

## **Abstract**

The biggest esports events are incomparable to the regional esports events in viewerships and revenue, however, there are many similarities that all of the esports events share - one of them being the importance of media representation. This bachelor thesis aims to outline how esports leagues and their respective teams present themselves to their audiences by researching the media-related development of esports at the highest level, and then comparing it to the domestic development. The specific esports organizations I chose for this thesis are the Czech Hitpoint Masters League of Legends league and the European League of Legends EMEA Championship (LEC). I conducted semi-structured interviews with several professional League of Legends players, management members and insiders and processed these interviews using thematic analysis. During this thesis' research and the following analysis, I found that while the LEC is essentially a role model in esports media representation, Hitpoint Masters is severely lacking behind because of the lack of funds and resources, and more importantly because of an inappropriate approach to media representation.