

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


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## Why does ČT promote a competitor?

By any definition of the term, Seznam.cz is a direct competitor of Czech Television and Czech Radio. A full five years before Tele-  
vize Seznam was launched in Jan. of this year, then-CEO Pavel Zima announced in HN that the internet company was going to [go after the prime-time TV market](#). TV Seznam isn't very successful so far; its rating is so low that it wasn't included among the [25 stations tracked in March by Nielsen/Admosphere](#). CEO Petr Dvořák of Czech TV complained to HN in Jan. that TV Seznam had [lured away some ČT employees with unbeatable offers](#), but he nevertheless said he doesn't consider commercial stations to be direct competitors. He is even a fan of activities like those of Seznam's. ČT is so unconcerned about the competition that it regularly invites Seznam reporters to appear on-air. Czech Radio, which does the same, announced 120 layoffs this week, just as Seznam was acknowledging its own entry into the radio market (Expres, Classic). The bottom line is that by actively promoting a direct competitor, ČT and ČRo have reduced their own ability to compete.

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