

## **Abstract**

**Title:** Synergy of traditional sports and esports: Motivations for establishing esports teams by traditional sports clubs

**Objectives:** The main goal of this master's thesis is to identify the motivational aspects of traditional sports clubs for founding esports teams and to evaluate the benefits of this step. This proposal will focus on the study of synergy between traditional sports and esports and examine what reasons lead sports clubs to invest in esports and create their esports teams. It aims to understand the economic, strategic, and fan-based aspects of the connection between these sectors and propose recommendations for clubs on how best to use the synergy between traditional sports and esports.

**Methods:** Qualitative research is used in this thesis. Research is based on a carefully designed selection of respondents to obtain a representative sample of opinions from various environments and perspectives. A total of six key respondents participated in the research, each representing a recognized traditional football team or hockey club.

**Conclusion:** The results of the thesis show that traditional sports clubs are deciding to establish esports teams primarily for the purpose of brand expansion and reaching younger demographic groups. This step also opens up new market opportunities and sources of income. The thesis points out that carefully planned strategies and well-managed synergy between traditional sports and esports are key to maximizing the potential of esports investments.

**Keywords:** economic aspects, fan, football, ice hockey, strategy