

ABSTRACT

- Title:** Popularity of esports in Czech Republic
- Objective:** The objective of this bachelor thesis is to find out the popularity of esports in Czech republic. The primary aim of the thesis is to figure out if the people of Czech Republic were interested in attending a big esports event which would take place in the Czech Republic. The thesis further focuses on respondents' knowledge of Czech and world esports teams and players.
- Methods:** Research was done by questioning. The main instrument of the thesis was electronic questionnaire, which was tailored specifically for the purpose of this thesis.
- Resultsy:** Results of this research show, that people of the Czech Republic are more and more aware of esports. The majority of respondents, that are actively interested in esports, showed big interest in attending the tournament. Respondents also showed solid knowledge of Czech and world esports scene.
- Keywords:** Questioning, Videogames, Tournaments