

MMA FACTS & FIGURES

The Numbers

- Average gate revenues for UFC fights in 2009 = \$3.9 million/event
- Average PPV buys for UFC fights in 2009 = 520,000

- Average gate revenues for UFC fights in 2010 (year to date) = \$2.8 million/event
- Average PPV buys for UFC fights in 2010 (year to date) = 775,714

- # 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 2007 (over 2006) to 189% in 2008 to 352% in 2009.
- Gross revenues of PPV events has had annual increases of 47% in 2007, 232% in 2008, and 424% in 2009.
- 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. **The Ultimate Fighter Season 10 on Spike TV, 9/30/2009 – Average of 6.8 million viewers for the whole broadcast, with a 7.86 rating among males 18-34!**
2. EliteXC on CBS, 5/31/2008 – Average of 4.85 million viewers for the whole broadcast
3. UFC 75 on Spike TV, 9/8/2007 – Average of 4.7 million viewers for the whole broadcast
4. EliteXC on CBS, 10/4/2008 – Average of 4.56 million viewers for the whole broadcast
5. UFC: The Final Chapter on Spike TV, 10/10/2006 – Average of 4.2 million viewers for the whole broadcast

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 100, which took place July 11, 2009 at Mandalay Bay Events Center in Las Vegas, NV, was the most watched UFC event ever, garnering 1,600,000 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 97, which took place April 18, 2009 at the Bell Centre in Montreal Canada, was attended by over 21,400 people and grossed a gate of more than \$4.9 million.