

The bachelor thesis deals with the question of the possible involvement of electronic sport or e-Sport in the broadcast of Czech Television. E-Sport is a rapidly growing sector that attracts especially the younger part of the population. This phenomenon is tracked by millions of people around the world, and its popularity is expected to rise further. In the United States, e-Sport is already included among the sporting industries that can help players to get a college scholarship or easier entry into the country. In South Korea, where e-Sport is one of the largest social themes, players are celebrities and this year's presidential election has shown how important part of culture is progaming for this country. Even in the Czech Republic, e-Sport is already being broadcast, quite successfully on the Prima COOL channel. I also considered the possibility of engaging based on research that Czech Television itself is making every year. Concerning the average weekly intervention and whether the audience is offered programs "appropriate to their tastes and interests", it became clear that Czech Television had relatively low weekly coverage and content satisfaction among spectators from 18 to 24 (or 35 years of age respectively ). If the public broadcasting media were to decide, it could increase their audience between the age group and improve the coverage of the minority sports coverage in the broadcast.