

Prima's problem



There have been rumors for months that Daniel Křetínský took a secret stake in TV Prima, which is formally owned 100% by the invisible Ivan Zach. The enthusiasm shown by Křetínský's Blesk tabloid for the launch of CNN Prima News suggests that some kind of undisclosed arrangement might indeed exist. A new news station that tries to remain middle-of-the-road politically, as [GM Marek Singer of TV Prima](#) declared in Deník on Sat., will have a hard enough time making an impact, given that so many viewers want political differentiation. It will be doubly difficult if it turns out that the long-planned launch of the station came at the very beginning of a protracted recession. The temptation could soon be to substitute political nonalignment with an ideological alignment with the business interests of the rapacious Křetínský. The same question that dogs [Petr Kellner with regard to TV Nova](#) could soon raise its head with regard to Prima. Is it going to remain a money-making venture, or is its future in being a nuclear briefcase for one of the oligarchs, as much of the Czech print media have long become?

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