

Abstract

This thesis is dedicated to the significant change in media ownership in the Czech Republic which occurred during the Global crisis in 2008 – 2013. In this period almost all foreign owners sold their media to the local entrepreneurs, who took over almost all media houses. This shift happened under generally less comfortable market conditions, which have hit mostly the printed media.

The local entrepreneurs are naturally much more interested in local politics. This text describes these changes and uncovers the economic reasons that led to it, including the extensive research into publicly available, yet not analysed annual reports of media companies. The conclusion is that the foreign owners generally earned well in the Czech market and that they have decided to use the crisis as a good moment to sell. The arrival of new domestic owners caused worries about their possible interference with content and by 2017 there are some hints suggesting that they may use the media against the opponents. But there is a fact that may prevent them: the thesis proves how worth the position on the market is. And this should at least limit these efforts.