

# Mediamonitor: talks how to boost real estate market faded away

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The first ones to draw attention to the initiative were the dailies E15 and Hospodářské noviny on Wednesday, May 13. Some internet servers (including idnes.cz) reported about it the same day as well as the statutory TV and radio news service. However, the interpretation of the invitation varied greatly. While Hospodářské noviny stated that companies wanted “more friendly bankers” to finance their projects with greater willingness, the Czech TV (Česká televize) in its evening news service Události presented the whole event as “a call for the generous hand of state”. It followed this line of thought in a ČT 24 programme called Ekonomika where the TV presenter’s first question in an interview with Finance Minister Eduard Janota was: “Are you going to feed developers?” It was Minister Janota together with his spokesman Ondřej Jakob who most often voiced their disagreement with developers’ and builders’ proposals. “We don’t want to favour some segments of economy, first, we don’t have the money, and second, I don’t regard it as a fortunate approach,” Minister Janota explained in the mentioned TV interview why he is not going to “feed” developers, his press agent used similar words. Among others who reacted sceptically to the developers’ initiative were editor of Hospodářské noviny Vladimír Kaláb and economist of the Academy of Sciences Petr Sunega in TV Z1. Both cast doubt on the thesis on which developers grounded their requirements, i.e. that in maintaining the current conditions, apartment construction will be considerably reduced, which will cause a rise in price of apartments. One of the much sought-after glossarists was Central Europe Holding’s company director Jiří Pácal. In addition to his own commentary for the daily E15 he managed to give interviews to Rádio Česko and the morning broadcast of Česká televize. Generally spoken, Pácal supported developers in their call for help but was against certain measures, notably against establishing a guarantee fund.

By contrast, builders’ and developers’ viewpoints were defended in media by Next Finance’s analyst Vladimír Pikora and lawyer Michal Hrnčíř from the real estate team of law office Ambruz & Dark. Pikora supported his arguments by referring to the fact that slow-down in the building industry will lead to a loss of tens of thousands of jobs, together with Hrnčíř they pointed out that the banks’ policy vis-a-vis developers “has reached the end of their tether”. Submitters of the initiative who appeared in media the most often were Milorad Miškovič from Real Estate Karlin Group followed by Zdeňka Klapalová (Knight Frank) and Petr Pujman (Metrostav Development).

Graphs:

1. **Scope of media attention devoted to the initiative** - The graph shows the scope of media attention devoted to the initiative by the developers and builders addressed to the government and banks.
2. **Perception of the initiative** - The graph shows the media reactions to the developers’ and builders’ initiative addressed to the government and banks.
3. **Personalities’ comments on the initiative** - The graph presents personalities who most often commented on the developers’ and builders’ initiative addressed to the government and banks. The graph shows how these personalities perceived the initiative.
4. **Most frequently presented protagonists of the initiative** - The graph shows personalities who were among the initiative submitters and who appeared in media in this connection.

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