



**UFC® FREEDOM 250 DELIVERS
34 MILLION TOTAL GLOBAL VIEWERS**
Most-Watched UFC Event Ever in the U.S.
Total Audience Doubled with International Viewing
*Best-Performing UFC Event on Social Media,
with 126 Billion Social Views*

LAS VEGAS, June 26, 2026 – Following Paramount+’s recent announcement that **UFC Freedom 250** reached a record-breaking 17 million total viewers on the platform across the U.S. and Latin America, **UFC®** today announced that viewership in additional countries, including Australia, China, India, South Korea, New Zealand, and the U.K., has doubled the reported audience and increased total global viewership to an estimated 34 million people¹, making the landmark White House card one of the most-watched events in UFC history.

Final global viewership totals reflect the standard reporting process for some international broadcasters, with audience data from certain markets finalized seven to 10 days after live events air. Several countries, including Spain and France, which had athletes headlining the card, will not report viewership until mid-July or later.

The event, which took place Sunday, June 14, on the grounds of the White House in Washington, D.C., commemorated the 250th birthday of the United States in a once-in-a-generation celebration of the American fighting spirit. The action inside the Octagon matched the unprecedented scale of the event. For the first time in UFC history, every bout on the card ended by knockout or technical knockout. In the main event, Justin

Gaethje defeated Ilia Topuria by corner stoppage following the fourth round to become the undisputed UFC lightweight champion.

UFC FREEDOM 250 was distributed globally in more than 170 countries through over 50 broadcast partners. On June 18, Paramount+ announced that the White House card marked the biggest exclusive live event in Paramount+ history, reaching **17 million total viewers** and averaging **8.2 million viewers** in the United States and Latin America. ²

In the U.S., **UFC FREEDOM 250** averaged 7.0 million viewers, making it the most-watched UFC event ever domestically. ³

In the days following the June 14 live presentation on Paramount+, viewership continued to increase, making **UFC FREEDOM 250** the most-watched live event replay in Paramount+ history. ⁴

UFC FREEDOM 250 also delivered the most powerful social media performance ever for UFC. Throughout fight week (June 8–14), UFC social media amassed **126 billion total views**, **5 billion engagements**, and **536,000 new followers**. UFC was the top trend throughout fight night on June 14, occupying eight of the top 10 trending positions.

- Instagram led UFC's platform performance with 68.6 billion impressions, 2.2 billion engagements, and 283,000 new followers.
- Facebook generated 42.3 billion impressions, 2.1 billion engagements, and 3.3 million in audience growth.
- TikTok delivered 6.5 billion impressions, 337.9 million engagements, and 367,000 new followers.
- YouTube generated 5.7 billion impressions, 122.3 million engagements, and 152,000 new followers.

UFC FREEDOM 250 also drove major growth across social media for athletes competing on the card, with Ilia Topuria adding 2 million new followers, followed by Justin Gaethje at 420,000, Alex Pereira at 363,000, and Diego Lopes at 277,000.

UFC FREEDOM 250 drew widespread attention across sports, business, and political media while generating an estimated **64 billion impressions** valued at **\$1.1 billion** across broadcast and online platforms. ⁵

About UFC®

UFC® is the world's premier mixed martial arts (MMA) organization, with more than 700 million fans and approximately 363 million social media followers. The organization

produces more than 40 live events annually in some of the most prestigious arenas around the world, while distributing programming to an estimated 1 billion broadcast and digital households across 210 countries and territories. UFC’s athlete roster features the world’s best MMA athletes, representing more than 75 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](https://www.ufc.com) and follow UFC at [Facebook.com/UFC](https://www.facebook.com/UFC) and [@UFC](https://www.instagram.com/ufc) on X, Snapchat, Instagram, and TikTok.

¹Global viewership is based on an aggregate of internal and external data sourced from UFC’s broadcast partners in the U.S. and Latin America (Paramount+), the U.K. (TNT), India (Sony Ten), China (Migu), South Korea (CJ ENM), and other markets; UFC FIGHT PASS performance in selected markets; and residential and commercial pay-per-view buys in the U.S., Canada, Australia, and New Zealand. A portion of global viewership is also modeled on the past performance of comparable UFC events broadcast in Europe, the Asia-Pacific region, and Sub-Saharan Africa. All numbers are P2+, representing viewers age two or older.

² According to Nielsen in the U.S. and Adobe Analytics in Latin America.

³ Paramount’s Adobe Analytics

⁴ Paramount’s Adobe Analytics and Channel Partner Data

⁵ Critical Mention, March 7, 2026 – June 17, 2026