

Abstract

Title: Popularity of the sports media in the press and on the Internet – the sociodemographic profile of readers

Target: The aim of thesis is to analyze the popularity of the media in sport. The thesis is focused on the sports media in the press and on the Internet and their development over the last few years. Own contribution of the thesis is the creation of socio-demographic profile of reader and exploring its relationship to sport. After that created profiles are compared to find similarities and differences.

Methods: The research part of the thesis is based on analysis and processing of data from market research. Research is focused on sports media in print and on the internet, therefore is the final chapter of the research used the method of comparison that reveals differences and similarities of both types of media. The theoretical part of the thesis uses methods of analysis of documents.

Results: The results of the thesis show us that print and online media experience different time and this is also reflected in the sports media. The print media loses popularity and their future is uncertain, on the the other side online media have experienced a sharp increase in popularity in recent years. This is obviously reflected in the different socio-demographic structure of the sports readers both in print and on the internet. A common feature is the strong influence major sports events to the popularity of both media.

Key words: sports media, media research, analysis of reader, sociodemography, press, internet