

## **Abstract**

**Title:** Presentation of sports in television broadcasting in the Czech Republic

**Objectives:** The aim of this thesis is to measure and compare the airtime devoted to individual sports and sports representations on public and commercial television in the regular, prime-time sports news. The recommendations will be proposed to be used in sports-club marketing, based on the results of observations.

**Methods:** This thesis uses, as a method of observation, the standard sport news shown at prime-time on the TV stations ČT1 and TV Nova. This is the type of indirect observation with the technical devices – USB TV tuner and PC. In terms of content, Berelson's quantitative content analysis will be used, which examines the content of media messages. The theoretical part of the thesis is based on an analysis of documents.

**Results:** The results of observations illustratively show the different approaches between public and commercial television for the inclusion of sport in the broadcasting of regular sports news in prime-time. For both channels, the most popular sports in the sports news are football and ice hockey. In addition, there is a trend of popularity of summer sports, even in the winter time. Sports broadcasting has high frequency of airtime on public Czech television broadcasting. TV Nova focuses on the self-promotion of sports presented on their own channels.

**Keywords:** marketing research, media, observation, sport, airtime, television, broadcasting.