

Abstract

Title: A Comparison of Sport Clubs' Systems of Financing from the Sale of Television Rights

Objectives: The main objective of this thesis was to come up with a clear description of the issues concerning the broadcasting rights in particular football leagues of Spain, Italy, Germany, France, England and the Czech Republic, and subsequently compare the contracts with TV service providers, as well as the money distribution among the participating clubs.

Methods: The methods used include an analysis of documents, a comparative analysis and a thorough interview.

In order to describe the particular national leagues, a great number of relevant articles and official league news were required to be analysed. This analysis then led to the comparison of the aforementioned leagues. A thorough interview was used for the description of the current Czech environment and was conducted with an employee of STES a.s., Mr. Tomáš Pata.

Results: The chief result of the thesis is a clear and comprehensible description of the sale development of television rights in the most prestigious European football leagues, and the subsequent analysis in light of the solidarity in redistributing the money received. Based on this factor, the English Premier League comes out on top as it not only receives the highest amount for its broadcasting rights, it also redistributes the proceeds most evenly among the clubs, which are consequently well positioned to compete financially with the best European clubs. Recent conditions in Czech environment are way different as league management operates with incomparably lower amount.

Key words: Football, Television, Television Rights, Broadcasting Rights