

Abstract

This thesis principally compares the Olympic broadcasting on the Czech Television covering Winter Olympic Games 2010 in Vancouver and 2014 in Sochi. The first part of the text defines the concept of Olympism, the history of the Olympic Games and the Czechoslovak Olympic Committee, and the current form of the Games and their future. The further analysed Winter Olympics 2010 and 2014 are being briefly described in this section as well. Moreover, the relationship between sport and media, and the media event of the Olympic Games are being defined. Considerable attention is being given to the Olympic Television Broadcasting. Consequently, the history of broadcasting, broadcasting rights, commercialization of the Olympics, their funding, and the function of Olympic Broadcasting Services is being discussed too.

The latter part is devoted to the Czech Television, its history and current form as a public service broadcaster. The chapters that deal with an analysis of Olympic broadcasting covering Vancouver and Sochi describe the Olympic teams of the Czech Television in Prague and in the Olympic venue, program schedules, and web specials. The number of broadcasted hours from the Olympics, the costs of broadcasting production, and the viewership are being compared. The Olympic broadcasting from Vancouver was the event which caused the start of the Czech Television broadcasting in HD. Two studios outside Kavčí hory were created for the first time just because of the Olympic broadcasting from Sochi – one studio was built in the Olympic Park Sochi – Letná, while another one was in Sochi. The structure of sales of broadcasting rights from the Olympic Games has also changed for the first time ever.