

Mixed Martial Arts Fighters Association



THE UFC IS A MONOPOLY

- In 2015, the UFC generated \$609 Million in revenue
- Revenue Share paid to Fighters was ~ 19%



UFC Dominance Continues to Grow

- In 2022, the UFC generated \$1.140 Billion in revenue
- Revenue Share paid to Fighters shrunk to ~ 13%



UFC Dominance Continues to Grow

- In 2015, UFC EBITDA was \$189 million with 31% margins
- In 2022, UFC EBITDA was \$629 million with 55% margins



UFC Dominance Continues to Grow

- In 2015, UFC net profit was \$119 million with 31% margins
- In 2022, UFC net profit was \$387 million with 34% margins



UFC Market Dominance Is Indisputable

- Matchroom Boxing, one of the three largest boxing promotions, reported profits of just ~ \$14 million



UFC Market Dominance Is Indisputable

- \$387 Million in Net Profits Likely Exceeds the Profits of All Other MMA Promotions and Boxing Promotions, Combined



UFC Market Dominance Is Indisputable

- Incredibly, despite these results, fighter pay in 2022 of ~ \$146 million is less than the estimated fighter pay in 2016 of ~ \$148 million

- Source: John Nash, Bloody Elbow



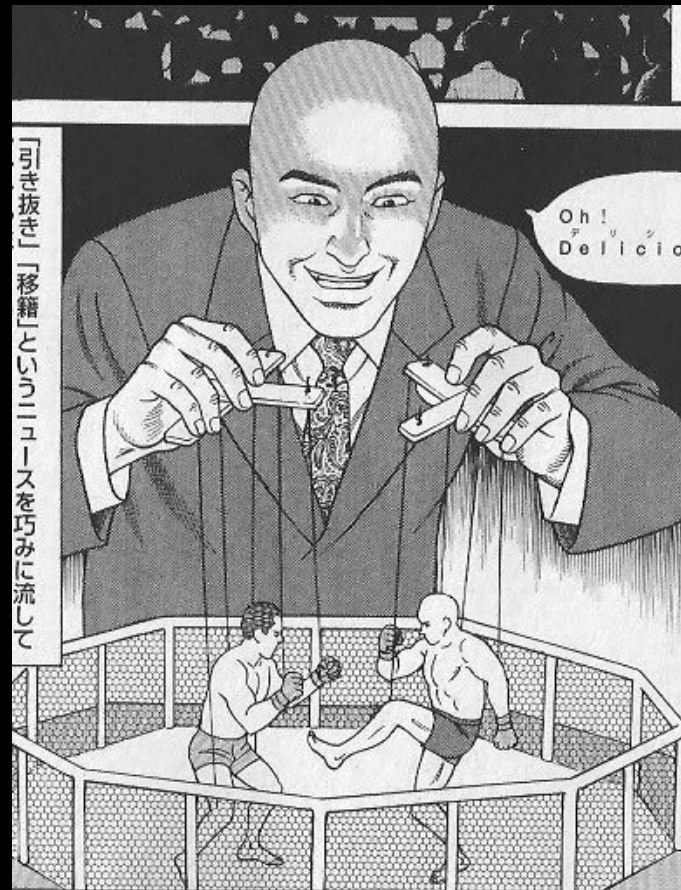
UFC Market Dominance Is Indisputable

- In Other Words, These Four Individuals have made more than all Fighters in UFC History (~ 2,500)—combined.



How Did the UFC Accomplish this Result?

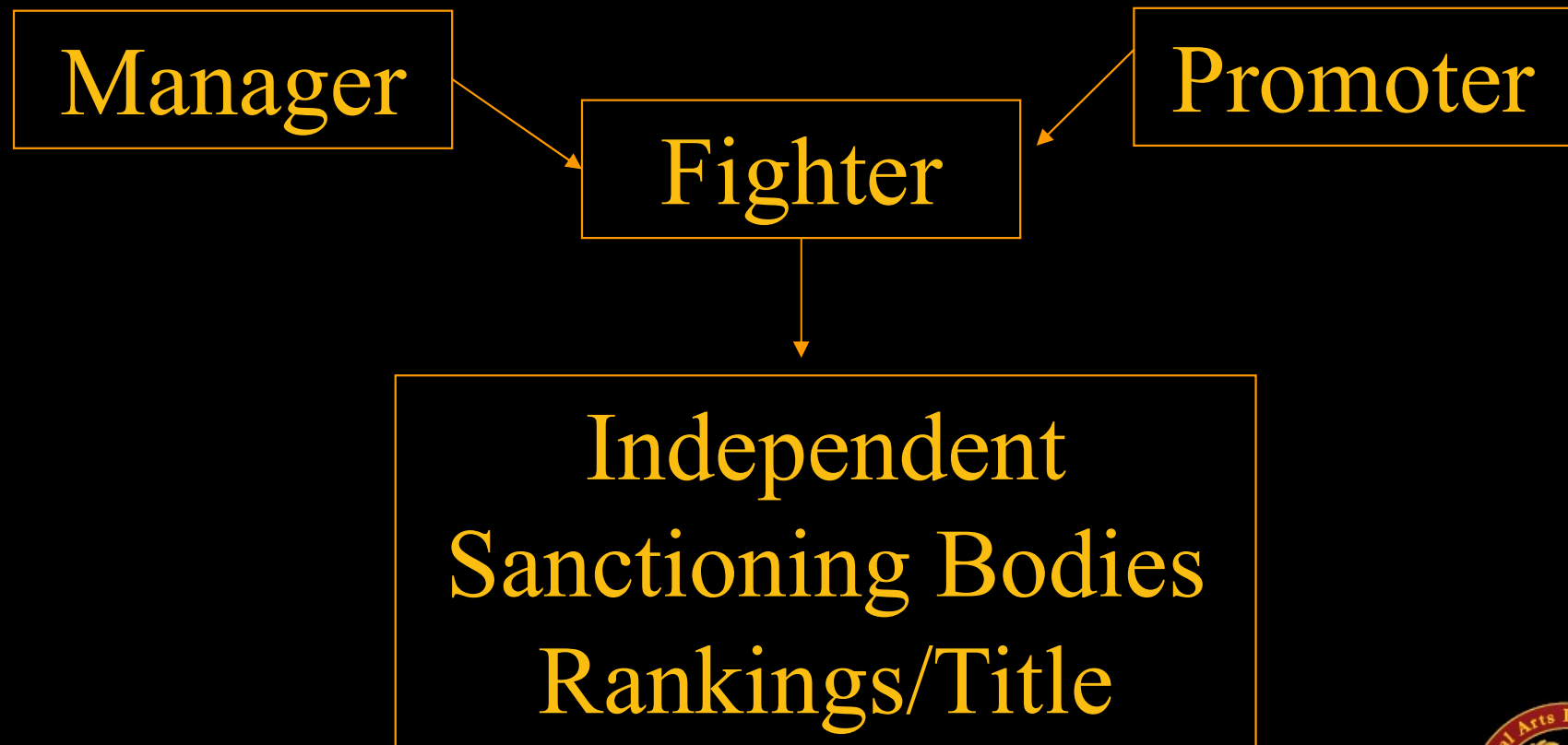
Corruption Hiding In Plain Site



The Structure of Combat Sports and The Art of Matchmaking



Structure of Combat Sports Throughout History



The Art of Matchmaking Is Unique To Combat Sports

- Combat Sports are Inherently Dangerous and Can Result in Death
- Individual Sports are Not Leagues, and No Set Schedule Exists
- The Manager Must Be Empowered to Protect the Fighter



The Art of Matchmaking Is Unique To Combat Sports



- When The Structure of Combat Sports is Circumvented or Disregarded- Fighters Are Endangered and Exploited



The Art of Matchmaking Is Unique To Combat Sports



“If you don’t like the first opponent I give you, you sure as shit aren’t going to like the second.” –Joe Silva



The Structure of Combat Sports Through Time



International Boxing Club of N. Y., Inc. v. U.S., 358 U.S. 242 (1959):

1. IBC exploited fighters by circumventing the structure of combat sports through collusion
2. Established that Championship Bouts are a separate market generating far higher revenue and public interest
3. IBC lost and was prohibited from using any exclusive agreements for 5 years



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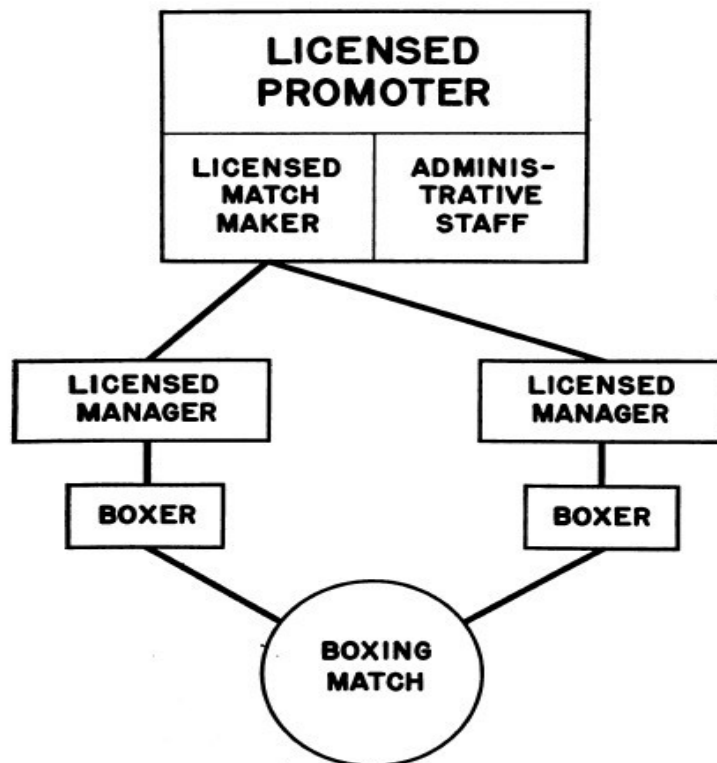


Hearings Before Subcommittee on Antitrust and Monopoly: December 1960

PROFESSIONAL BOXING

277

BASIC ORGANIZATION OF BOXING PROMOTIONS



Senate Hearings
Held to determine
the fix for collusion
in maintaining
monopoly over
championship bouts



The Muhammad Ali Boxing Reform Act

Hearing on H.R. 1832: June 29, 1999

Another problem with the sport is the monopoly of the championship titles held by a very few promoters. The word ``options'' is what keeps this monopoly alive. To fight one of these promoters' champions, your fighter has to sign options. This keeps the title under the promoters contract. A promoter may argue that such demands make it more fair because the promoter would not care which fighter won since he had both under contract. However, this type of argument fails because a promoter, even with both fighters under contract, may still favor the more ``marketable'' fighter. If two promoters are involved, one should do what he can to protect his fighter against any favoritism.

If there is less monopoly, it would create more competition which would force promoters to negotiate and to execute these contracts with good business practices. This alone would bring much integrity to the sport. As H.R. 1832 places limiting options to one year, it does take a step towards breaking the monopoly.



The UFC's Corruption Makes Don King Look Like Santa Claus



Even after repeatedly being accused of fraud, theft and bribery, Don King paid his fighters multiples of what the UFC pays fighters today



The UFC Doesn't Need to Collude or Corrupt 3rd Parties, They Have Corrupted Sport Itself

By Controlling Rank and Title—The UFC Has Monopolized MMA

- No Special Sauce Is Involved, No Promotional Genius
- They are masquerading as “sport” while being enabled to operate as a reality show



Issuing Rank and Title Gives Promoter “Total Control” over Fighter Career

Boxing Promoter Lou Dibella’s answer during deposition

²⁴ DiBella Dep. at 62:10-23 (“Q. If Dibella Entertainment issued its own titles and ranks of boxers would that increase the control that DiBella Entertainment would have over the boxers? A. Obviously. Q. Why is that obvious? A. The entity -- you would have total control. The entity paying the fighter would be the one determining who the champion is, determining who the challengers would be and basically, would put it into a, you know, a near total control over the fighter.”).



The UFC Doesn't Need to Collude or Corrupt 3rd Parties, They Have Corrupted Sport Itself

After Acquiring and Shutting Down Pride, WEC, WFA and while the Strikeforce acquisition was pending, Joe Silva wrote to Dana White, Lorenzo Fertitta and Sean Shelby: “We Own MMA”

From: Joe Silva
Sent: Saturday, February 12, 2011 9:39 AM
To: Dana White; D F. W; Lorenzo Fertitta; Sean Shelby
Subject: We Own MMA

Heavyweight: 15 out of 25 6 out of top ten

Light Heavyweight: 19 out of 25 9 out of top ten

Middleweight: 18 out of 25 8 out of top ten

Welterweight: 21 out of 25 8 out of top ten

Lightweight: 17 out of 25 6 out of top ten

Featherweight: 14 out of 25 6 out of top ten

Bantamweight: 17 out of 25 9 out of top ten



STRUCTURE OF MIXED MARTIAL ARTS WITH PROMOTIONAL CONTROLLED RANK AND TITLE



BROKERS

FIGHTERS



PROMOTIONAL CONTROLLED RANK AND TITLE IS A REALITY SHOW PRODUCTION-NOT A SPORT

During a slap fighting contest, participants utilize blows to defeat an opponent without the use of gloves and opponents are not able to defend themselves. Gloves and the ability for participants to defend themselves, among other safety requirements in our laws and rules, are in place to protect the safety and welfare of all participants. In addition, it's unknown if these participants are trained in the sport of martial arts. If not, this type of a contest may be considered "Combative Fighting" which is illegal in our state.

-Christine Anthony, Washington



PROMOTIONAL CONTROLLED RANK AND TITLE IS A REALITY SHOW PRODUCTION-NOT A SPORT

The UFC's Chief Operating Officer admitted UFC titles were not real and merely Ceremonial

“But then it wasn't a title shot, but yet it was for a title shot,” Mullin shot back. “Then that means the world championship belt that the UFC has isn't really a world championship belt. It's really what (UFC Chief Operating Officer) Lawrence Epstein personally told me: It's simply an award they bestow on the best fighter that night. That's insulting to every professional athlete.



MMAFA MISSION STATEMENT

- (a) To bring together in this organization, regardless of race, creed, color or nationality, all competitive mixed martial artists, coaches and trainers.
- (b) To establish improvements in the economic, physical and security conditions of employment for mixed martial artists, coaches and trainers.
- (c) To provide information and assistance to mixed martial artists, coaches and trainers and engage in activities to advance and safeguard their welfare.
- (d) To establish, conduct, and maintain such educational, recreational, social and charitable enterprises as may assist in the advancement of the Association and its Members.
- (e) To develop such projects and enterprises which will bring further benefits and revenues to Members as individuals or to the Association as an entity.
- (f) To promote and foster the best interest of mixed martial arts.
- (g) To take all steps and actions, consistent with the Constitution and Bylaws of the Association, to implement and carry out the objects, rights, activities and responsibilities of this organization.





MMAFA