This study concern on flow experience of people, who are interested in sports and web using. Design of the study is quantitative, questionnaire method with 516 respondents. These questionnairies were published on internet web sites. Comparison of these two groups were made on 9 dimensions of flow experience according to the components flow theory by Jackson, Csikszentmihalyi, 1999. We have used FSS – 2 method (flow state scale). We have also concerned on global self esteem. We have measured this by self valueing scale – Rosenberg. We have also verified which flow experience model fits better (channel model or classic model of flow). In results, we have found strong correlation of relationships between global self-esteem and flow experience among the groups. We have also noticed more intensive flow experience in the group of sportsmen.