

This bachelor thesis Selected aspects of the activity of the media group Ringier in the Czech Republic and Switzerland introduces the publishing company Ringier – its history, portfolio and activities in the world. It outlines beginnings of this Swiss company in the Czech Republic. The main content and at the same time the aim of the thesis is a comparison of selected aspects of Ringier activity in the Czech Republic and Switzerland. The comparison itself follows a theoretical basis which includes an economic analysis and the issue of concentration of ownership in the media system, a brief description of the media system in the Czech Republic and in Switzerland and the self-regulatory framework for the media activities, which is in this thesis represented by code of conduct. The first selected aspect that is being compared in this thesis is the concentration of ownership of Ringier in the Czech Republic and in Switzerland – divided between horizontal, vertical, cross-medial and diagonal concentrations, with mention about market share. The second aspect is characterization and circulation of key titles published in the Czech Republic and Switzerland – Blesk, Aha! and Nedělní Blesk in the Czech Republic and Blick am Abend, Blick and Schweizer Illustrierte in Switzerland. These are two dailies and one weekly which had on 1st January 2013 the highest circulation. The third selected aspect is self-regulatory policy of the publishing company in the Czech Republic and Switzerland. In this chapter, codes of conduct in both countries are compared. Finally, the conclusion of the thesis is a summary of conclusions of selected aspects of the activity of the media group Ringier in the Czech Republic and Switzerland.