

Abstract

The topic of the thesis is a comparison of Czech public and commercial sports television in the presentation on social networks. The thesis aims to map the current state of social network management of domestic sports televisions, their ambitions and strategies in this dynamically expanding segment. In the diploma thesis, social networks are placed in the context of the use of their potential in the field of sports marketing and their historical development. The main part of the work is focused on defining the correct hypotheses on the basis of which quantitative research is carried out on the Facebook social network. The hypotheses are divided into three main thematic blocks, the quantity of published contributions of individual televisions, their format and thematic focus depending on the telecast of a prominent sporting event are examined in turn. In the next part, the collected data is subjected to analysis. They also aim to support interviews with important representatives of both Czech sports televisions, which are carried out for this work and which are available in the appendices of this thesis. It turned out that Czech sports television stations do not have work with social networks as a priority. Social network administrators publish content primarily in connection with the broadcast of a major sporting event in linear broadcasting and use simple formats to publish posts.