

Abstract

Title: Development of media coverage of Floorball in the Czech television

Objectives: The main objective of this bachelor thesis is to determine the evolution of floorball medialization in Czech television, primarily between the years 2012 and 2019. Another objective is to determine how the medialization is perceived by executive committee of Czech floorball and by the top floorball clubs in the top Czech male floorball competition – Superliga florbalu and through the interviews to find out what is worth the fluctuations in broadcasting.

Methods: To determine the development of medialization of floorball in the Czech television was used a method of internal data analysis, the data will be provided by the Czech television itself. The other method is an electronic survey, which was used to evaluate the perception of floorball medialization by selected clubs and executive committee of Czech floorball.

Results: The space devoted to floorball on the ČT sport program has slightly increased between 2012–2019, except for the year 2015 and 2019. The media coverage of floorball is influenced by a major event such as the World Championship or the Superfinal since 2012. Most space is given to the highest men's competition. The Executive Committee of Czech floorball and the individual clubs of the Superliga florbalu feel an increased interest of Czech television in floorball and expect that the increase in media coverage will continue to be gradual.

Keywords: history of floorball, media, Czech floorball union, marketing research, ČT sport, Superliga florbalu