



UFC 2020

A YEAR IN REVIEW

UFC



grabbyo

INTRODUCTION

While 2020 has been a challenging year for live sport, UFC has adapted its content production process in order to drive deeper audience engagement and OTT revenue.

UFC has grown its social audience by providing innovative live content formats on social & digital channels, as well as behind-the-scenes access for fans. These strategies were a quick reaction to changes in video consumption and a reshaped production environment that evolved throughout the year.

This report explores the content, tools and tactics that UFC has employed to keep its fans connected to the sport from a distance, without compromising on quality.



THE NUMBERS



Followers

53.1M

75% GROWTH

Video Views

7.1B

Video Interactions

130.4M



Followers

24.2M

31.2% GROWTH

Video Views

2.6B

Video Interactions

615.3M



Followers

8M

7.7% GROWTH

Video Views

377.9M

Video Interactions

19.5M



Followers

10.7M

25.6% GROWTH

Video Views

1.4B

Video Interactions

18B

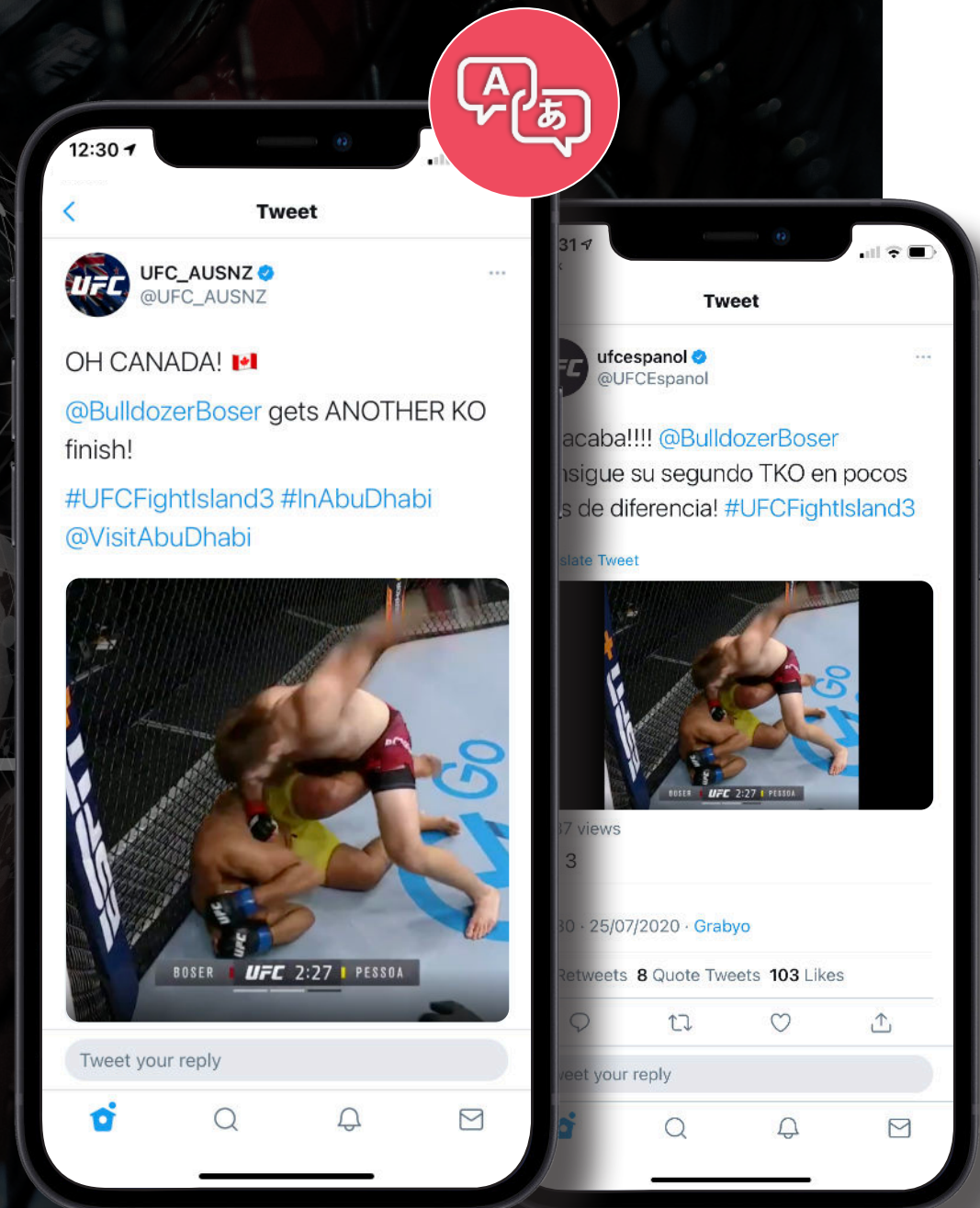


GLOBAL TO LOCAL

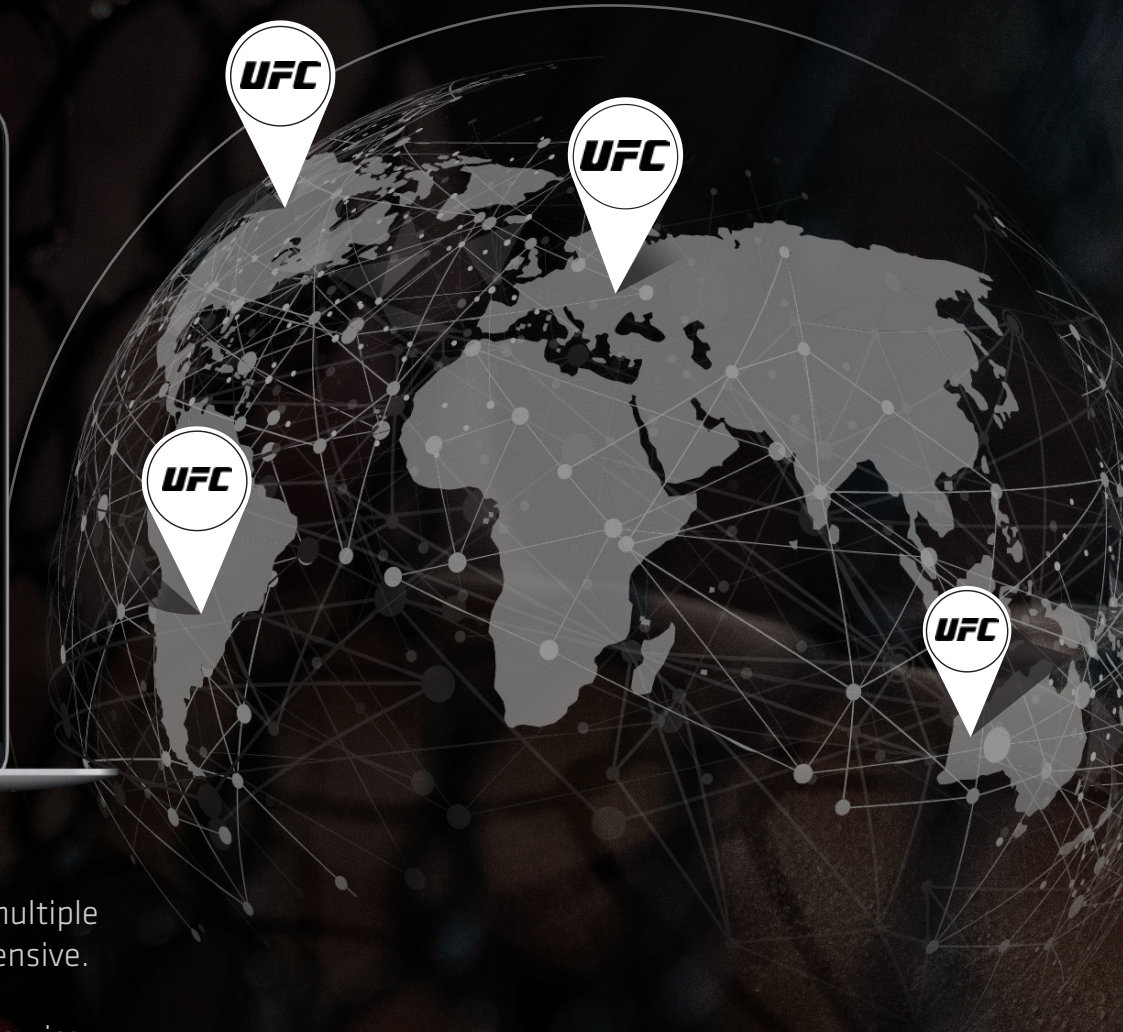
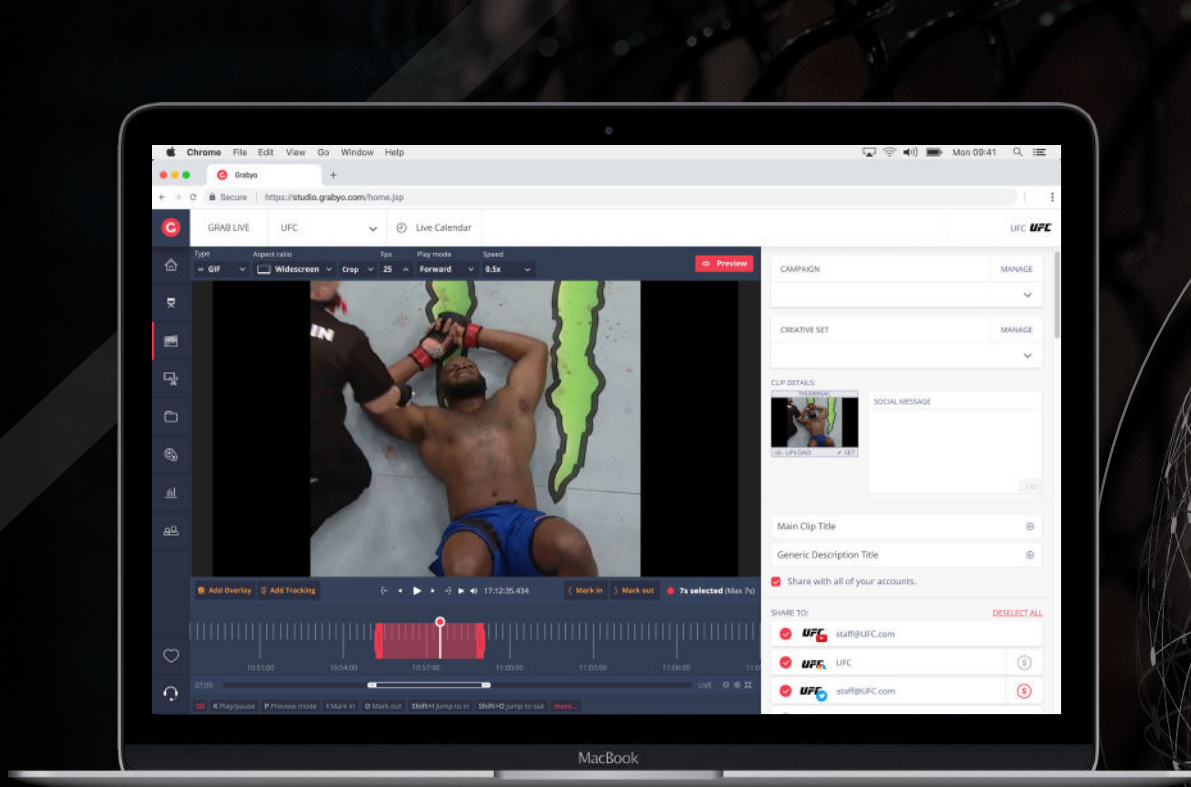
UFC

Growing a global fanbase takes time and a continued focus on the needs of the local fanbase. UFC has focused its efforts on ensuring that its content, with its global appeal, is localized for regional audiences across US/Canada, LatAm, EMEA, & APAC.

Personalization has been the focus of content teams in the sports media industry for some time. Audiences will respond to content that is tailored to them, whether it's delivering native language commentary, formatting for specific devices and digital channels, or featuring international athletes that have local appeal.



GLOBAL TO LOCAL



Using traditional broadcast hardware or software, delivering content to multiple destinations in multiple languages is laborious, time consuming and expensive.

Using Grabyo Studio, Grabyo's real-time clipping, editing and publishing service, UFC is able to streamline this process and ensure it is first to market with content across multiple regions simultaneously.

Grabyo enables the rapid sharing and redistribution of customized content within a single, distributed workflow. The UFC content and production teams can collaborate remotely from anywhere in the world.



LIVE INNOVATION



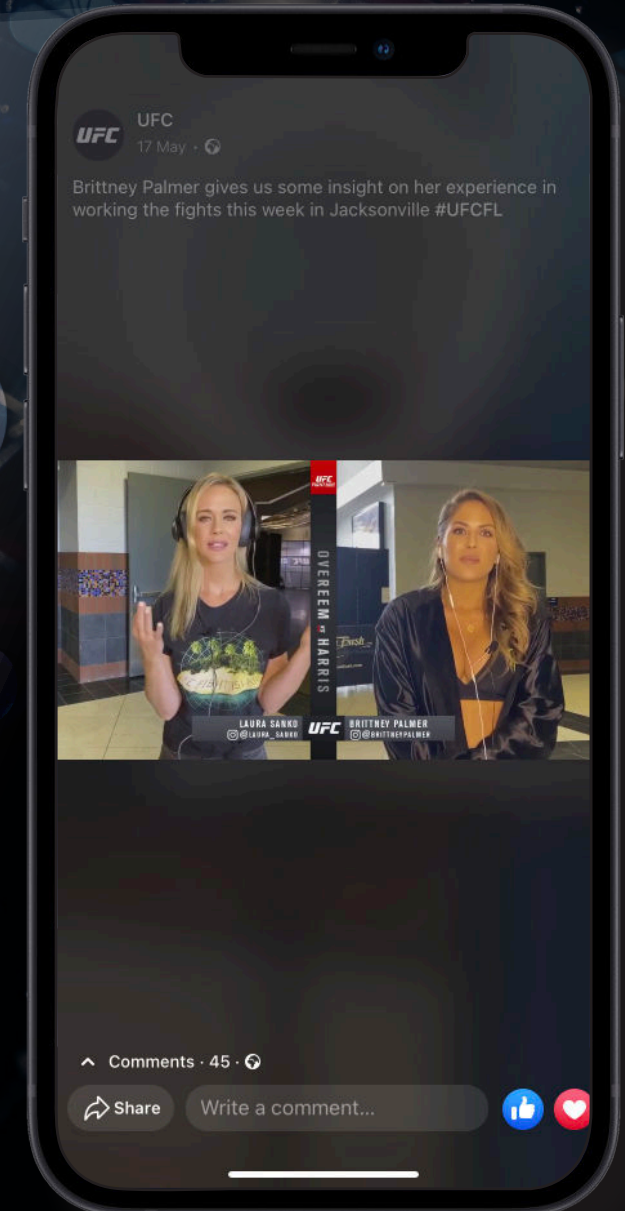
CONTENT



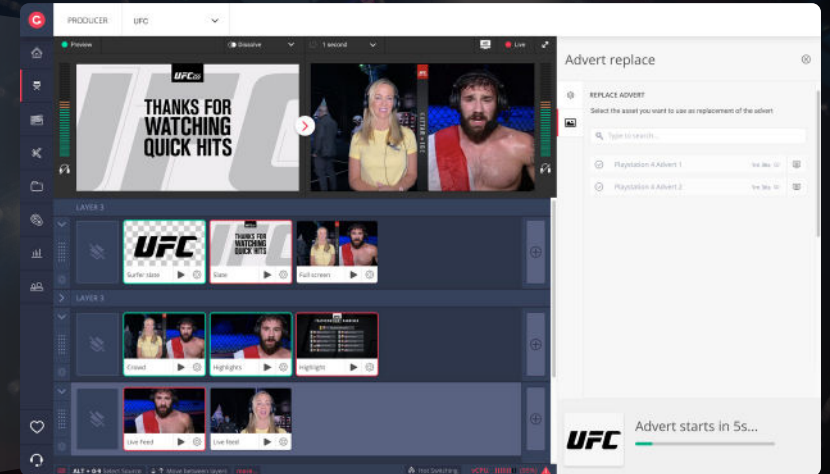
UFC has consistently been on the forefront of innovation in content formats. When social distancing measures were put in place across the world, UFC needed to adapt quickly to deliver the raw, unfiltered content fans had come to expect.

UFC launched a new live Facebook show, Quick Hits, to give fans access to fighters in short interview segments, broadcast live during headline events.

UFC has broadcast 20 Quick Hits shows to date, achieving 72.5M video views, and within that, 26.7M minutes of video has been watched. Quick Hits posts have hit over 121M impressions.

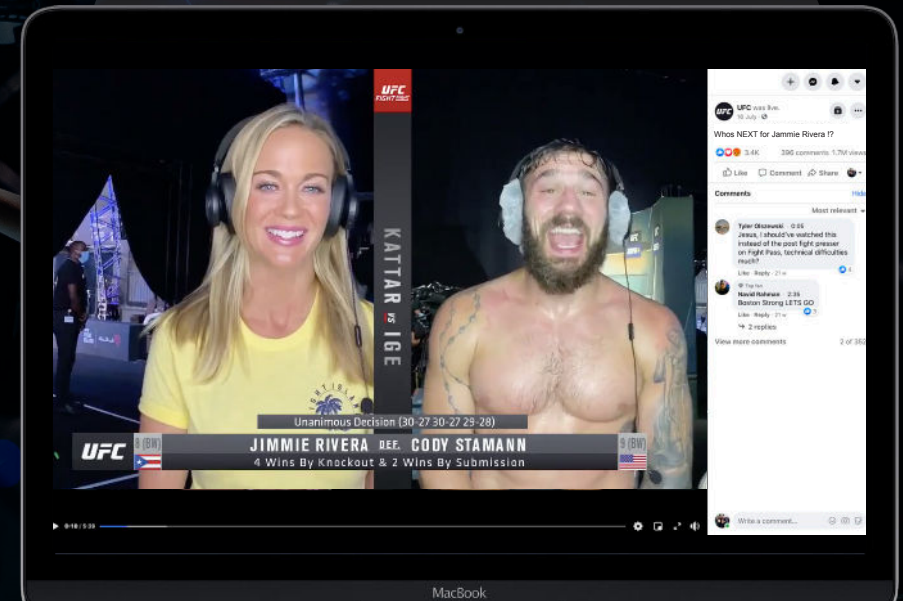


LIVE INNOVATION PRODUCTION



In order to deliver Quick Hits with minimal crew and equipment, UFC used Grabbyo Producer and Grabbyo's integration with LiveU to broadcast high quality video directly to Facebook Live.

The workflow was able to facilitate social distancing, while the presenter and talent could discuss the fights and interact in real-time. UFC has evolved this workflow to include high grade cameras and Grabbyo's remote contribution features to bring in remote guests for various segments of the shows.



THE JOURNEY



Delivering a successful social strategy for UFC has been more vital in 2020 than ever before. With fans unable to attend fight nights, the content and production staff had to bring the entire experience to fans on connected platforms, delivered via the cloud via Grabyo.

Leveraging new content production strategies, the UFC social team has created an experience that gives fans the chance to feel as if they are on-site, at the weigh-ins and in the front row of the octagon.

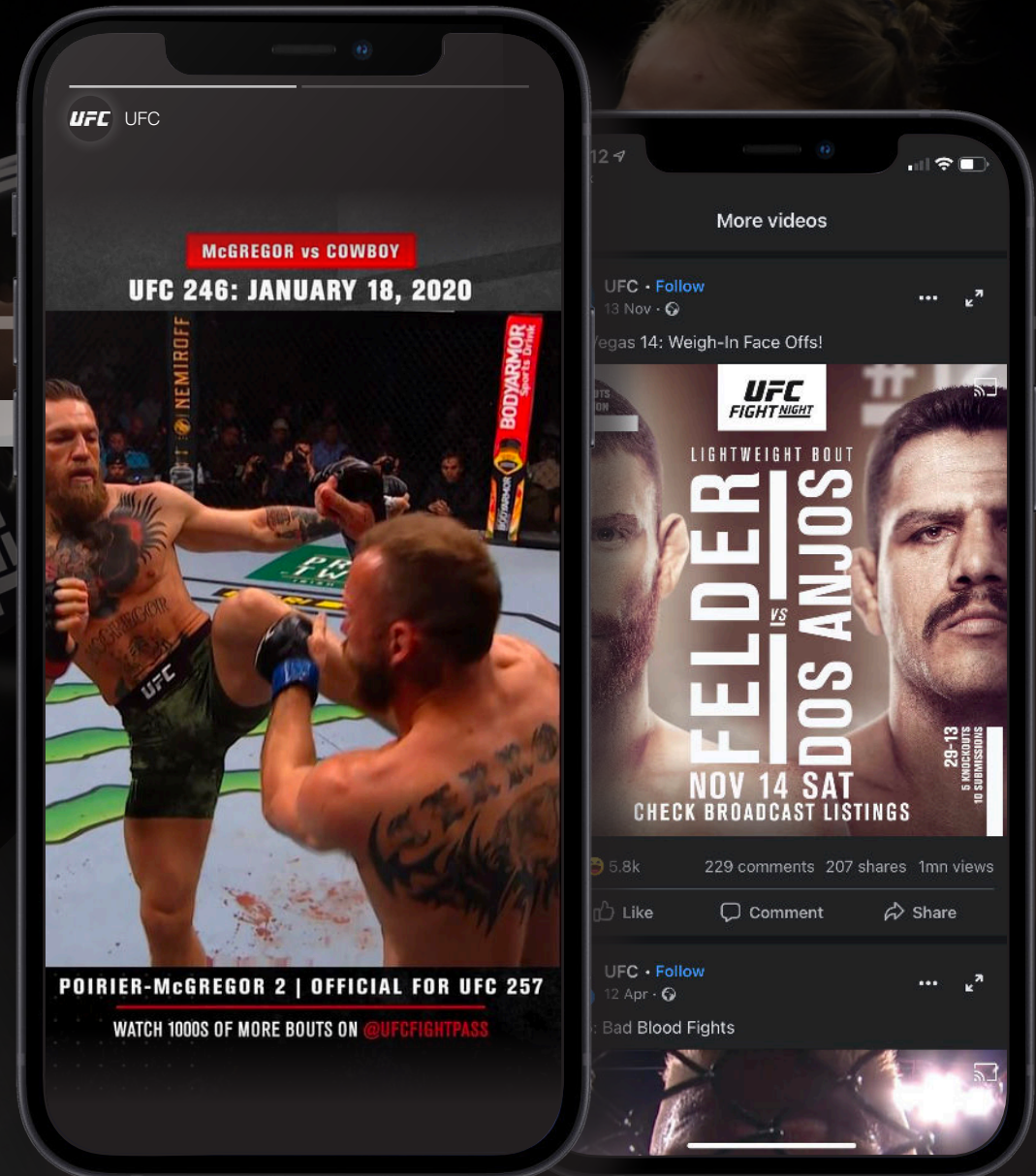
From clips of weigh-ins and interviews leading up to fights, to real-time highlights and live shoulder content, UFC created a second screen experience for fans that was almost as good as being there, for every fan around the world.

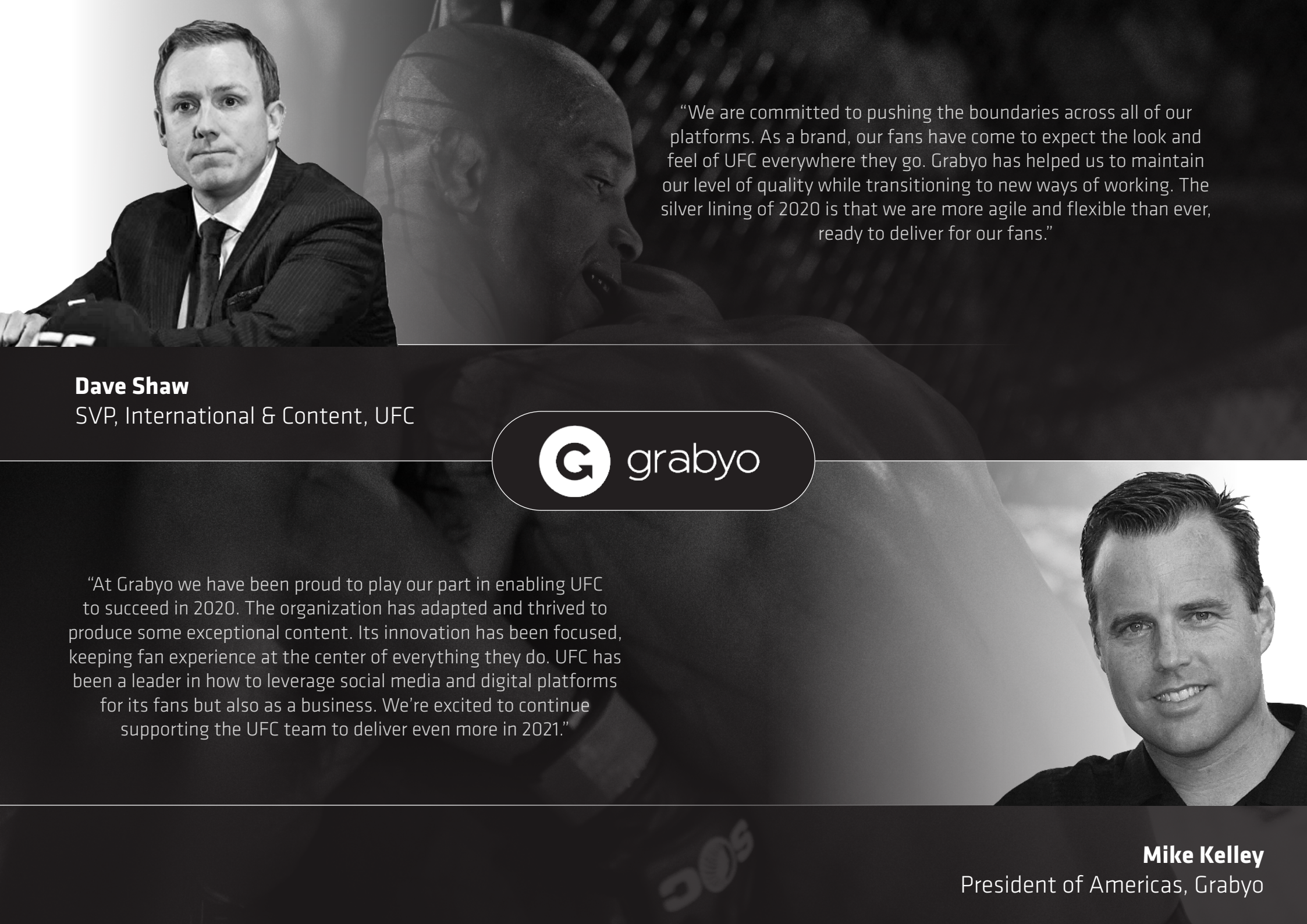
CROSS PLATFORM PROMOTION



UFC uses its multi-platform video strategy to give fans the flexibility to follow the sport across any platform or device. It also leverages its vast audience base to drive tune-in to its broadcast events with regional carriers, and its bespoke OTT offering, UFC Fight Pass.

UFC does this seamlessly with post-bumper ads and branded content on Facebook, Twitter, and Instagram. Managing its content within Grabyo, its digital team is able to share and disseminate assets in the cloud, ensuring every piece of content is created at a standard that the brand sets.





"We are committed to pushing the boundaries across all of our platforms. As a brand, our fans have come to expect the look and feel of UFC everywhere they go. Grabyo has helped us to maintain our level of quality while transitioning to new ways of working. The silver lining of 2020 is that we are more agile and flexible than ever, ready to deliver for our fans."

Dave Shaw

SVP, International & Content, UFC



"At Grabyo we have been proud to play our part in enabling UFC to succeed in 2020. The organization has adapted and thrived to produce some exceptional content. Its innovation has been focused, keeping fan experience at the center of everything they do. UFC has been a leader in how to leverage social media and digital platforms for its fans but also as a business. We're excited to continue supporting the UFC team to deliver even more in 2021."

Mike Kelley

President of Americas, Grabyo



UFC