

FACT KIT

THE NUMBERS

The sport of Mixed Martial Arts (MMA) has exploded in popularity in recent years. From TV viewership to press coverage to record crowds at events, the numbers tell it all.

The following are some of the more interesting statistics about the sport:



MMAFACTS

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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 number one rated fighting event among men 18-34 (including boxing) of 2006 on television was a Spike TV featuring UFC® fighters Ortiz and Shamrock. Three of the top ten fights were MMA fights, with the rest featuring boxing.

The Ortiz vs. Shamrock fight was the fourth highest rated among all cable network sporting events in 2006 (the first two were football, the third was college football and the rest of the top ten included the NBA playoffs, the NFL draft, and World Cup Soccer).

Television Shows featuring MMA include:

60 Minutes	The Sopranos
The Tonight Show with Jay Leno	ESPN Cold Pizza
NBC Sports	Scarborough Country
Jimmy Kimmel Live	Outside the Lines
The O'Reilly Factor	Dr. Phil
Extra	MAD TV
Late Night with Conan O'Brien	Entertainment Tonight
Fox & Friends	The Craig Kilborn Show
Entourage	Inside Edition
Best Dams Sports Show Period	Business Nation
Access Hollywood	

Magazine Features about the sport and its athletes have appeared in:

Time	GQ
Maxim	Men's Journal
Advertising Age	People
Forbes	Shock! Magazine
Business Week	STAR
Entertainment Weekly	Muscle and Fitness
FHM	Men's Fitness
Variety	Flex Magazine
US Weekly	Stuff Magazine
ESPN Magazine	Sports Illustrated

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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).