

The Past, Present, and Future of the UFC



By Luke Van Wagenen
Capstone Advisor: Richard Linowes
Spring 2010 Semester
Graduating with General University Honors



Executive Summary

Mixed martial arts, commonly referred to as MMA, is a fast-growing sport both here in the United States and worldwide. The popularity of MMA has grown tremendously, especially in the past 10 years. Mixed martial arts organizations are making more money than ever before as their merchandise sales grow and as their events generate more ticket sales, pay-per-view purchases, and attention from lucrative sponsorship deals. The sport is especially popular within its target market of males aged 18-36. More teens and adults are training in MMA as the opportunities to fight professionally and make good money doing so continue to grow. It has even been said that, based on its growth, MMA is steadily surpassing hockey as the fourth major sport in the United States, behind Football, Baseball, and Basketball. Its popularity and success internationally also support the sport's promising future.

So, what exactly is mixed martial arts? "Mixed martial arts (MMA) is an intense and evolving combat sport in which competitors use interdisciplinary forms of fighting that include jiu-jitsu, judo, karate, boxing, kickboxing, wrestling and others to their strategic and tactical advantage in a supervised match."¹ See Exhibit 2 in the Appendices section for the full list of rules for mixed martial arts and see Exhibit 3 for a more comprehensive listing of martial arts styles that are used in MMA. The original idea behind the creation of MMA as a sport was to see which style of martial arts was superior to others. After a while, MMA became more about mixing and matching and blending these styles together in order to create the most well-rounded and effective fighting style. The diversity that exists amongst the fighting styles of mixed martial artists is part of what makes the sport so entertaining.

Based on ticket sales, pay-per-view purchases, overall revenue, and brand recognition, The Ultimate Fighting Championship (UFC) is the most popular and most successful mixed martial arts organization in the world. The UFC does face competition from other mixed martial arts promotional organizations, including Strikeforce, Affliction Entertainment, K-1, and Elite XC, which are all organizations that operate in a manner similar to the UFC. However, the UFC has truly established itself as the industry leader and is estimated to control about 90 percent of the all the revenue earned in the industry.²

Despite its growing success, MMA is considered by some to be too violent to be accepted as a mainstream American sport. Opponents believe that MMA is not a sport, but rather a legal way for human beings to fight one another. This perception that MMA is barbaric and excessively violent is the biggest obstacle in the way of further growth of the sport.

This paper is going to first present some background information on the growth of mixed martial arts and the UFC. Next, the paper will address the current status of the UFC and the MMA industry, including the biggest obstacles that stand in the way of continued impressive growth of both MMA and its most successful organization. The paper will also present other suggestions for how the UFC can further grow its brand.

¹ <http://www.ufc.com/index.cfm?fa=LearnUFC.FactSheet>

² <http://www.forbes.com/forbes/2008/0505/080.html>

Company Profile

General Overview

The UFC is a privately owned mixed martial arts organization based in Las Vegas, Nevada. It is owned by brothers Frank Fertita III and Lorenzo Fertita, who each own 45% of the company and own the UFC as part of their sports promotion company called Zuffa, LLC. Dana White is a partner with the Fertita brothers and owns the remaining 10% of the company. He acts as the COO of the UFC and runs the day-to-day business operations. The primary business functions of the UFC are live MMA events, television programming, video game contracts, merchandise sales, and sponsorships.

The UFC is the most successful and most widely recognized mixed martial arts promotional organization in the world. Most fans and MMA insiders believe that the UFC has the most talented fighters of any organization, making the competition levels in the UFC higher than anywhere else. Because of this, the UFC has become the most successful organization because fans want to watch the best athletes and the highest levels of competition. In turn, this popularity with the fans makes the UFC the most enticing organization for the best fighters in the world to sign with because it is where they can make the most money. So, basically, the UFC uses its established presence as the industry leader to sustain its success and dominate its competitors.

History³

The UFC first emerged in 1993 as it established itself as a provider of live mixed martial arts events. The UFC recruited athletes and martial artists of all kinds of disciplines,

³ <http://www.ufc.com/index.cfm?fa=LearnUFC.History>

including wrestling, muay thai, boxing, jujitsu, kung fu, and more, to compete one on one in a knockout style tournament. The tournament was single elimination, so if you lost once, you were out. At the end, there was only one fighter who was undefeated, and he was labeled the “Ultimate Fighting Champion”. The UFC held these events a few times a year at arenas around the United States, generating revenue through ticket sales and television pay-per-view sales.

These fights had limited rules and the safety of fighters was sacrificed for an enhanced spectacle. The enjoyment of fans was more important than the technical aspects of the sport, so violence was encouraged. Fighters were often bloodied and visibly beaten-up at the end of fights. The fans of the sport liked this violent aspect of MMA. The fighting and the blood is what drew a lot of people to watch UFC fights. The sport was initially marketed as a “blood sport” because that’s what the UFC believed that people wanted to see.

However, the same aspects of MMA that drew in fans horrified others who could not believe that this type of activity was allowed, let alone able to be watched on cable television. In 1996, John McCain, who at the time was a senator from Arizona, mounted a political attack against the UFC and MMA because of his strong disapproval of the sport. He lobbied state governments to disallow live MMA events and lobbied cable television providers to stop showing MMA events on pay-per-view.⁴ It was his intentions to ostracize mixed martial arts from American society. This political pressure started to hurt the UFC, as it lost its pay-per-view contracts with cable television providers and

⁴ <http://www.slate.com/id/46344>

many states banned live UFC events.⁵ These repercussions devastated the growth of the UFC, who found it difficult to make money with so much opposition from people and organizations in power.

As a result, the UFC started to comply with political wishes, adding more rules and safety precautions as it attempted to change its image from violence to sport. In order to stick around, the UFC was going to have to find a way to get on good terms with state governments and politicians, and it believed that cutting back on the violent nature of the sport was the way to go. Without being able to hold live events in most states and without pay-per-view contracts with cable television providers, there was basically no revenue stream and no hope for survival. Despite the changes the UFC made to change its image after the political set-backs, the organization still struggled to experience the growth it had hoped to.

In 2001, the owners of the struggling UFC brand decided to sell it to Zuffa, LLC, a sports promotion company owned by brothers Frank Fertita III and Lorenzo Fertita. These two, along with partner Dana White, began to restructure the UFC brand and business model. They made it their priority to get on good terms with State Athletic Commissions so that the UFC could be sanctioned as a legitimate sport and be able to hold live events in these states.⁶ They recognized that compliance with regulatory and sanctioning bodies would only help the UFC's chances of growing MMA into a mainstream sport. The Fertittas, who were owners of a casino in Las Vegas, already had established

⁵ <http://www.completemartialarts.com/whoswho/ufc/ufchistory.htm>

⁶ <http://www.mmafacts.com/main.cfm?actionId=globalShowStaticContent&screenKey=cmpHistory&s=MMA>

relationships with members of the Nevada State Athletic Commission. They used these relationships to start the process of getting the UFC sanctioned by as many states as possible.

Growth

The Ferttita and White bought the UFC for \$2 million in 2001. In that year, the amount of pay-per-view purchases for UFC events was estimated at about 150,000 and the average ticket price for a seat at a live event was estimated about \$80.⁷ In 2009, the amount of pay-per-view purchases for UFC events was estimated at around 8 million and the average price for a ticket was estimated at around \$300.⁸ It is estimated that the company is now worth over \$1 billion⁹, making the \$2 million that the Ferttita and White paid for the company in 2001 seem like a great investment.

These numbers show that the UFC's live MMA events have grown tremendously in popularity over the past ten years. There are more fans of MMA than ever before, consequently raising the demand for tickets to live events and for pay-per-view purchases. This increased demand has allowed the UFC to generate increasing revenues as they can charge higher prices for tickets and for pay-per-view events.

Now, since Zuffa, LLC, the company that owns the UFC, is a private company, it does not release exact financial data, so these numbers are only best estimates by insiders.

Still, it is clear that since taking over in 2001, the new ownership and management of the

⁷<http://www.mmafacts.com/main.cfm?actionId=globalShowStaticContent&screenKey=cmpNumbers&s=MMA>

⁸ <http://www.watchkalibrun.com/2009/12/31/1227359/ufc-pay-per-view-buys-for-2009>

⁹<http://www.mmafacts.com/main.cfm?actionId=globalShowStaticContent&screenKey=cmpNews&show=forbes&s=MMA>

UFC have brought about significant growth and success for both their brand and for the mixed martial arts industry as a whole.

Other than increased ticket and pay-per-view sales, the UFC has been able to spread its popularity in other ways. In 2005, the UFC created a reality TV series called The Ultimate Fighter. This is a TV show, which is shown on the cable television channel SpikeTV, that shows a group of aspiring UFC fighters train with and fight against one another for the chance to win a contract with the UFC. Since almost all UFC events can only be seen on pay-per-view, this TV series gave fans the opportunity to watch UFC related programming without having to pay extra for it. It also gave the UFC the opportunity to reach new audiences. Individuals who knew little about MMA or the UFC could now watch this show to learn about the sport and potentially become fans. The success of this show is hard to show in numbers, but it has certainly grown the UFC's fan base and recognition.

Opponents of the UFC and MMA

There are many people who believe that mixed martial arts is too violent to be accepted as a mainstream American sport. John McCain, current U.S. Senator and former Presidential candidate, once referred to MMA as “human cockfighting”, and started the political pressure in the 1990s that attempted to ostracize mixed martial arts. While some are not as passionate as Mr. McCain about getting rid of mixed martial arts, there are lots of individuals who are not fans of and do not support mixed martial arts because of its violent nature. They do not see it as a sport, but rather as two grown men legally fighting each other.

Opponents of MMA often have a bad image of both the sport and the fighters. Like I said, they don’t accept MMA as a sport. They see it more as an organized and regulated bar fight. Many opponents to MMA also judge the athletes as intrinsically violent individuals who just enjoy fighting. They can be quick to assume that mixed martial arts athletes probably get in fights outside of their profession and probably don’t behave in what they would view as a “socially acceptable” manner. Needless to say, there is definitely a stereotype that goes with being a mixed martial artist, especially from those that are not very familiar with the sport.

It is because of this violent perception of mixed martial arts that major cable networks, like CBS and NBC, have not been too eager to broadcast live MMA events on their networks. There seems to be a fear within these networks that showing MMA events on their channel could have negative consequences for the network, such as a tarnished reputation. The networks recognize that there are many people out there who are

strongly opposed to MMA because of its violent perception. These opponents could potentially criticize the networks for airing MMA events and allowing anyone to watch, including children. Also, the potential of something disastrous happening at a live MMA event, such as a fight in the stands, scares the networks away from airing these live events. For the most part, most major networks feel there is too much baggage associated with MMA to want to air it on their network.

Breaking the Stereotype

One of the most important things to do to further grow the UFC is to attempt to change the views of those that oppose mixed martial arts as a whole. This certainly is not an easy task, as many opponents simply do not approve of the sport because of its inherent violent nature and therefore would be very difficult to persuade otherwise. However, there are certain steps the UFC can take to promote a better image of its brand and of the entire mixed martial arts industry.

The first step I think the UFC should take is to institute an athlete conduct policy similar to the one in the NFL (National Football League). What I mean by this is that the UFC should require contracted fighters to behave in a certain way both when at UFC events and when they are on their own time. Behaviors such as committing crimes, getting in fights other than inside the octagon (the structure that UFC fights take place in—see Exhibit 1), acting violently towards fans or others, and other actions that could potentially bring negative publicity for the UFC should warrant severe fines and possible suspensions. The UFC management, in particular president Dana White, would have discretionary power in determining whether an athlete's behavior will have adverse consequences for the UFC's reputation and then whether this behavior warrants punishment. Also, there should be a three strike policy that says that if an athlete breaks the athlete conduct policy three times, then he will be permanently kicked out of the UFC.

The purpose of this policy is two-fold. First, it attempts to show not only fans, but also those that oppose MMA, that the UFC is serious about promoting MMA as a legitimate

sport and demands respectful behavior from the athletes that it employs. This athlete conduct policy is meant to show that being a fighter in the UFC is a privilege and not a right, and that in order to exercise this privilege, fighters will be held to a high standard of behavior. Hopefully, the institution of this policy will go a long way in showing fans and opponents alike that fighters in the UFC are regular people and true professional athletes, not barbarians who simply get paid to fight. Second, the punishments are meant to act as a deterrent for the fighters. The punishments need to be severe enough to make the fighters think twice before they do something that could potentially hurt the image of the UFC, and consequently, cost them money. This is why the three strike policy is needed.

The player conduct policy in the NFL has been very successful at improving the images of both the NFL and its players. It has shown that the NFL demands good behavior from its athletes, which I think the UFC can greatly benefit from. The NFL has been serious about punishing behavior that breaks this conduct policy, and because of this, the amount of bad behavior by players in the NFL has gone down. This trend can also be seen in the UFC if the athlete conduct policy is done properly. Some might ask why athletes would sign with the UFC if they were forced to adhere to this conduct policy. Why wouldn't these fighters just go to another organization? Well, as we have seen, the UFC is clearly the most successful MMA organization and the most lucrative for fighters. It is my belief that mixed martial artists would be fine with adhering to a conduct policy in order to get the opportunity to fight in the UFC, which pays its fighters the most money and is regarded as having the best fighters in the world.

The second step I think the UFC should take is to hold some charity events, community service activities, autograph signings, and other activities that show that fighters are willing to please fans, can coexist in a friendly environment, and care about giving back to the community. Having the fighters together and acting friendly with one another can go a long way in showing that they aren't just fighters, but are true athletes who respect both the sport they participate in and the opponents they participate against. Also, doing charity events and community service activities can promote a more positive image of the fighters and of the UFC as a whole by showing that they care about giving back to the community, pleasing fans, and being accepted as mainstream athletes.

The last step I think the UFC should take to help improve its image is to further promote the facts and research-supported beliefs about the safeness of the sport of MMA. For example, many research studies suggest that mixed martial arts is much safer than boxing. This is because in boxing, after a fighter is knocked to the ground due to a punch to the head, he is allowed to get back up and continue fighting after a ten second count. In MMA, if a fighter is knocked down to the same degree, the fight is usually over soon afterward because the fighter usually cannot intelligently defend himself and the referee will stop the fight. It is believed that the subsequent strikes to the head after a fighter has been stunned and knocked to the ground and then gets back up are what cause the most serious brain damage.

The injuries that football players suffer are often much more serious than those of MMA fighters. Football players often suffer significant knee, back, and neck injuries that take a long time to heal and can adversely affect a player's mobility and lifestyle after

retirement. There are many retired football players who struggle with debilitating back, knee, and neck injuries due to years of physical in-game contact that make it hard for them to walk, bend over, or live an active lifestyle. Although it may be too early to tell what kind of effects years of MMA competition will have on the fighters after they retire, it seems unlikely that they will be worse-off than football players. There are many mixed martial artists who fight at the highest level at the age of 40 and beyond, which is unheard of for football players. The nature of MMA promotes an extremely healthy and active lifestyle, and although the sport is violent, the condition of the fighters during and after competition seems to be better than most other contact sport athletes.

The UFC employs experienced and certified doctors to be at every live fight that they host. These doctors are specifically trained to deal with injuries that frequently occur in combat sports. If anything happens to a fighter where the fight is stopped and he is in need of medical attention, there are doctors immediately available. Doctors also have the power to stop a fight if they believe that fighter is too badly injured or his health is at too great of risk to carry on. Where as in the early years of the UFC, fighters' safety was sacrificed for an enhanced spectacle, today, the safety of the fighters is the top priority.

The UFC also employs trained referees for each fight. These referees are certified and have gone through extensive referee training. They are experts in recognizing when a fighter is no longer able to intelligently defend himself and will stop the fight at this point. The referee is there to make sure all rules are followed and to protect the safety of both fighters.

The UFC should promote this knowledge of the safety aspects of mixed martial arts. Doing interviews, making documentaries, making commercials, and other things are ways that the UFC can let people know about the safe side of the sport.

The UFC and MMA are growing and becoming more and more popular. However, many people still disapprove of the sport and the organizations that promote it because they find it to be excessively violent. This negative perception of MMA and the resulting opposition to the sport are the biggest obstacles standing in the way of further growth. As said before, it can be a very difficult task to convince opponents of mixed martial arts that the sport is not as bad as they think. Still, there are things that the UFC can do to help improve the image of the organization and of the mixed martial arts industry as a whole. Some of these things include instituting an athlete conduct policy and holding charity events and community service activities.

Some of this opposition to MMA may be because of a lack of knowledge and experience with MMA and misunderstandings about the sport. In order to address this, the UFC should further promote some of the facts about MMA that show that the sport is much safer and more regulated than some may believe.

Other Suggestions for Further Growth

The first suggestion I have for the UFC to further grow its brand is to hold certain UFC live fights at bigger venues than they normally do. To my knowledge, the biggest attendance at a UFC fight was around 21,000, and this was in Montreal, Canada. Earlier this year, Manny Pacquiao and Josh Clottey fought a boxing match at Cowboys Stadium in Dallas, Texas. The attendance at this fight was around 50,000. Now, granted, Pacquiao is one of the most popular boxers in the world and so certainly not all boxing matches could get even close to this attendance. But just compare. This same boxing match got a reported 700,000 pay-per-view buys worldwide.¹⁰ One of the UFC's most anticipated events was UFC 100, which was in June 2009 and held in Las Vegas. This event only had an attendance of around 11,000 because that was the capacity of the venue, but also got about 1.6 million pay-per-view buys worldwide.¹¹ The average ticket price of the UFC event was likely much higher due to the limited seating of the venue, but this still probably did not make up for the large difference in attendance revenue between the two events. The numbers certainly suggest that the demand is there (see Exhibit 4) for the UFC to start holding some of its more anticipated events at larger venues in order to get more revenue from ticket sales.

Another suggestion I have is for the UFC to hold more events outside the United States. The UFC has held events in a number of foreign countries, including England, Ireland, United Arab Emirates, Germany, Australia and Canada. These events tend to do well, as many of them have sold out the venues that they are held in. Also, as I said earlier, the

¹⁰ <http://www.boxingscene.com/?m=show&id=26276>

¹¹ <http://mmajunkie.com/news/15487/ufc-100-draws-estimated-11000-fans-5-1-million-gate-could-be-second-largest-in-history.mma>

UFC event held in Montreal, Canada had the highest attendance of any UFC event all time. The UFC employs fighters from a wide variety of foreign countries, including Brazil, Australia, England, Japan, France, Netherlands, and many more. Because of this, the UFC has been able to get a significant international following from fans in these countries that want to watch fighters from their country compete. A good idea would be to hold events in foreign countries and have fighters that are from these foreign countries compete at these events. This would be a great way to stimulate demand among the local population. The success that the UFC has had internationally is a great reason for the company to continue hosting fights in foreign countries as demand for mixed martial arts is truly global.

Also, holding more events outside the United States can help to prevent over saturating the U.S. market with UFC events. If the UFC was to hold lots of events per year, all in the U.S., U.S. fans might become a little bored with the idea of going to a UFC event because it has become so common. Instead, the UFC can hold more events in foreign countries, thus making going to a UFC event in the U.S. a less frequent and more desirable and in-demand attraction.

Another suggestion I have for the UFC is to add a new weight class. I suggest the UFC adds a 140-pound weight class, which would take over as the lightest weight class from the 155-pound weight class. The main reason for this is that it adds another title to the UFC, and title fights tend to get the best ratings. Fans like to see athletes compete at the highest levels, and the titles in UFC signify who is the best fighter at each weight class. So, the title fights are the biggest attractions because they are the best fighters for each

weight class. The new weight class could also bring in new, talented fighters who were too small to compete at 155 pounds, but can excel at 140 pounds. This would present the UFC the opportunities to find new superstars to market and to enhance the overall competitiveness of their events.

The last suggestion I have for the UFC is to create a UFC TV channel. This channel would be based on those of the other professional sports leagues, including NFL Network, MLB TV, NBA TV, and NHL TV. These are premium channels that require a monthly payment for subscription and show a lot of games and sport-related programming that cannot be seen on regular cable channels. These channels are solely dedicated to their respective sport and are quite popular amongst hardcore fans of each sport who want to get more coverage on the sport than what is offered on basic cable channels. The monthly subscription revenue earned by these channels is a good source of revenue for each respective sports league.

The UFC TV channel could have programming that includes fight highlights from past events, instructional programming on mixed martial arts, documentaries on some of the UFC fighters, talk shows, and much more. Based on the growing popularity of MMA and the UFC, a UFC TV channel could generate enough demand amongst MMA fans to make it a worthwhile investment. Also, since the UFC is not shown very often on cable television (only selectively on SpikeTV), this channel could be very popular with fans who want to watch more UFC programming on a regular basis.

Conclusion

In the past 10 years, the UFC has gone from nearly bankrupt to industry leader. It has built a successful business model that has generated success for itself and for the mixed martial arts industry as a whole. However, threats still exist to the mixed martial arts industry as many people still oppose the sport as being too violent. Through good publicity tactics, the UFC can attempt to curb this opposition and help the sport become more widely accepted. The UFC can also take certain steps, such as holding events at larger venues, holding more events outside the U.S., adding a new weight class, and creating a UFC TV channel, to continue to grow as the industry leader in mixed martial arts.

APPENDICIES

EXHIBIT 1—UFC's Octagon

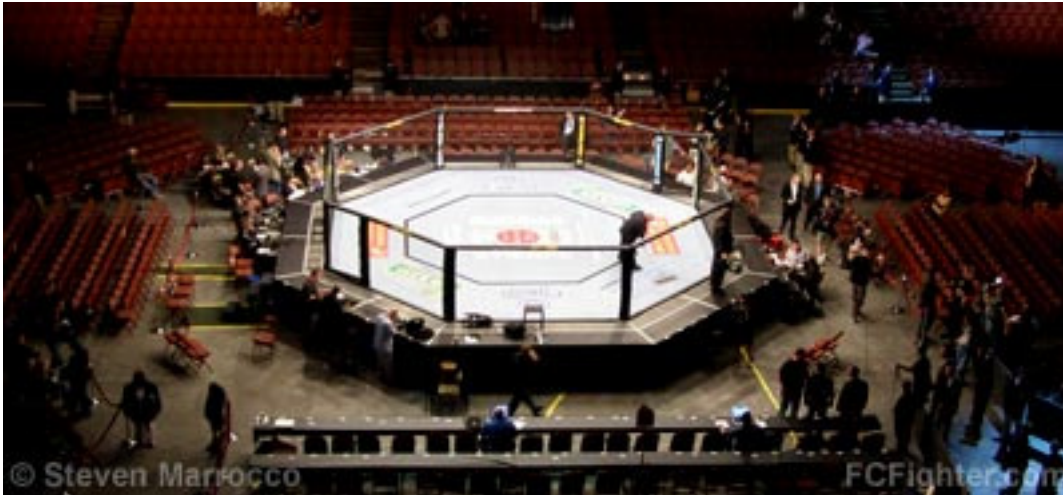


EXHIBIT 2—Rules of UFC (courtesy of UFC.com)

Weight classes:

Lightweight - over 145 lbs. to 155 lbs.

Welterweight - over 155 lbs. to 170 lbs.

Middleweight - over 170 lbs. to 185 lbs.

Light Heavyweight - over 185 lbs. to 205 lbs.

Heavyweight - over 205 lbs. to 265 lbs.

Bout duration:

All non-championship bouts shall be three rounds.

All championship bouts shall be five rounds.

Rounds will be five minutes in duration.

A one-minute rest period will occur between each round

Fouls:

1. Butting with the head.
2. Eye gouging of any kind.
3. Biting.
4. Hair pulling.
5. Fish hooking.
6. Groin attacks of any kind.
7. Putting a finger into any orifice or into any cut or laceration on an opponent.
8. Small joint manipulation.

9. Striking to the spine or the back of the head.
10. Striking downward using the point of the elbow.
11. Throat strikes of any kind, including, without limitation, grabbing the trachea.
12. Clawing, pinching or twisting the flesh.
13. Grabbing the clavicle.
14. Kicking the head of a grounded opponent.
15. Kneeing the head of a grounded opponent.
16. Stomping a grounded opponent.
17. Kicking to the kidney with the heel.
18. Spiking an opponent to the canvas on his head or neck.
19. Throwing an opponent out of the ring or fenced area.
20. Holding the shorts or gloves of an opponent.
21. Spitting at an opponent.
22. Engaging in an unsportsmanlike conduct that causes an injury to an opponent.
23. Holding the ropes or the fence.
24. Using abusive language in the ring or fenced area.
25. Attacking an opponent on or during the break.
26. Attacking an opponent who is under the care of the referee.
27. Attacking an opponent after the bell has sounded the end of the period of unarmed combat.
28. Flagrantly disregarding the instructions of the referee.
29. Timidity, including, without limitation, avoiding contact with an opponent, intentionally or consistently dropping the mouthpiece or faking an injury.
30. Interference by the corner.
31. Throwing in the towel during competition

Ways To Win:

1. Submission by:
 - Physical tap out.
 - Verbal tap out.
2. Technical knockout by the referee stopping the contest.
3. Decision via the scorecards, including:
 - Unanimous decision** [all judges pick the same fighter as the winner]. **Split decision** [One judge picks one fighter, the other two judges pick the other fighter].
 - Majority decision** [Two of three judges pick the same fighter as the winner, the final judge says the fight was a draw].
 - Draw, including:
 - Unanimous draw.
 - Majority draw.
 - Split draw.
4. Technical decision.
5. Technical draw.
6. Disqualification.
7. Forfeit.
8. No contest.

Referee may Restart the round:

If the fighters reach a stalemate and do not work to improve position or finish.

Absolute adherence to commission mandated rules for MMA:

Commission approved gloves

Weight classes

Time limits and rounds

Mandatory drug testing

No head butting or kicking to the downed opponent

No knees to the head of a downed opponent

No downward point of the elbow strikes

No strikes to the spine or the back of the head

No groin or throat strikes

State Athletic Commission approval in such major states as New Jersey, Nevada, Florida & Louisiana.

EXHIBIT 3—Styles of Mixed Martial Arts (MMA) (courtesy of UFC.com)**Boxing**

The skill or sport of fighting with the fists usually with padded leather gloves. Referred to as the "sweet science," boxers use elaborate foot maneuvers and quick jabs for offense.

Brazilian Jiu-Jitsu

In the mid-1920's, Carlos Gracie opened the Gracie Jiu-Jitsu Academy in Rio de Janeiro, Brazil. He taught the skills he learned from Japanese Judo master Esai Maeda. The skills were later modified to use less strength and to be more effective against larger opponents. Brazilian Jiu-Jitsu's reputation spread due to the success of its practitioners in no holds barred contests.

Freestyle Wrestling

Possibly the world's oldest sport. Contestants struggle hand to hand attempting to throw or take down their opponent without striking blows. Some of the many styles of wrestling are Freestyle, Greco-Roman, and catch as catch can.

Greco-Roman Wrestling

Possibly the worlds oldest sport. Contestants struggle hand to hand attempting to throw or take down their opponent without striking blows. Some of the many styles of wrestling are Freestyle, Greco-Roman, and catch as catch can.

Jiu Jutsu

Ancient Japanese martial art that encompasses throwing, joint locks, striking, and weapons training.

Judo

Sportive Japanese martial art founded in 1882 by Jigoro Kano. Derived from Jujutsu, Judo is now an Olympic sport that emphasizes throws. Striking is not allowed in competition Judo.

Karate

Name used to identify many Japanese and Okinawan martial arts. While known for powerful, linear techniques, many Karate styles also incorporate softer, circular techniques. Some of the popular styles of Karate are Kyokushinkai, Shotokan, Goju-Ryu, Shorin-Ryu, and Kenpo which was the first "Americanized" version of Karate.

Kickboxing

Sportive martial art combining boxing punches and martial arts kicks. Many different styles with different rules exist such as Muay Thai, Full Contact Karate, and Asian Rules Fighting.

Kung Fu

Also referred to as Gung Fu, Chinese Boxing, and Wu Shu. There are hundreds of Kung Fu styles. Many are patterned after the movements of animals. Some well known styles of Kung Fu are Wing Chun, Praying Mantis, Pau Kua, Tai-Chi-Ch'uan, and Shuai Chiao.

Tae Kwon Do

One of the most practiced martial arts in the world, Tae Kwon Do is a Korean style known for its flashy kicking techniques.

Wrestling

Possibly the world's oldest sport. Contestants struggle hand to hand attempting to throw or take down their opponent without striking blows. Some of the many styles of wrestling are Freestyle, Greco-Roman, and catch as catch can.

EXHIBIT 4--(courtesy of <http://www.sbnation.com/2010/2/16/1312731/ufc-ppv-numbers-2009>)

Top 10 PPV buy rates, 2009

- 1. UFC 100:** Brock Lesnar vs. Frank Mir, July 11 - 1.6 million
- 2. Boxing:** Manny Pacquiao vs. Miguel Cotto, Nov. 14 - 1.25 million
- 3. Boxing:** Floyd Mayweather Jr. vs. Juan Manuel Marquez, Sept. 19 - 1.05 million
- 4. UFC 94:** Georges St. Pierre vs. B.J. Penn, Jan. 31 - 920,000
- 5. UFC 101:** B.J. Penn vs. Kenny Florian/Anderson Silva vs. Forrest Griffin, Aug. 8 - 850,000
- 6. Boxing:** Manny Pacquiao vs. Ricky Hatton, May 2 - 825,000
- 7t. UFC 107:** B.J. Penn vs. Diego Sanchez, Dec. 12 - 650,000
- 7t. UFC 97:** Anderson Silva vs. Thales Leites/Chuck Liddell vs. Mauricio Rua, April 18 - 650,000
- 9. UFC 98:** Lyoto Machida vs. Rashad Evans/Matt Hughes vs. Matt Serra, May 23 - 635,000
- 10. Wrestling:** WWE WrestleMania 25, April 5 - 582,000