

## **Abstract**

**Title:** Appropriate use of ads on ČT sport channel due to TV ratings of selected sports

**Objectives:** The objective of the thesis is to suggest the best ads for spectators of football, hockey, biathlon, athletics, tennis and skiing broadcasts. We will also analyse advertising that is used in the broadcasts of these sports.

**Methods:** The theoretical part is based on the analysis of documents. Data used in the practical part was identified through panel survey, specifically the panel of television viewers. The data was obtained by peplemeters. Another method that was used in practical part is observation. We observed what types of ads are applied throughout the broadcast of selected sports.

**Results:** The result of the thesis is to recommend the most favorable commercials for each selected sport regarding the viewing public watching the sport broadcast. The other result is an analysis of current ads and their appropriateness for sports fans of the chosen sports. In the analysis, we found that the most frequent viewers of television broadcasts of selected sports are viewers at the age 60+. The sport which is the most watched by the female audience is a biathlon. We focus on these categories in the recommendation, for example in football broadcast, we recommend advertisements for newspaper, sports magazines and travel for seniors. In biathlon broadcast we recommend ads for perfumes and weekends in Europe.

**Keywords:** viewing, advertising, sport, television