



# BAMMA

DIFFERENT WORLDS COLLIDE IN  
AN EPIC BATTLE OF CHAMPIONS

Mixed Martial Arts Special Events 

**CONTENT**  
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**Witness the planet's most elite fighting machines going toe-to-toe in a bid to become the next BAMMA champion! Capturing the entertainment and sporting prowess on display in the world's fastest growing sport, Europe's leading Mixed Martial Arts (MMA) promoter BAMMA presents a series of explosive competition specials.**

Each live event from The British Association of Mixed Martial Arts (BAMMA) features a line up of adrenaline-fuelled contests that attract the cream of worldwide MMA talent. The combination of prestigious venues, stunning fight cards and title deciders, exceptional production values and a presenting crew including renowned sports commentator Michael Schiavello delivers must-see programming for sports fans.

MMA brings together the very best martial artists from the various disciplines to compete against each other on a level playing field. From TV viewership to press coverage to record crowds at events, MMA has experienced a massive 790% increase in TV broadcasts,

grassroots participation, live events and merchandise revenue worldwide and is now the second most watched sport in the USA.

Highly anticipated by MMA fans around the world, BAMMA events have made an explosive impact in the international sporting arena, attracting A-List fans such as Oscar winner Cuba Gooding Jr., cricket legend Freddie Flintoff and boxing superstar David Haye.

MMA is also quickly being embraced by a much larger and more diverse fan base. In one BAMMA audience alone, a huge 84% reported that they were attending their first event, signalling the rapid influx of new fans and an average of 30% of the audience were female.

With a calendar of high-octane events lined up, BAMMA continues its growth into a global brand. Live broadcasts, highlights shows and existing archive footage are now available worldwide (excluding UK) across all platforms – ensuring MMA fans a front row seat at the world's most scintillating contest.

## Mixed Martial Arts Special Events

Produced by The British Association of Mixed Martial Arts

### CONTENT TELEVISION

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