

Abstract

“The Comparison of the European Football Championship broadcastings on Czech television and Prima TV” bachelor thesis entertains the qualitative and quantitative differences in European Football Championship broadcast on Czech Television and The Comparison of the European Football Championship broadcastings on Czech television and Prima TV.

Up until the year 2004, including, European Football Championship has always been broadcast by Czechoslovak or Czech television. For Euro 2008, however the broadcasting rights were acquired by The Comparison of the European Football Championship broadcastings on Czech television and Prima TV. The thesis is aimed at differences in the approach to broadcasting between The Comparison of the European Football Championship broadcastings on Czech television and Prima TV and its predecessor. For example it discusses the contrast between public and privately owned television services in Czech republic or the historical tradition of the sports news in both televisions.

In qualitative comparison of both broadcastings, is the bachelor thesis concentrated on approach to football championship broadcasting and the approach to programme before, during and after the match and on finding the differences in commentaries of the live broadcasts.

In quantitative comparison, there are ratings charts, which clearly show, which championship on which television was more watched, or what proportion of audience the programmes attracted.