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A Prima black hole



The launch of CNN Prima News might end up being the worst media-business decision in recent Czech history, far more deadly to its owners than J&T's aborted [Z1 news](#) or Ivo Lukačovič's unwatched TV Seznam. These latter two ventures were merely side gigs for their well-to-do owners, whereas CNN Prima puts the entire FTV Prima business at risk. Part of it was timing. The [owners](#) can't be held responsible for the corona crisis, but there were plenty of signs that the global economy was going to hell anyway, and they chose not to notice. Even if the economy temporarily rebounds, there is still the lack of a market. By joining forces with CNN, Prima lost its place as a conservative voice and won't likely chip away enough of ČT24's liberal viewers to compensate. CNN Prima might be slicker, but it lacks the stamp of officialdom that will always favor ČT24. This goes straight to the bottom line. In an era of "cash is king," FTV Prima will be burning it like there's no tomorrow.

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