAL SALES  
 TV - SHARE ACCORDING TO CURRENT VIEWERSHIP (2016)  
 ON LINE - SHARE ACCORDING TO NUMBER OF UNIQUE USERS (2014)

# TOP PLAYERS SLOVAKIA

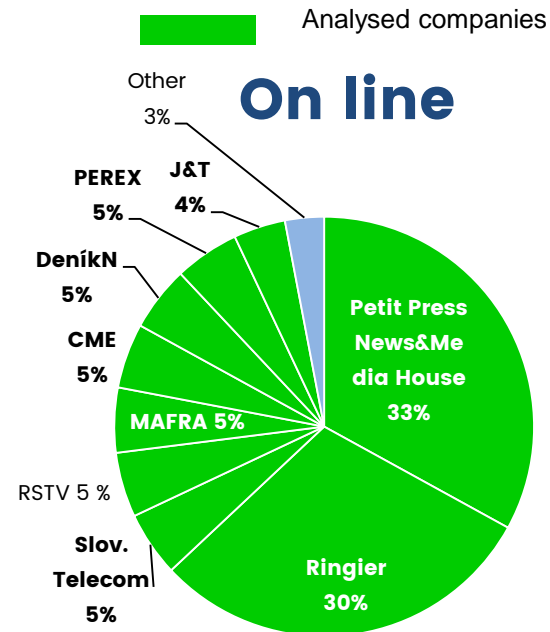
## Printed media



## TV



## On line



PRINTED MEDIA - ESTIMATED SHARE ACCORDING TO TOTAL SALES  
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 NEWS AGENCIES ARE TASR AND SITA WE ANALYZED

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We put in context Data and People, Objectivity with Emotions, for better business decisions or hire

Our Market Mapping and Business Intelligence fits the best, when you

- Consider stepping into new Market or Industry to know Who is Who and what results have been achieved
- Wish to know more about Your competition and people who drive the seats or drive it from behind
- Want to make sure which particular results has been achieved by whom, how or why
- Want to know who are the top people you should know of, to hire now or in the future and what motivates them to work for you and on which circumstances

Wish to schedule 10min DEMO, contact us (420) 222 71 84 91, 731 440 080, 731 440 101  
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