

Abstract

Title: Evaluation of the effectiveness of advertising expenses during sport broadcasts

Objectives: The main goal of this work is to compare the amount of money invested into the commercial advertisement during sport broadcasts at the ČT sport channel with viewer ratings. The used metric is a coefficient computed as a ratio between the viewer rating of the particular broadcast and the corresponding advertisement cost, normalized using Cost per Thousand method.

Methods: Analysis of the secondary data provided by Czech Television and internet portal Mediaguru. Emphasis on utilization of internal secondary data for the evaluation of the efficiency of advertising investments into the specific sport broadcasts. Three chosen broadcasts are FIFA World Cup 2014, FIS Alpine World Ski Championships 2015, and The Czech Extraliga 2013/2014. The effectiveness is evaluated by method Cost per Thousand.

Results: The comparison of financial investments efficiency with respect to attracting a thousand spectators for the specific sport event and pinpointing the most efficient event and more specifically the most efficient part of the event. The best invested funds were in FIS Alpine World Ski Championships and focusing on a specific part of all broadcasts then it was men's super combined. The other way around the worst invested funds were in regular season play of The Czech Extraliga.

Keywords: advertisement, sport broadcast, downhill skiing, rating, advertisement price, football, match, hockey