

Analysis of Media Coverage Concerning the Czech Republic



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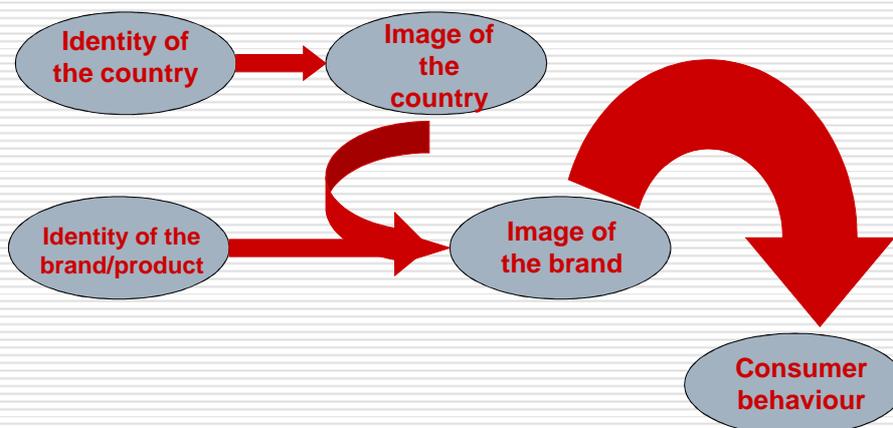
Research development

- Started last year for E- Leader Tallinn
 - Covering BCC and the Czech Presidency of the EU
 - Continuation from the 1st January 2010
 - Completed the year 2009 in BBC
 - Added Russian media
 - For the rest of 2010: we plan to have German and Slovakian media as well
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Agenda

- Influence of country of origin on the perception of the brand
 - Role of media
 - Research objectives and methodology
 - Complete Results for BCC in 2009
 - Results for 2010
 - Conclusions
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Influence of country of origin



Source: Příkladová, J., Čech, P: Country of origin and its possible impact on marketing strategies, Case study, University of Economics, Prague, 2004

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Factors that influence the perception of the country (National Image Hexagon)



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Media play an important role in case of the Czech Republic

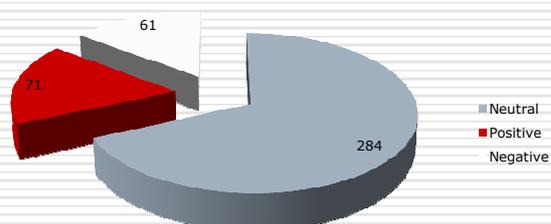
Personal experience with the country	CZ	DE	A
Visited the country on business or as a tourist	13%	32%	19%
Visited the country on business	3%	10%	3%
Have friends in a country	13%	44%	16%
Friends visited the country	24%	52%	32%
Friends studied or worked in the country	4%	21%	6%
Bought products or services produced in the country	26%	67%	32%

Source: Jaroslav Jíra, Anholt-GfK Roper NBI 2008 & CBI 2009, Image značek „Česká republika“ a „Praha“ v mezinárodním srovnání, GfK Praha, July 2009

Research objectives and methodology

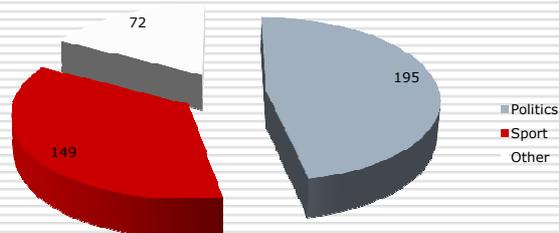
- Objective long- term analysis of media coverage of the Czech Republic
 - There is no other research on this topic
 - Analysis of the topics that are covered by media
 - Analysis of media attitudes towards selected topics
 - Methodology:
 - Literature review
 - Primary research (BBC and 19 Russian media)
 - Media monitoring
 - Media audit
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BBC 2009 Media monitoring

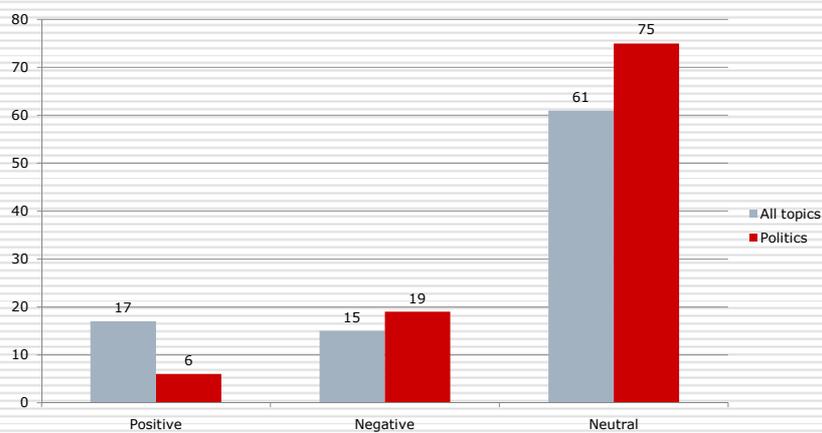


Altogether 416 articles directly related to the Czech Republic were published

BBC 2009- Media audit



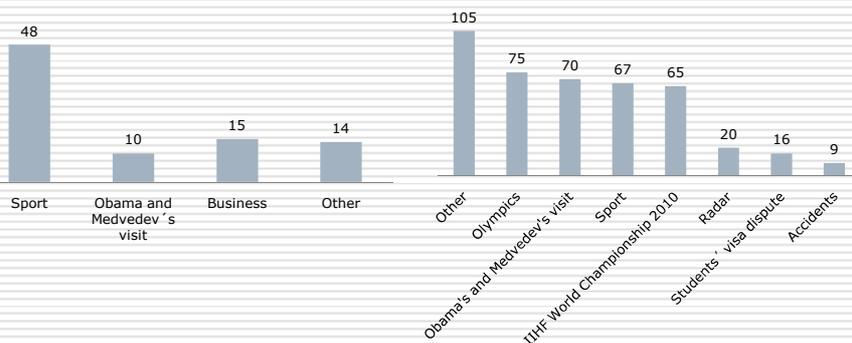
BBC 2009: Distribution of articles acc. to attitude and topic



Year 2010: Media Monitoring Topics covered

□ BBC

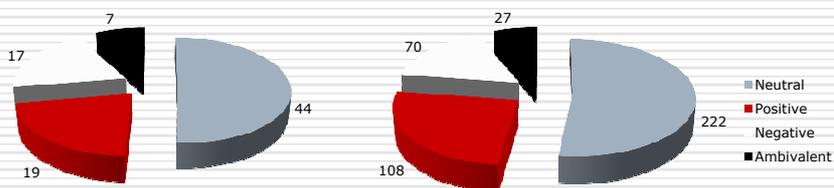
□ Russia



Year 2010: Media audit

□ BBC

□ Russia



Conclusions and findings

- Sport is the main topic
- Politics does not play such important role
- Positive articles:
 - Sport
 - People
- Negative articles:
 - Politics
 - Business (BAE Systems etc.)
- Differences Russia vs. BBC



Thank you for your kind
attention!



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