

Abstract

Title: **The popularity of ČT sport in comparison with to other television stations**

Objectives: The main aim of this bachelor thesis is to find out and describe the popularity of the sports station ČT sport in comparison with other television stations. Thesis is aimed at establishing the popularity of this television station of viewers through a questionnaire survey. At the end of the thesis, based on the research, mention possible recommendations.

Methods: The marketing research of this thesis has consisted in the use of a quantitative method. For this research of popularity of television channel ČT sport was used a method of electronic inquiry published on the server Survio.com. The theoretical part is based on the literature research.

Results: According to the held research, it was found out that in addition to determining the popularity itself, it is very important to take into account how we look at it. The station ČT sport is still pretty popular and well-known among passive sport viewers. The viewers prefer its sports broadcasts also they are satisfied with them. They are also relatively pleased with the work of the personalities who can be seen in the broadcast. The most famous and popular faces are the commentators - Robert Záruba and Jaromír Bosák. The fact is that part of the audience reflects the insufficient offer of broadcasts of specific sports - football. On the other hand, regular programs and news do not reach such a high level of viewer's popularity, even so there is more satisfaction with them. Additional services such as webcasting, mobile applications or social networks represent great potential, where there is not yet too much interest from viewers. If we look at the popularity of the ČT Sport station in comparison with other competing stations, the results are different. In comparative aspects, such as the overall program, live broadcasts, they finish in the last places. Based on these results, it can be concluded that its popularity among viewers is very low precisely in relation to its competition.

Keywords: marketing research, sports broadcasting, sports stations, popularity, television