

Abstract

This paper focuses on three new Czech media projects founded in 2014: news web Echo24.cz, a monthly Reporter magazin and a video portal DVTV. More specifically, it describes their creation, which took place as a consequence of the changes in the media market in the Czech Republic in the years 2013-2014. These were mainly changes in ownership structure as Andrej Babis acquired the publishing house Mafra and changes brought about by the crisis of the Czech Television channel. This paper maps out the establishment of new media projects and their positioning in an already competitive environment by observing the communication strategy of these projects. On the basis of predefined criteria it analyses the initial launch campaigns, the means used for marketing and the communication with the public during the first year after the projects were launched. This analysis is complemented by interviews with the authors of the projects: Dalibor Balsinek (Echo24.cz), Robert Casensky (Reporter magazin) and Jan Rozkosny (DVTV). On the basis of this analysis a comparison of the projects and their communication strategies is carried out. The obtained results can be useful in further research of the evolution of these media projects.