

The bachelor thesis „European football championship (Euro 2008) in press service of Czech agencies ČTK a Rebel“ focuses on press service from the European football championship of two Czech press agencies – the public Czech Press Agency (ČTK) and the private Rebel Agency. It monitors and compares all media production of these subjects, whereas the fundamental part represents the comparison of text news service. Furthermore it deals with photographs, infographics and videotapes. It also focuses on sources used by the agencies during the championship and how they differentiated.

The Rebel Agency was a new competitor of the ČTK during the Euro championship 2008. Because of this the thesis reminds before the comparison itself that other agencies never succeeded on the Czech media market in the past, which is demonstrated by their listing. This part of the thesis is complemented by the profile of the Czech Press Agency and the Rebel Agency including work description of the agencies and the numbers of reporters they sent to the site of the tournament.

The comparison of the press service is classified into three chapters. The quantitative comparison deals with the number of published reports and it examines how the production differentiated during the participation of Czech footballers at the Euro and then after their shutout. The quantitative comparison is a analysis of daily content, in which thesis finds out which themes the agencies focused on and which sources they used. The thesis also searches which agency was faster in the course of the reports issuing after the matches themselves. The last chapter handles the remaining production of the ČTK and the Rebel.

The thesis reveals on the example of the European football championship in 2008 if the Rebel Agency is a full-value agency, which can cover up such action by itself. Therewithal it deals with imperfections in the production of both agencies.