

UFC 300: PEREIRA vs. HILL

Taking a Look at the Numbers Behind One of the Most Successful Events in UFC History

LAS VEGAS, April 17, 2024 – **UFC®**, part of TKO Group Holdings (NYSE: TKO), today announced that ***UFC 300: PEREIRA vs. HILL,*** held on Saturday, April 13, at T-Mobile Arena in Las Vegas, was one of the most successful and highest-grossing events in UFC history.

Among the highlights:

GATE

- **$16.5 million,** the **third** highest-grossing UFC event ever

ATTENDANCE

- **20,067**, a new record for a UFC event at T-Mobile Arena
- UFC's **sixth** consecutive sellout in 2024 and the **eleventh** straight sellout dating back to October 2023

VIEWERSHIP

- **Most-watched** UFC Pay Per View Prelims ever across ESPN platforms (ESPN+, Hulu SVOD, ESPN & ESPN Deportes combined)
- **Most-watched** UFC Pay Per View Prelims ever on ESPN, with **1.86 million** total viewers
- Viewership on ESPN grew every 30 minutes from 8:00p – 10:00p ET, peaking with **2.49 million** total viewers at 9:48p ET leading into the main card Pay-Per-View on ESPN+ at 10:00p ET
- **Most-viewed sports event** of Saturday during primetime (8:00p – 10:00p ET) on cable and network television among total viewers and key demographics, including P18-34, P18-49, P25-54, M18-34, M18-49, M25-54, F18-34, F18-49, and F25-54

MERCHANDISE

- **#1** all-time merchandise sales ever for a UFC arena event *(*not including stadium shows)*
- **#2** all-time merchandise sales for any UFC event *(*behind only **UFC 193: ROUSEY vs. HOLM** at Etihad Stadium in Melbourne in 2015*)

GLOBAL PARTNERSHIPS

- **Highest-grossing** sponsorship sales for an event in UFC history
- All available inventory **sold out**

COMMERCIAL PAY PER VIEW IN US, CANADA, AND AUSTRALIA

- **U.S.:** Highest result since July 2021 (UFC 264)
- **Canada:** Highest result since March 2020 (UFC 248)
- **Australia:** Highest result since January 2021 (UFC 257)
- **Movie theaters** in the U.S. set a record for a UFC event with the highest number of participating locations

SOCIAL

- Best performing event on social media in UFC history, breaking records for cross platform video views, impressions, and interactions. Throughout fight week (April 8 – 13), UFC social media amassed more than **1.1 billion** video views, with **213 million** views coming from Max Holloway's knockout of Justin Gaethje, which was posted across several platforms.

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About UFC®

UFC® is the world's premier mixed martial arts organization (MMA), with more than 700 million fans and approximately 260 million social media followers. The organization produces more than 40 live events annually in some of the most prestigious arenas around the world while broadcasting to over 975 million TV households across more than 170 countries. UFC's athlete roster features the world's best MMA athletes representing more than 80 countries. The organization's digital offerings include UFC FIGHT PASS®, one of the world's leading streaming services for combat sports. UFC is part of TKO Group Holdings (NYSE: TKO) and is headquartered in Las Vegas, Nevada. For more information, visit UFC.com and follow UFC at Facebook.com/UFC and @UFC on X, Snapchat, Instagram, and TikTok: @UFC.

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