

MMA FACTS & FIGURES

The Numbers

Average gate revenues for UFC fights in 2007 = \$2.8 million/event
of television series about MMA = 11
of former Olympians competing in MMA = 14
of former NCAA wrestling champions competing in MMA = 17
of US States in which MMA is regulated = 32

Television Coverage

- The annual percentage growth of PPV buys has increased from 47% in 2004 (over 2003) to 189% in 2005 to 352% in 2006.
- Gross revenues of PPV events has had annual increases of 47% in 2004, 232% in 2005, and 424% in 2006.
- Over 55 hours per month of television programming on US channels including Fox, FSN, Spike TV, National Geographic Channel, Discovery Channel, and in syndication.
- An average growth rate over the past four years of almost 390% in terms of hours of monthly television programming featuring MMA.

Television Ratings

The top five most-watched events in U.S. MMA history, based on average viewers over the course of the entire broadcast:

1. EliteXC on CBS (5/31/2008; feat. Kimbo Slice vs. James Thompson) – Average of 4.85 million viewers for the whole broadcast
2. UFC 75 on Spike TV (9/8/2007; feat. Quinton Jackson vs. Dan Henderson) – Average of 4.7 million viewers for the whole broadcast
3. EliteXC on CBS (10/4/2008; feat. Kimbo Slice vs. Seth Petruzelli) – Average of 4.56 million viewers for the whole broadcast
4. UFC: The Final Chapter on Spike TV (10/10/2006; feat. Tito Ortiz vs. Ken Shamrock) – Average of 4.2 million viewers for the whole broadcast
5. UFC Fight Night on Spike TV (7/19/2008; feat. Anderson Silva vs. James Irvin) – Average of 3.1 million viewers for the whole broadcast

Gate Revenues

In terms of gate revenues, the UFC is the premier organization, and their events have grown from five live events in 2001, with an average ticket price of \$81.45 to 10 events in 2006, with an average ticket price of \$273.68. Particularly noteworthy was the ticket price jump of almost \$100 between 2005 and 2006 (going from \$178.01 in 2005 to the aforementioned \$273.68 in 2006).

THE FANS

Mixed Martial Arts (MMA) is breaking all stereotypes when it comes to its fan base. MMA is quickly being embraced by a much larger and more diverse fan base.

More women

In 2007, at UFC 67 in Las Vegas and UFC 69 in Houston, a third of the attendees were women, according to research leader Harris Interactive. In Houston, roughly half of all groups in attendance included a mix of men and women.

More middle-class

Attendees reported mean incomes above \$70,000 in Houston and above \$85,000 in Las Vegas. A majority of attendees (60% in Las Vegas and 84% in Houston) reported that they were attending their first event, signaling the rapid influx of new fans.

Setting attendance records

- UFC 92, which took place December 27, 2008 at the MGM Grand Arena in Las Vegas, NV, was the most watched UFC event ever, garnering over 1,000,000 PPV Buys. It drew more Men 18-49 than anything else on television, broadcast or cable, including heavy sports competition on ABC, ESPN, and CBS.
- UFC 94, which took place January 31, 2009 also at the MGM Grand Arena in Las Vegas, NV, was attended by over 14,000 people and grossed a gate of more than \$4 million.
- UFC 83, which took place in Canada, was the fastest sell out and largest live audience for a North American mixed martial arts event.