

FACT KIT

THE FANS

Mixed Martial Arts (MMA) is breaking all stereotypes when it comes to its fan base. Long-regarded as a fringe sport with a fan base of young men, 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.



The fans of Mixed Martial Arts include women, families, celebrities and members of both the middle and upper class.

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MMAFACTS

FOR MORE INFORMATION:

JULIE WOOD
895 BROADWAY, FIFTH FLOOR
NEW YORK, NEW YORK
10003
Phone: 212 260.8813
E-mail: Julie@mmafacts.com

Setting attendance records

At arena after arena, MMA events are setting attendance and gate records.

- UFC® 75: CHAMPION vs. CHAMPION, which took place Saturday, Sept. 8, 2007

at O2 Arena in London, England was attended by 16,000 people (sellout crowd) and grossed a gate of over £1,356,859.50 (Approx. \$2.6 million). The fight was the most watched UFC® event ever, garnering 4.7 million viewers on Spike TV. The fight card drew more Men 18-49 than anything else on television, broadcast or cable, including heavy sports competition from college football on ABC and ESPN, NASCAR on ABC, and the U.S. Open Women's Final on CBS.

- UFC® 68: THE UPRISING, which took place March 3, 2007 at Nationwide Arena in Columbus, was attended by over 19,000 people and grossed a gate of more than \$3 million. It was the largest gate in Nationwide Arena history and it also set the record for the highest North American attendance figure for a mixed martial arts event ever.
- UFC® 83, which took place in Canada, was the fastest sell out and largest live audience for a North American mixed martial arts event.

Celeb Fans

Mixed martial arts has become a must-see event for Hollywood stars. The following are some of the famous faces who have appeared at recent MMA events.

Andre Agassi & Stefi Graf	Nick Lachey
Charles Barkely	Shaquille O'Neal
Jason Biggs	The Rock
Jay Z/Nicolas Cage	Adam Sandler
Cindy Crawford	Rob Schneider
Carson Daly	Paul Walker
Michael Clark Duncan	Barry Bonds
Kevin James	

Red Belt

And now comes the first feature-length film about mixed martial arts. Acclaimed writer/director David Mamet's Red Belt is due in theaters this spring. Mamet (best known for indy hits like Glengarry Glen Ross and The Spanish Prisoner) has been a fan of MMA for years. "I've become fascinated by the art and science of jiu jitsu," says Mamet.

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