

ABSTRACT

Title: Research of the popularity of the Tipsport Gamechanger project among MMA fans.

Objectives: The objective of the thesis is a research of the popularity of the Tipsport Gamechanger project among MMA fans. The research compares the aspects in which the Tipsport Gamechanger project differs from the standard products of Oktagon MMA.

Methods: The method used for accomplishing the goal was a quantitative research, that was conducted in the form of an electronic survey. Respondents were followers of MMA shorties which is a media account that focuses on MMA and combat sports. The research was focused on different aspects between the Tipsport Gamechanger project and the standard product of Oktagon MMA. The aspects examined in the research were sport quality, fan experience, matchmaking, fight kit, prize money and distribution in time.

Results: Based on the results, we can say, that the Tipsport Gamechanger project has been successful with fans. The Tipsport Gamechanger project had better results in the aspects of sport quality and fan experience, than the standard product of Oktagon MMA. The project also didn't fall behind in any other examined aspects.

KEYWORDS

MMA, Oktagon MMA, Tipsport Gamechanger, Matchmaking, Prize money, Fan / customer experience