

Abstract

This paper aims to describe the media picture of the alleged match fixing in the Czech football league that has commenced in September 2012. The allegation reached the chairman of Czech FA from the owner of Sparta Prague, Daniel Kretinsky. The time frame observed is set between the initial controversy in Pilsen-Sparta Prague game where David Limbersky's dive and the subsequent penalty secured three points for the home side and 1 February 2013 when the disciplinary committee of the Czech FA announced that any conclusions shall be drawn from police investigation only. This paper is based on the observations from the following media: Czech Press Agency (CTK) – the largest press agency on the local media market, Sport Daily – the only print media in Czech Republic focused solely on sport and Aktualne.cz – an online news portal containing a sports section with Ludek Madl as the editor-in-chief (who has himself received Journalist Quail in 2005 for uncovering corruption in Czech football).