Abstract

This bachelor thesis describes and rates the beginnings of the development of the specialized sports television channels in Europe. The main center of interest is pan-European sports channel Eurosport. Shortly is described the development of the symbiotic relationship of the sports and the media. This development is traced from the rise of the first sports magazines and sports rubrics in newspapers, over the development of the sports radio broadcasting, up to the rise of the sports television broadcasting. The thesis interprets the conditions and the causes of the rise of the first European and world’s sports television channels. In more detail the conditions of the setting up of the pan-European channel Eurosport and its development from 80th years of the 20th century into present are described. Eurosport is today the sports television channel, which broadcasts in the Europe and also in other continents in quite 20 world’s languages. Eurosport has become the pan-European channel with the highest ratings. The thesis also describes the history and the present of the Czech mutation of Eurosport, which has been distributed in the Czech Republic since 1996. Following the cooperation with the Czech redaction of Eurosport is further described the rear of the redaction, main structures and procedures within the frame of the broadcasting run.