Abstract

Title: Dependency between TV Ratings and the Size of Membership base in Selected Team Sports

Objectives: The main goal of this work is to identify the dependencies between the TV ratings of highest male competition of selected sports (basketball, floorball, handball and volleyball) and the membership base from 2008 to 2014. Partial task is to chart the development of membership bases of selected sports and TV ratings of the highest men competitions.

Methods: This thesis uses the linear regression analysis, graphical residual values and Pearson correlation coefficient and its statistical testing. These analysis are applied on the acquiered data on TV ratings and membership bases.

In the reported period, we search for the dependency based on the Pearson correlation coefficient and its statistical test.

Results: The models of linear regression for basketball, volleyball and handball show negative trend. The model obtained for basketball did not even pass the statistical test. For floorball the strenght of linkage was medium and positive. Therefore it is not suitable to use these models for description of the mentioned dependency. The reason is a possible error in the statistics of ČUS. From the partial results we detected the proportion of the audience by men and women for the domestic leagues – 1:3 for the given sports, except floorball, where the proportion makes 1:2. From the mapping of the TV ratings there are other partial dependencies on TV ratings evident.

Keywords: TV Raitings, membership base, basketball, floorball, handball, volleyball, extraleague, linear regression