

Abstract

The Bachelor thesis *Online reporting on football matches as a format of sports journalism from a perspective of its authors* describes online reporting as one of new types of sports journalism in the digital era and engages in forms of online reports in chosen Czech media outlets. The main method used while completing the thesis were semi-structured interviews with deputies of chosen media outlets. The main research topics were targeted on the beginnings and present state of live reporting in the particular media outlet, specifics of online reports and what does writing online reports require from their author and the use of multimedia and statistical databases. Based on collected data, the work describes similarities and differences between online reports that are caused by different way of creating those reports by particular media outlet.