

Abstract

This work deals with the ownership of print media institutions and their effect on the activity of newspapers. For better understanding of the nature of the ownership structure and its influence we have to look at this issue on the basis of the following criteria: size of media market, ownership concentration, ratio of domestic to foreign owners, number of titles and whether the owners involved in some way in the political process in the company. The second part of this work focuses on the description and comparison of the current development status of the ownership structure of daily print (according to the criteria above) in states of Central Europe after 1989 - the Czech Republic, Hungary and Poland.

Keywords: media ownership, Central Europe, media concentration, media pluralism