

# the **fleet sheet's final word**

No. 2737

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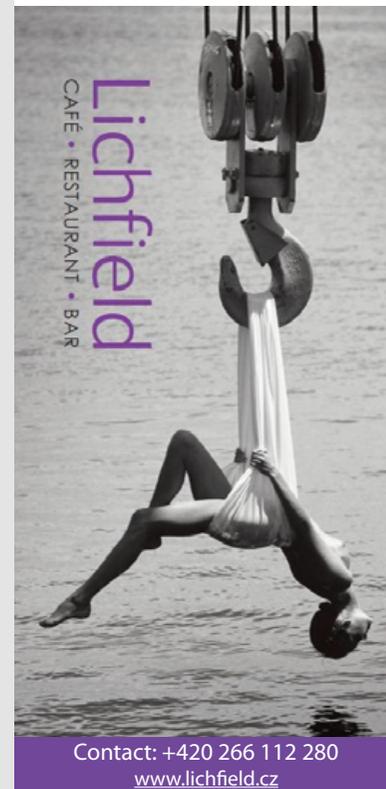
## Economia vs. Médea

A nasty battle is playing itself out between Zdeněk Bakala's Economia publishing house and Jaromír Soukup's Médea media agency. It all started in 2008 when lawyer Radek Pokorný, who is on Economia's supervisory board, put the antitrust office on the trail of Médea and OMD for collusion. Médea responded by directing advertisers away from Economia. Then, this month, Economia's HN broke the news that Petr Nečas wants to cut Soukup's agency off from handling the media-buying accounts of state-owned firms such as ČEZ and ČSA. Soukup's Týden reacted last week by accusing Pokorný and ex-GM Michal Klíma of Economia of advising Nečas to do this so they could get their hands on Kč 2bn in EU ad spending. Economia's Respekt responded this week by saying that Soukup is violating unwritten rules by owning both a media agency and media outlets. Years ago, Bakala said that everyone in the small CR has conflicts of interest, and that just about sums up the reality of both sides in the battle between Economia and Médea.



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