

THE POPULARITY OF UFC

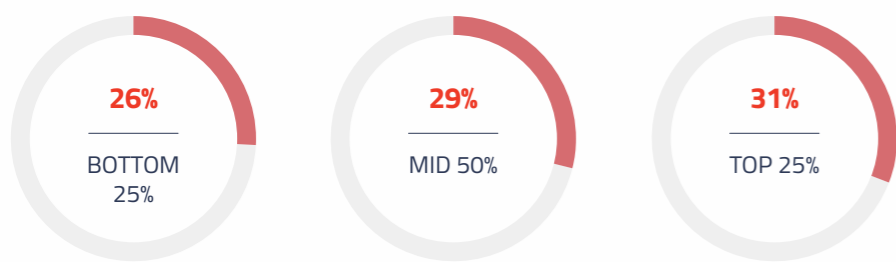
% of internet users aged 16-64 who are UFC Fans



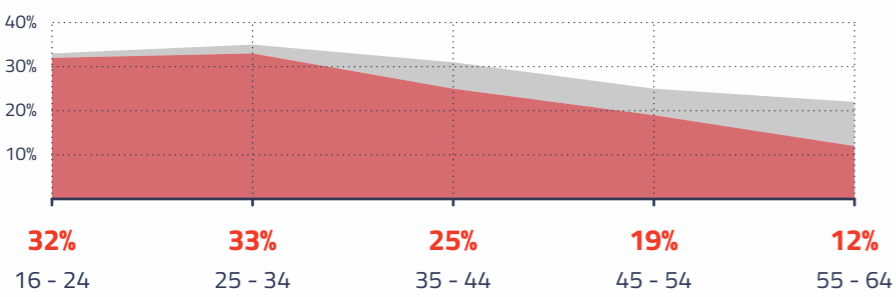
REGION	PERCENTAGE
NORTH AMERICA	20%
LATIN AMERICA	35%
EUROPE	16%
MIDDLE EAST & AFRICA	23%
ASIA PACIFIC	31%

35% | GENDER | 19%

INCOME



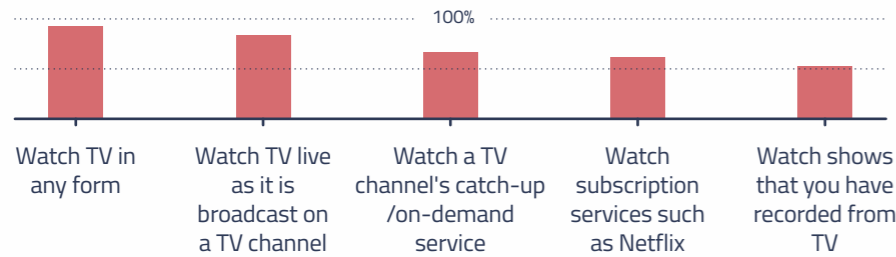
AGE



ENTERTAINMENT

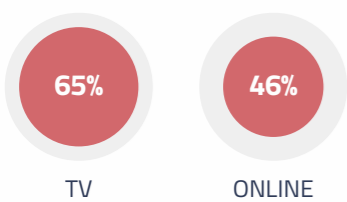
TV BEHAVIORS

% who watch TV in the following ways at least weekly



SPORT ENGAGEMENT

% who watch their competition via...

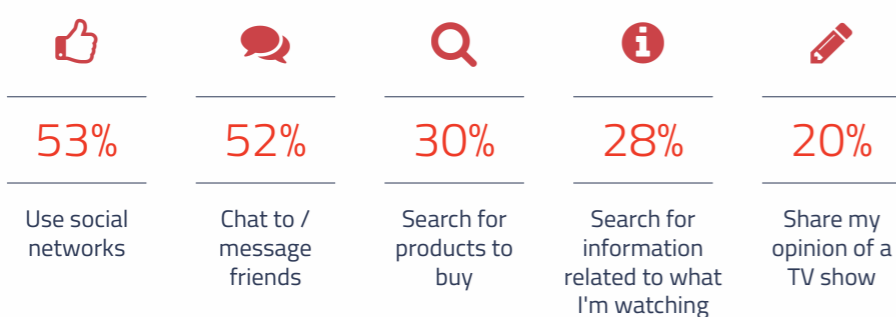


TV CHANNELS

% who have watched the following TV channels in the past 12 months



TOP 5 SECOND-SCREENING ACTIVITIES



GWIC COVERAGE

Americas: Argentina, Brazil, Canada, Mexico, USA

EMEA: Belgium, Egypt, France, Germany, Ghana, Ireland, Italy, Kenya, Morocco, Netherlands, Nigeria, Poland, Portugal, Russia, Saudi Arabia, South Africa, Spain, Sweden, Turkey, UAE, UK

APAC: Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam

PRO PLATFORM™

Analyze any audience, date range or selection of countries / regions and build bespoke audiences based on our wide range of demographic, attitudinal and behavioral variables.

GWIQ™

Connect your digital audiences to the GWI panel using passively monitored visitation to run ad effectiveness, audience targeting validation and web analytics.

REPORTS

Flagship Reports: Key insights on social networking, device usage, online purchasing and entertainment.

Market & Region Reports: Digital behaviors and trends at a national or regional level.

Audience Reports: In-depth examinations of particular groups' attitudes, interests & behaviors.

Trend Reports: Tracking the stories of the moment.

Insight Reports: Deep-dives into some of the most pressing topics for marketers.

CUSTOM RESEARCH

Having an existing relationship with our core respondents allows us to "re-contact" them. Doing this we can:

- Create bespoke projects designed to gather the specific information you need
- Synchronize 20,000 GWI Core data points with the custom re-contact data set.
- Run custom projects at any time during the year
- Provide questionnaire writing consultancy with a Custom Research Analyst
- Write insight reports based on this research to offer actionable recommendations
- Conduct audience targeting

27% OF INTERNET USERS ARE UFC FANS
31% OF INTERNET USERS ARE BOXING FANS

UFC FANS VS BOXING FANS



SOUTH KOREA IS THE COUNTRY WHERE UFC FANS OUTNUMBER BOXING FANS THE MOST - 31% vs. 21%

UFC FANS ARE 31% MORE LIKELY THAN AVERAGE TO SAY THEY BUY BRANDS THEY SEE ADVERTISED - 52% DO

BOXING FANS ARE 28% MORE LIKELY THAN AVERAGE TO SAY THEY TEND TO BUY THE PREMIUM VERSION OF A PRODUCT - 60% DO

72% OF UFC FANS AND 73% OF BOXING FANS WATCH SPORTS COVERAGE ONLINE

61% OF UFC FANS & 65% OF BOXING FANS PAY FOR A SUBSCRIPTION CABLE/SATELLITE TV SERVICE

8 IN 10 UFC AND BOXING FANS SECOND-SCREEN VIA A MOBILE

1 IN 4 UFC FANS AND BOXING FANS ON FACEBOOK COMMENTED ON A SPORTS EVENT OR MATCH ON FACEBOOK LAST MONTH

Unless stated otherwise, all figures are taken from Q2 2017 wave of research among 82,716 internet users aged 16-64 across 36 countries. Among this cohort, 15,457 said they watch the Ultimate Fighting Championship on TV or online, and 17,888 said they watch Professional Boxing on TV or online.

THE POPULARITY OF BOXING

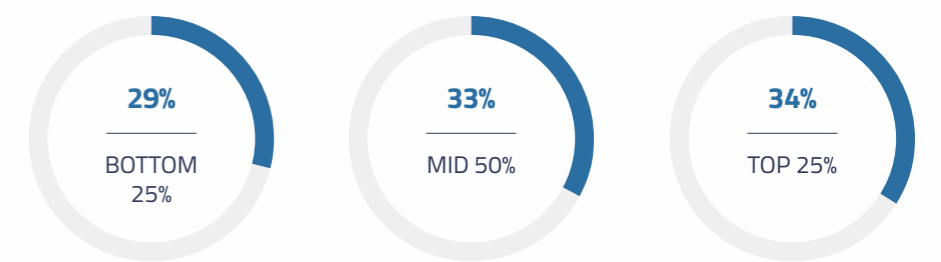
% of internet users aged 16-64 who are Boxing Fans



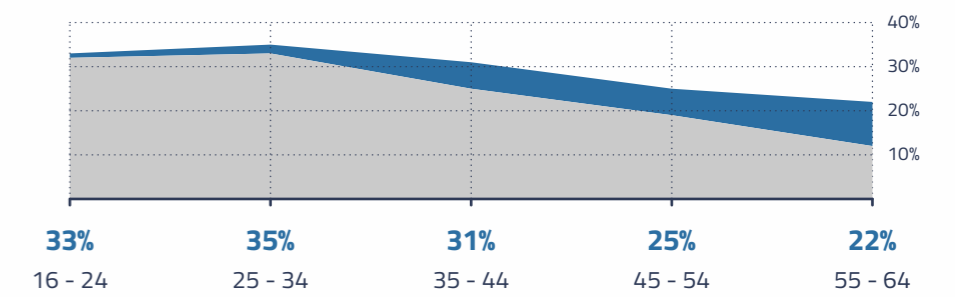
REGION	PERCENTAGE
NORTH AMERICA	19%
LATIN AMERICA	41%
EUROPE	23%
MIDDLE EAST & AFRICA	26%
ASIA PACIFIC	34%

38% | GENDER | 22%

INCOME



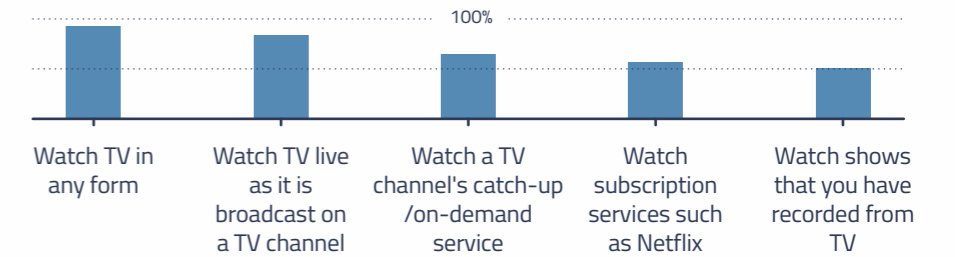
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ENTERTAINMENT

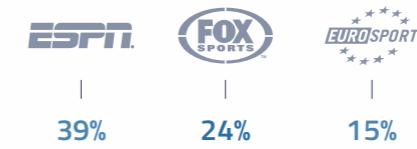
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